



CLUB MED, THE PIONEER OF INNOVATIVE HOLIDAYS CREATES THE FIRST ECO-NATURE RESORT AT CHERATING BEACH

May 2010 -1950. Two pioneers come together to create the All-Inclusive Holiday concept. Their dream is to offer guests idyllic locations where they can relax and unwind in luxury, play their favourite sports or pick up a new sport and be at one with nature and other cultures as they discover the world. And so Club Med was born.

A Club Med Premium All-Inclusive Holiday presents guests a gateway to a world of delights in the most beautiful locations around the globe. Whichever Resort you choose for your holiday, you will always find that extra something that makes Club Med a unique choice that is truly value for your money.

After 60 years of innovative holidays, Club Med unveils its new Eco-Nature Resort concept, starting this summer June 2010, which allows families the chance to get close to nature in an unspoilt setting as they enjoy innovative activities.

At Club Med, we firmly believe that a great holiday is about experiencing the exceptional. The environment plays a big part and what better way to enjoy it than at its natural best. The beauty of nature never fails to awe, inspire and leave one feeling truly at peace. Children, too, love nature. The trees, the forest, the sea, the beach... are endless sources of fun and enjoyment for them. Not surprisingly, the location of each Club Med Resort is carefully selected to bring the best of nature to GMs. The natural environment is always preserved and respect for nature is a prime consideration at all Resorts so everyone gets to enjoy and soak in the pleasure of true natural beauty.

Natural beauty at Cherating Beach, the perfect choice for Club Med's first eco- nature Resort

Cherating Beach, an exceptionally beautiful 4T Resort in Malaysia situated between protected jungle and the magnificent jade-green South China Sea offers guests an amazing wildlife experience. This first Eco-Nature Resort by Club Med, Cherating Beach boasts 80 hectares of tropical forest and 4 kilometres of unspoilt beaches. This preserved natural site boasts authentic, eco-aware architecture of traditional kampong-style timber bungalows perched atop wooden stilts integrated into the environment, and Green Globe benchmarking (Bronze).

The site comprises a nature reserve where turtles under threat of extinction come and lay their eggs. The Reserve also provides a home for macaque monkeys and many more tropical species. Children can discover wildlife at the Petit Club Med and Mini Club Med; a series of nature activities and Eco-Nature discovery trails allow you and your family to explore a Resort committed to protecting and respecting the environment.

Club Med Cherating Beach Resort is a 297-room resort located on Cherating Beach, surrounded by forest. Designed and built in 1977, it is constructed mainly with local materials which not only blend in perfectly with its surroundings but also saves on transportation costs. These bungalows of 850m are built on stilts to prevent flooding during the year-end monsoon season which brings heavy rainfall to Malaysia's east coast.

Cherating Beach was chosen for Club Med's first eco-nature resort as it has a large percentage of natural forest and pristine white beaches (75% of 80 hectares) compared to the built-up area of the resort. Many plant and animal species, including at least two endangered species – the Clouded Monitor Lizard and the Hornbill Bird – are found here. Endangered Green Turtles also come to lay their eggs on the beach here.

Coming Soon Exciting Eco-Nature Experiences

In line with its Eco-Nature concept, Club Med has teamed up with professionals to offer holidays that combine comfort, a wealth of new discoveries, nature and an Eco touch – with Club Med's unique and tailored All-Inclusive Holiday concept.

Beginning this summer June 2010, Club Med will offer a new holiday experience. Integrated at the heart of a preserved natural site with authentic architecture to match, guests will be able to get back in touch with nature. They can soak in the peace and quiet of nature while enjoying the breath-taking, panoramic view at a new platform situated on a rock; go on an invigorating adventure jungle walk across the rock to the beach and spend time with family and friends on an Eco-Nature Discovery of various green corners of the resort; and try climbing a 12 metre high wall.

Healthy cuisine

Club Med is renowned for its fine cuisine created by talented chefs. Guests can savour a different selection of food with a special theme – Asian, Oriental, seafood – each night. Gourmet plates, made up one at a time by the Chef, are offered every evening too. Healthy eating is encouraged with the emphasis on seafood, fresh vegetables, fruits and cereals. Foods are clearly labelled, without additives or any chemical treatment. A wholesome kid's tray that offers young ones a balanced meal is also available.

Lots of green action at Cherating Beach Resort

In May 2009, Club Med Cherating Beach Resort passed the requirements to qualify as a Green Globe Benchmarked Accommodation-Vacation Hotel and received a Bronze Green Globe Benchmark. Besides having a Sustainability Policy in place, Club Med Cherating Beach Resort has demonstrated a positive commitment to the environment which indicates that they can maintain or improve their performance, where appropriate and practical, in all Green Globe benchmarking indicators. Since, the sustainable tourism process at Cherating Beach Resort has made further improvements and progress.

The Resort has communicated its environmental policy to all suppliers to make them more aware of potential opportunities for 'green' business. It is working with the local turtle sanctuary to help educate the public about turtles and the need to protect and preserve this endangered species. It also ensures the survival of turtles that come each year to Malaysia's east coast from April to August to lay eggs. (Over the years, the number of leatherback turtles that come to Malaysian shores has dwindled as turtles that come ashore have been abused by both the public and pollution. Their eggs have also been taken away by poachers and sold commercially.) Polo T-shirts with the Turtle Sanctuary logo are also being sold to support the turtle conservation programme.

Club Med G.O/G.E's are trained on environmental issues. Water bottles are only sent to guests' rooms upon their arrival. Water is recycled and a water-efficient watering system has been installed at the Resort. A natural waste water treatment or Lagoon System – a more efficient way to treat waste water which helps reduce cost – has also been developed. Kitchen waste management is made more eco-friendly by recycling and composting. Information regarding what is recyclable or compostable is clearly displayed at strategic locations. A project to recycle waste from public areas is also being developed by the Housekeeping service. Recycling and composting have clearly reduced the amount of waste sent to the landfill from the Cherating Beach Resort.

On World Environment Day this year, Cherating Beach Resort welcomed children from a local school. They spent an enjoyable afternoon at the Resort's Nature Mini Club where they discussed the importance of the rainforest to our environment.

The Joy of Nature... at Cherating Beach Resort

Nature lovers – both adults and children alike – can have loads of fun exploring the flora, fauna and wildlife at the Cherating Beach Resort. A special discovery booklet – Rainforest Discovery, produced on environmentally-friendly recycled paper, lists all the plants and animals that are found at the Resort. Families are able to explore the surrounds and the amazing variety of wildlife and plants with the help of the book and an accompanying map.

Those who seek peace and quiet can relax and play in this idyllic setting, lulled by the soothing rhythm of swaying coconut palms and the nature calls of a wide species of rare birds, macaws and gibbons. Club Med Spa village operated by our partner – Mandara Spa allows guests to pamper themselves in a lush surroundings with eco-friendly products.

A paradise for the family

Club Med Cherating Beach Mini Club which caters to children from 4 to 10 years of age was given a new lease of life to blend into its lush, natural surroundings. Its new nature concept allows children to have a good time in the open, re-discovering and enjoying nature, wildlife and conservation. Materials and colours inspired by nature were mainly used in its design

Children receive a story book "Rainforest Treasures" upon registration at the Mini Club. They can participate in an exciting discovery circuit of events and, with each successful test, receive a stamp in their book. Once completed, they receive an official certificate recognising them as a true Club Med Cherating Beach kid and a friend of the environment.

Other highlights include animal statues around the Resort; daily shows; visits to the turtle sanctuary and excursions to nearby places of interest like Lake Chini and the Elephant sanctuary and even Mini Club 'jungle' snacks. It's all about getting children to become more aware of the natural world around them through fun activities.

Cherating Beach Resort offers a true family holiday where all is included together with a spectacular view of the Cherating Beach rainforest.

Club Med... always eco-conscious

Environment and sustainable development is a longstanding fundamental concept of Club Med, and today we are among the industry leaders in labelling and certification of our Resorts. Ecolabels awarded to Club Med Resorts across the world include:

- Green Globe Benchmarking (Silver): Ixtapa Pacific in Mexico
- Green Globe Benchmarking (Bronze): Cancun Yacatan in Mexico; Cherating Beach in Malaysia, Columbus Isle in Bahamas and Punta Cana in Dominican Republic
- European Ecolabel Certification: Opio en Provence, France.

Rio Das Pedras in Brazil, a family Resort located at the heart of a protected ecological reserve, the Mata Atlântica, the country's second-largest nature reserve, will be the second Club Med Eco-Nature Resort to invite the guests to enjoy a truly authentic experience by getting close to the nature in 2011 Winter.

Says Mr Olivier Horps, Club Med Managing Director, Asia Pacific, "We respect nature and always take an eco-friendly approach in all our Resorts. It saves the planet and offers guests an amazing wildlife experience too."

FACT SHEET – CLUB MED CHERATING BEACH , MALAYSIA



Prestigious Resort of the Year Award

Club Med Cherating Beach has clinched the ultimate accolade in the hospitality industry by winning the highly coveted Signature Leisure 7 Recreation Resort award in the Hospitality Asia Platinum Awards 2008-2010.

Additionally, the resort also won the award for “All Day Dining of the Year” & “Resort of the Year” at a grand ceremony in Kuala Lumpur which was attended by the veritable who’s who of the hospitality industry.

Location

On the east coast of Malaysia, alongside the magnificent beaches of the South China Sea. The airport in Kuantan is 60 kms and a 45-minute transfer away.

Weather

Hot and humid. The driest season is from June to the end of September.

Restaurants & Bars

Two restaurants offer a diverse range of culinary delights. The *Mutiara*, awarded ‘Table Coup de Coeur’ status, offers a refined setting complete with four terraces that let you enjoy your meal with a fabulous view. The *Rembulan*, which has also been awarded ‘Table Coup de Coeur’ status, is situated five minutes from the centre of the Village beside Pantai beach and surrounded by luxuriant garden in a totally intimate setting. A main bar in the centre of the Village and a beach bar facing the South China Sea are great spots to chill out.

Accommodation

On the east coast of Malaysia, lies a tropical Eden where everything inspires relaxation, luxury and refinement. The 297 rooms are divided between fifteen 3-storey buildings. Based on local architecture, they are raised on stilts and accessible via steps. The entire architecture is designed in resilient teak wood.

Children

- Club Med Baby Welcome (up to 23 months)
- Petit Club Med (2 to under 4 years old)
- Mini Club Med (4 to less than 11 years old)
- Club Med Passworld (11 to less than 18 years old)

Leisure

- Bar
- Club Med evenings
- Cooking classes
- Live music
- Paddling pool
- Petanque
- Swimming pool
- Table tennis
- Television room

Sports

Initiation group lessons:

- Golf
- Kayak

Group lessons for all levels:

- Aquafitness
- Archery
- Circus school
- Fitness with Club Med Gym
- Sailing

Free practice:

- Badminton
- Basketball
- Beach volleyball
- Cardio and Weights room
- Football
- Squash
- Tennis
- Volley ball

Excursions

- Explore Chini Lake
- Visit the exotic Night Market
- Discover the quaint, traditional charm of Kuantan and cosmopolitan Kuala Lumpur