

# Club Med & Brussels Airlines A successful partnership with new strategic developments

#### **Club Med**

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Brussels Airlines
Bernard Gustin, CEO
Lars Redeligx, CCO



#### **Facts & Figures 2010-2013**





- 21 destinations that cover
  - √ 14 Sun Resorts
  - √ 18 Ski resorts
  - √ 15 Discovery Circuits
- Great members welcomed on board
  - ✓ Club Med only flights: 90.622 guests
  - ✓ Individual trips/allotments: 57.904 guests
- 900 Club Med flights (300/year)

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#### Club Med & Brussels Airlines: The comfortable Ski-packages

#### 1. Fly & Ski





## We aim at changing the travel habits of our guests

- The benefits of Fly & Ski
- New
- ✓ A fast way to travel
- ✓ Comfortable
- ✓ Free transport of ski equipment
- ✓ Transfers included
- √ Attractive price
- Our target is to double the number of guests flying to their ski-destination

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#### Club Med & Brussels Airlines: the Golfer's package

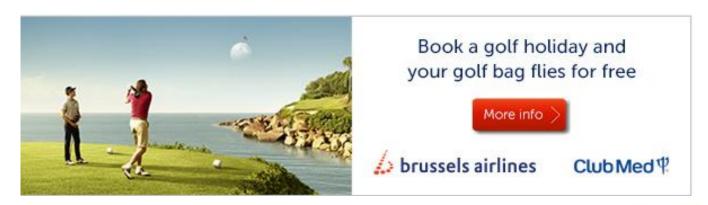
### 2. GOLF by Club Med





# Book a Club Med Golf holiday & your golf bag flies for free

- Large network:
  - ✓ Make use of existing Brussels Airlines destinations
  - ✓ Add new-ones with dedicated Club Med product-offer
- Develop further via cross-selling



## Club Med & Brussels Airlines: The large offer of Discovery Circuits

#### 3. Discovery Circuits by Club Med







- Joint personalized offer dedicated to the local market with departure ex Brussels instead of Paris
- Further enlarge network-offer onto Brussels Airlines destinations in the US and in Africa







#### 4. Club Med Business





## "All-in-one" tailor-made product for corporate customers

- Premium all inclusive : meeting rooms / sports & incentive / gourmet cuisine
- ✓ The most spectacular locations
- ✓ Total personalization
- Development of the MICE business
  - ✓ Exclusive offers (ex: Club Med Valmorel )
  - ✓ Joint sales initiatives & visits
  - ✓ Close cooperation with Star Alliance
- Mutual benefits for mutual customers:
  - ✓ One-stop-shop principle (Meet & Greet)
  - ✓ Attractive product & service offering
  - ✓ Extended reach of corporate customers





#### **Summary**



- Three successful years of close partnership
- Continuous focus on the high quality service deserved by our Great Members & guests while further increasing the attractiveness of our common offer
- Further cross selling-initiatives to be developed to the benefits of our guests
- Further enlarge exclusive product & service portfolio
- Create even more awareness of our partnership