



Club Med & Brussels Airlines

A successful partnership with new strategic developments

Club Med

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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)**

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**



- ✓ 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**





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**



Book a golf holiday and
your golf bag flies for free

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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



Club Med & Brussels: The exclusive Club Med Business product



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**