



# Club Med

*Québec Charlevoix*

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Summer Experience

NAM PRODUCT MARKETING  
2023



# Summary

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The Destination Canada - Québec & Charlevoix

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The Resort - Club Med Québec Charlevoix

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Experiences by Club Med

# Québec & Charlevoix

## *The Destination*



# Charlevoix

*An epic history...*

*A mountain created by the magic of the universe*

Charlevoix owes its spectacular geography to the impact, 350 million years ago, of a 15-billion-ton meteor!

*Designated a World Biosphere Reserve by UNESCO*

*Where the sea & mountains meet*

The Charlevoix region offers fantastic landscapes and views of steep cliffs, national parks and charming villages nestled at the base of the hills or in peaceful coves.

The regions landscapes continue to inspire artists, painters, poets, writers, and musicians.



# Charlevoix from Spring to Fall

*A spectacular & authentic immersion into Canada*

## *The Great Outdoors*

An ever-changing landscape from spring to fall, ideal to recharge in the great outdoors and in one of the many Canadian National Parks.



## *A Playground for sports lovers*

The region world-renowned for its summer and mountain activities. Hiking, kayaking, mountain biking trails and so much more.



## *Charming Villages & Quebec City*

The ideal location to discover the region surrounded by charming and quaint villages, cultural activities and only 1h15 drive from Quebec City.



## *Culinary Specialties*

Take your taste buds on a culinary journey with Charlevoix's delicacies: local cheeses and cold cuts, microbrewery beers, ciders and of course all the maple products!



## *The Contagious 'Joie de Vivre'*

Immerse yourself in the Quebec culture with its 'joie de vivre'. Quebecers are known for being warm and welcoming, it's not just a myth!



# Club Med

## *Pioneering once again*

# *First*

1<sup>st</sup> Club Med resort in Canada

1<sup>st</sup> Mountain Resort opening North America in more than 15 years

1<sup>st</sup> All-inclusive Resort in Charlevoix, an exceptional natural region of Quebec

### *Key Info*

A waterfront mountain Resort

Exclusive Collection Space

4 season mountain Resort

302 rooms including 25 Suites – designed for families & couples





# A resort

*Catering to all*

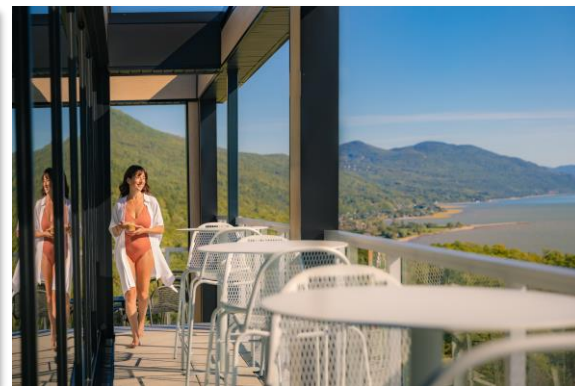
## FAMILIES



## COUPLES



## SINGLES & FRIENDS



## MEETINGS & EVENTS



## INTERNATIONAL CUSTOMERS

wanting to combine mountain sports, discovery & wellness



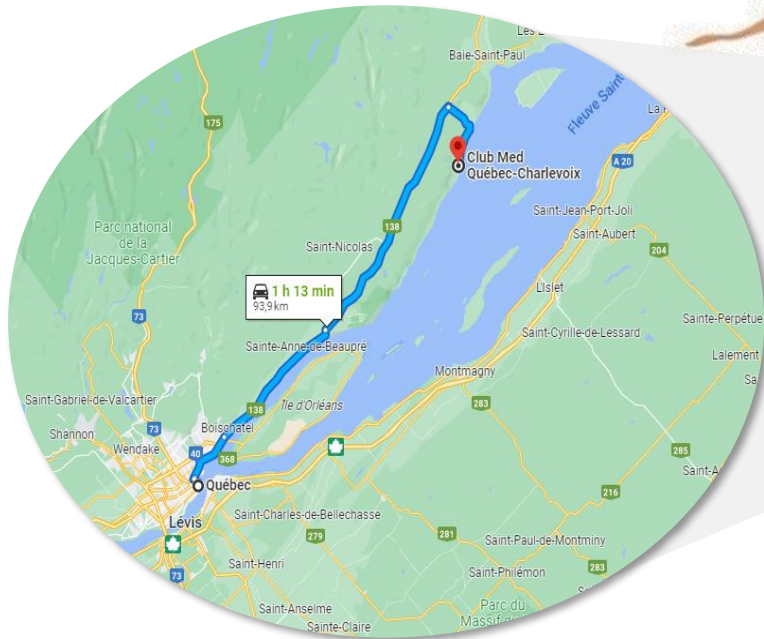
## LOCAL CLIENTELE

looking for hassle-free all-inclusive ski vacations with the charm of a waterfront unique location



# Easily accessible from North America & Europe

- Direct flights to Quebec City (YQB) from US/CAN/MX
- Driving from Boston (7h) and NYC (9h)
- Approximately 1h15 transfer from YBQ (Québec) to Club Med Quebec Charlevoix



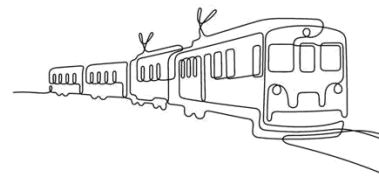
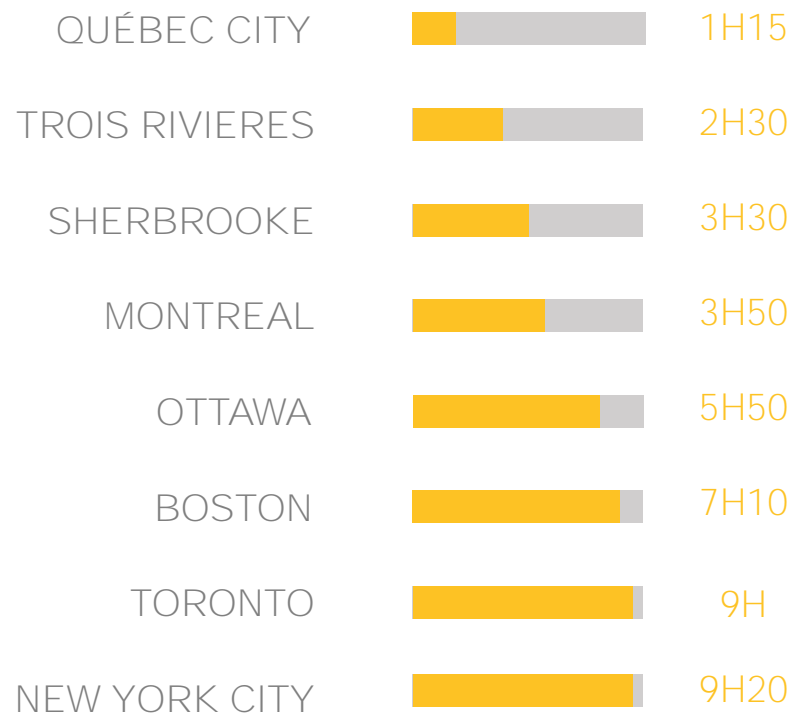
Found more details about flights connections on : [LINK](#)



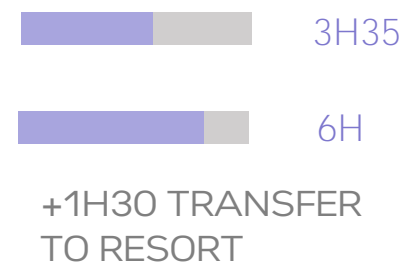
# Easily accessible by car and train



TO CLUB MED QUÉBEC CHARLEVOIX



TO GARE DU PALAIS IN QUÉBEC



# *Easily accessible* from Paris, France

## From Paris (CDG) to Quebec City (YQB)

- Summer : 6 flights per week
- Winter : 1 to 2 flights per week

## From London (LGW) to Quebec City (YQB)

- Summer only : 1 flight per week

 AIRFRANCE

 Air  
transat

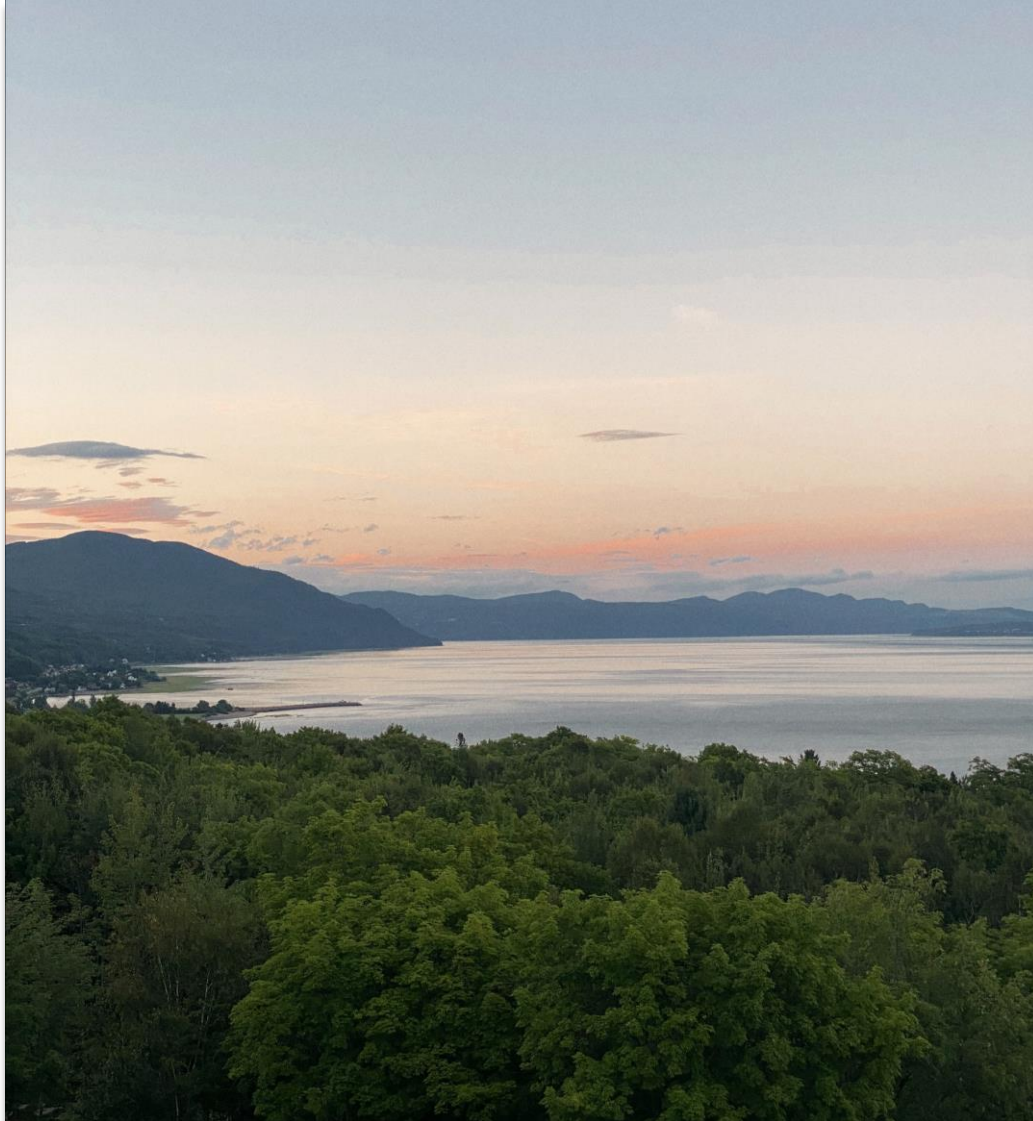


# Club Med Québec Charlevoix

## *The Resort*



## Unique Location *with a* *spectacular view over the St Lawrence River*



*A modern* architecture reinterpreting Canadian houses

- **Spectacular views** : Large windows glasses to enjoy the natural sunlight as much as possible
- **Canadian Inspiration** : Wood, stone, six-tile window and Canadian sheet metal, or the galleries protecting the entrances and terraces.
- The 8-story resort blends seamlessly into the surrounding landscape.

*Unique location*  
with a *spectacular view* over the St Lawrence river



A wide-angle photograph of a modern resort lobby. The space is characterized by warm wood paneling on the walls and ceiling. In the center, a large fireplace with a colorful quilted artwork above it is the focal point. To the left, a blue sectional sofa is arranged around a coffee table. To the right, another blue sectional sofa is positioned near a round table with chairs. The ceiling features a large, illuminated chandelier with a geometric, starburst design. The floor is a mix of light wood and grey tiles.

# Welcome to the Resort's inviting lobby

A design concept showcasing the four seasons  
The design concept is like a Québec quilt:  
visually testifying the four seasons that characterize  
Québec and the surrounding nature.

# Cozy Accommodations

## Superior Room



### 225 Superior Rooms (occ.2 or occ. 4)

- Balconies in every room
- Mountain or River View
- 125 Superior: 30 M<sup>2</sup> / 323 sq. ft.
- 100 Superior Family: 34 m<sup>2</sup> / 366 sq. ft.

*Décor inspired by the great outdoors : winter white, twilight blue, yellow sun combined with elements of the environment of the boreal forest.*

# Cozy Accommodations

## Deluxe Room



### 52 Deluxe Rooms (occ.2 or occ. 4)

- Balcony with river view – sunrise
- 26 Deluxe: 38 m<sup>2</sup> / 409 sq. ft.
- 26 Family Deluxe: 45 m<sup>2</sup> / 484 sq. ft.

*Décor inspired by the warmth of ancestral homes: blond wood, sun yellow & cardinal red*





# Exclusive Collection Space

## *Couple & Family Suites*



### 25 Suites (occ. 2 or occ. 4)

- Incredible views from the top of the resort – sunrise
- 4 Couple Suites: 51 M<sup>2</sup> / 549 sq. ft.
- 21 Family Suites: 68 M<sup>2</sup> / 731 sq. ft.

*On a black & white backdrop, the decor is a juxtaposition of materials from traditional elements: leather, wood, fur mixed with the knitting of the wool stocking*



# Exclusive Collection Space

## *Couple & Family Suites*

### Premium Services & Features :

- Room service (continental breakfast)
- In-room mini bar (daily refill)
- Concierge Service
- Sothys Spa amenities

# Exclusive Collection Space



- A private and cozy lounge and fireplace
- Take in breathtaking views from the private terrace and jacuzzi
- Concierge service
- Dedicated bar with daily Champagne service from 6pm

# Memorable experiences





# Summer experiences at *Québec Charlevoix*



# Culinary experiences





# Gourmet dining *Experiences*

## *Le Marché*

### Main Restaurant



Buffet style – gourmet marketplace - International & local cuisine  
5 different dining rooms (one exclusive for adults)  
2 terraces

## *Terroir & Co.*

### Fondue Experience



The Ultimate Mountain  
Comfort Food

Enjoy fondue served with  
local cheeses and  
charcuteries.



At extra cost :  
\$45 CAD / adult & \$35 CAD / kid  
Free for kids under 11 years

*The dining rooms are designed to reflect Québec's rich history and culture*

# Local & International Culinary Delights

## Canadian Specialties

## French Touch

Pancakes & local maple syrup



Beef Bannock



Organic & local meat



Local Quebec cheeses



Local & seasonal fruits & vegetables

Omerto wine & Hydromel Charlevoix



Québec cheese carpaccio



Pastries



French bakery



Viennoiserie



+ 'Buffet du randonneur' : snacks available for take away for full day hikes and full day excursions





# Healthy food



*Healthy Gourmet cuisine for nutritious meal*



- **All day dining** offering healthy meals & snacks for everyone
- From starters to deserts, our Chefs ensure the **diversity and quality of delicious healthy options** with well balanced daily menu including large choice of **vegetables, proteins** associated with local specialties and **French savoir faire**.



- **Healthy and nutritive breakfast** with
- **Large choice of proteins** including a 'à la minute' eggs
- Extensive choice of **fresh fruits & cereals** oatmeal stations,
- **Fresh orange** juices & green juices



- **New !**  
Club Med now offers a multitude of delicious plant-based and gluten-free dishes in the different stations of our restaurants.  
Partnership with the vegan protein brand **Beyond Meat**.  
**New plant-based options.**



- Choice of delicious **teas**
- Unlimited **detox water**
- **Freshly pressed juice** stations around the resort.



# Gourmet Lounge

## Le Chalet

Le Chalet promises a unique and intimate experience. At the crossroads between the traditional and the modern, the culinary art of Québec is constantly reinventing itself. With every meal, you can enjoy the elegant and colorful decor open to the ever-changing view of the river below.

- Late breakfast or lunch,
  - Tapas-style boards to share in the evening
- Le Chalet adapts to everyone's desires without reservation.

### Restaurant

All day dining

**Late breakfast** / Charlevoix's delicacies tasting / Tomahawk available on demand /

**Late night snacks** / Dinner aperitif experience

### Wine Cellar

Selection of fine wine & spirits

### Lounge Bar

A chic ambiance with evening musical performances



**Charlevoix's Delicacies Tasting**  
Every day from 6:30 pm – 9:30 pm



**Tomahawk**  
150\$+taxes for 2 people  
Reservation 24 hours in advance at Le Chalet



# Delicious Local Specialties



Treat yourself to culinary delicacies from the Charlevoix region: local cheeses, cold cuts, organic meats and poultry, microbrewery beers, crafted ciders and of course, products made with Canada's world-famous maple



# Family experiences





A resort built for

*Families and kids of all ages*

Family Accommodations



Kids Club (from 4 months old to 17 y-o)



Nature Discovery



Kids Show



Circus



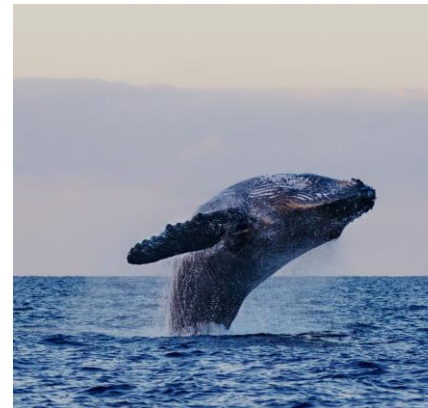
Hiking



Multisport field and Mini Golf



Family Friendly Indoor Pool



Excursions for Families



Movie nights for kids



X

must-travel  
Experiences   
Kids

Indoor pool



Indoor Circus



Mountain Biking

*from 8 y -o*



Themed Hikes



# Entertainment for *Families*

*Kids Events*



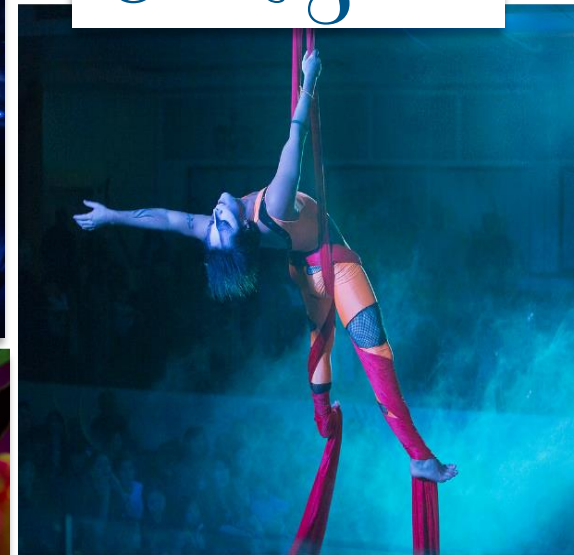
*Big Snack*



*G.O. Shows*



*Circus Show*



*Kids Show*



# Sport experiences

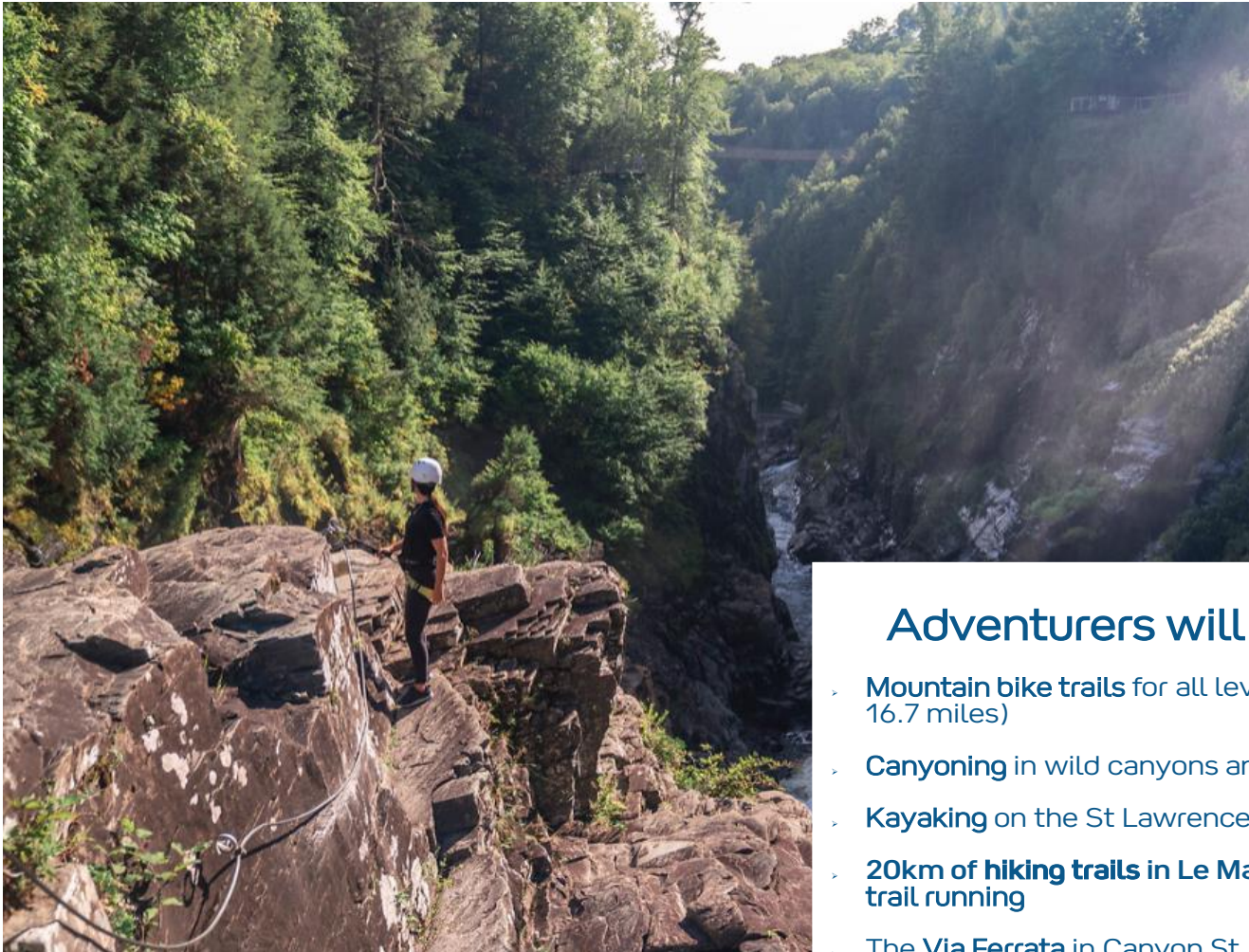






# A playground for sport lovers

*Enjoy Canada's great outdoors*



## Adventurers will love...

- Mountain bike trails for all levels (27 km - 16.7 miles)
- Canyoning in wild canyons and cascades
- Kayaking on the St Lawrence River
- 20km of **hiking trails** in Le Massif Hiking or trail running
- The **Via Ferrata** in Canyon St Anne (40 min)





# Extensive list of included activities

## *Mountain, Fitness & Circus Activities*

**Mountain Biking**



**Hiking**



**Gym & Fitness Classes**



**Volleyball & Soccer**



**Circus Initiation**



**Themed Hikes**



**Spinning**



**Fitness Walking**



**Yoga**



**Mini Golf**



# Summer mountain

## *Iconic activities*

### Mountain Biking School



- ✓ Accessible for all levels
- ✓ Access the top of the mountain via gondola - lift passes included
- ✓ Mountain bike trails open mid-June to mid-October
- ✓ 7 days per week
- ✓ Ages 7 and up



### Themed Guided Hikes



- ✓ Accessible for all levels
- ✓ Themed hikes: gourmet hike, family, cultural, discovery, sport
- ✓ Specific hiking program for children
- ✓ Available 7/7
- ✓ Ages 4 and up

### Yoga & Meditation



- ✓ 20h a week of yoga classes & relaxing meditation sessions
- ✓ A complete Yoga program : Hatha yoga, Vinyasa, Chroma Therapy, meditation, Power yoga



# Thrilling

## *Hiking experiences*

- ✓ 9 emblematic hikes
- ✓ 3 different levels : Easy / Intermediate / Difficult
- ✓ Themed hikes : gourmet hike, family, cultural, discovery, sport
- ✓ Possibility to rent the hiking equipment
- ✓ Ages 7 and up
- ✓ 7 days per week



Click [HERE](#) to learn more about the hiking experiences

A woman wearing a black helmet and clothing is sitting on a teal mountain bike on a dirt trail. She is looking out over a vast landscape of evergreen trees and a large body of water, likely the St. Lawrence River, under a cloudy sky. The scene is captured from a side profile, emphasizing the scenic view.

Enjoy *biking* with a *view* on the St. Lawrence River

Must-try  
Experience 

# Wellness Fusion

by Club Med  $\Psi$



# Wellness Fusion

by Club Med 

*Fusion based on 6 wellness dimensions*



Nothing to worry about, just going with the flow of the Wellness Fusion program in our NAM Resorts, the wellbeing at the heart of your all-inclusive vacation

# A *Comprehensive* Yoga Program



- More than 15 hours of yoga & meditation per week
- Dedicated G.O yoga
- Yoga studio with mountain view





# Sports

## All-inclusive Sports Vacation

### *More than 20 sports & activities*

A Club Med Quebec Charlevoix vacation also means more than 20 different sports to choose from! Make the most of your all-inclusive stay while taking advantage of our top-notch facilities and professional sports instructors.

#### **Outdoor activities :**

- Hiking – spring/summer/fall
- Mountain biking – summer
- Running
- Power walk
- Mini golf
- Basketball
- Soccer
- Volleyball

#### **Indoor activities or within Wellness bubble :**

- Indoor Swimming-pool & Aqua fitness
- **Spinning®**
- **Zumba**
- Circus lessons & acrobatic activities
- **Circuit training**
- Fitness muscle awakening
- Butts & Guts
- Ping-pong tournament
- Cardio training room with treadmills, ellipticals, rowing machines and spin bikes.
- Muscle strengthening with dumbbells and a group of workout machines.

# Wellness Bubble

An indoor swimming pool  
boasting *incredible views*

## Key Info

- Heated pool with River views
- Outdoor jacuzzi
- Hammam (free access)
- Family zone with a splash pool

# blissful spa

## Club Med Spa by Sothys

A sublime spa experience for the body blissfulness.

The Club Med Spa by Sothys offers massages, facials and a wellness journey to get you rejuvenated. Collaborating with Sothys means we're collaborating with Experts in the Wellness field and the French Beauty Savoir-Faire.

Since 1946, Sothys has represented French excellence with treatments and products used across beauty institutes and spas worldwide.

## Key Spa features

- Waterfront mountain Spa
- 7 single & 1 double treatment rooms
- Cold & hot pathways
- Sauna with a river view
- Snow Fountain
- 100 m<sup>2</sup> terrace overlooking the St Lawrence River with warm and cold baths
- Sauna with panoramic river views
- Relaxation area & tearoom facing the St Lawrence River
- Beauty Salon

## Don't miss !

- A well-being experience featuring hot/cold therapy
- Sauna with a view !
- The Hanakasumi treatment
- Ancestral Indonesia treatment
- Intensive Moisturizing treatment

### Benefits of Cold / Hot Therapy :

- Increased body energy & overall mood
- Improved blood circulation
- Excellent for skin firmness
- Reduced muscle pain
- Decreased swelling



# The Club Med Spa

by Sothys

## Key Info

- Waterfront mountain Spa
- 7 single & 1 double treatment rooms
- Cold & hot pathways
- Sauna with a view!

At extra cost

blissful spa

# *A well-being* experience featuring hot & cold therapy

- 100 m<sup>2</sup> terrace overlooking the St Lawrence River with warm and cold baths
- Sauna with panoramic river views
- Cold plunge & ice fountain

*blissful spa*  
∞



# A full wellness bubble designed to *unwind and disconnect...*

15h a week of yoga classes  
& relaxing meditation sessions



Heated indoor pool  
& indoor Hammam



Outdoor jacuzzi



A Wellness Night  
twice per week



Healthy gourmet cuisine, fresh  
juices, plant-based dishes



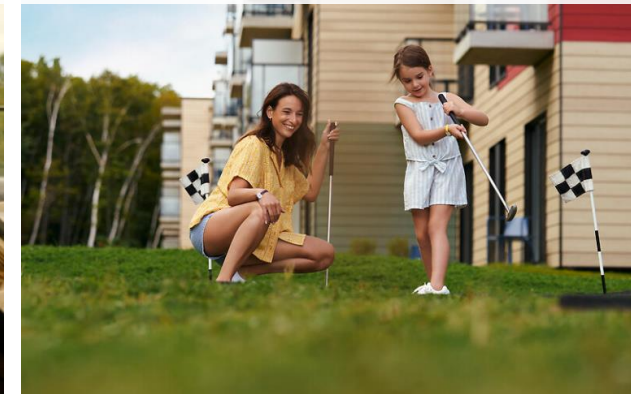
Hiking program to reconnect  
with nature



Spa by Sothys\* with massages,  
facials, Hot & Cold Therapy



20 sports  
and activities



# Discovery experiences





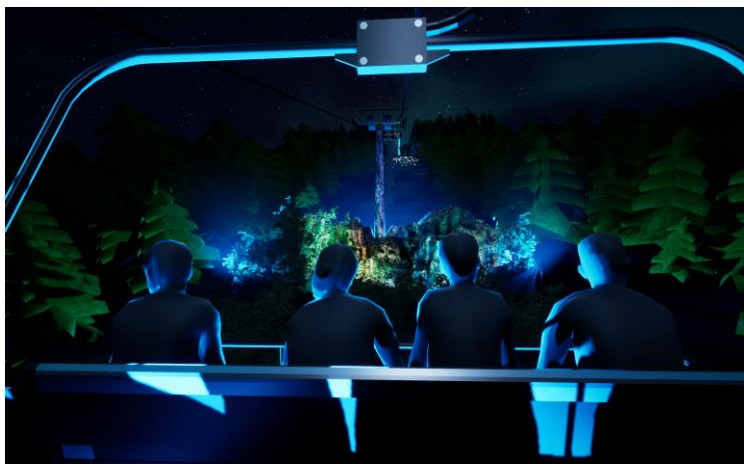
## Excursions

*Selection of the best excursions related to natural wonders*



### **WHALE WATCHING CRUISE**

Discover the beautiful Whale Kingdom located in Charlevoix, travel through its enchanting sites and landscapes, witness at first hand the rugged regions of our first settlers. Upon arrival in Baie-Sainte-Catherine, you will board a cruise ship specially designed for whale watching. A nature guide specializing in mammal life will invite you to discover the different species found in the St-Lawrence Estuary. We recommend you bring warm clothes with you. From May to October. Tuesday, Thursday, Sunday. Quota : min 8 people. From May 1<sup>st</sup> to October 31<sup>st</sup>. Transportation included from the resort. Booking on site only.



### **LE VOL DE L'OISEAU MECANIQUE - *World's first night-time carousel***

**NEW !** The world's first night-time carousel located at Club Med Québec Charlevoix, from June 23<sup>rd</sup> 2023 to September 4<sup>th</sup>. Club Med Québec Charlevoix is pleased to announce a new activity starting June 2023: Le Vol de L'Oiseau Mécanique. This carousel ride is an animated, sensory and luminous experience on Le Massif Charlevoix's ski lifts that offers luminous lights and sounds under the moonlit sky. The experience is a unique way to admire the splendors of nature between the sky, land and sea for a one-hour ride. Duration: 1 hour. Accessible by walk from the resort. Presales on Le Massif website only.





# Excursions

*Selection of the best excursions related to the local culture*



## **OLD QUEBEC CITY SHUTTLE**

This 2-hour bus tour will take you through the city's charming historic district, known as Old Quebec. You will have the opportunity to discover the main points of interest of the city, such as the Place Royale, the Place d'Armes, and the Dufferin Terrace, the Latin Quarter, the Plains of Abraham, the ramparts, the famous Château Frontenac, the National Assembly, the Basilica, City Hall while listening to interesting commentary on the history and culture of Quebec. All year long – on Tuesday, Thursday and Sunday. Min pax: 10 people. Transportation included from the resort. Booking on site only.



## **OLD QUEBEC CITY SHUTTLE & CITY TOUR HOP-ON HOP-OFF**

The ideal excursion to discover the city of Quebec : historical, romantic, modern. Hop on and off freely on the Red Line route to visit everything at your own pace. The tour is commented by an audio-guide. 10 language choices available. The circuit has 14 stops: Place d'Armes (Château Frontenac, Terrasse Dufferin), Quartier St-Roch, Museum of Civilization, Place Royale, Old Port, Convention Center, Observatory of the Capital, Armoury, Plains of Abraham, Museum of Fine Arts, Avenue Cartier, Quartier Saint-Jean-Baptiste, Place d'Youville, Citadel of Quebec. Departure every 30-45 min. Transportation included from the resort. Booking on site only.



## **TRAIN DE CHARLEVOIX – *Discovery tour***

- **Baie St Paul Discovery Tour**

Explore the hometown of Cirque du Soleil with the highest concentration of art galleries in Canada. Visit a ribbon of boutiques showcasing local products and stroll along rue St-Jean-Baptiste.

- **Charlevoix Est & La Malbaie Rail Discovery Tour**

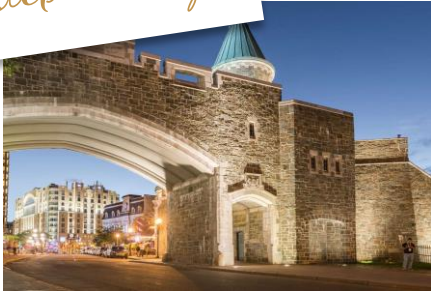
Destination La Malbaie, the cradle of resort vacationing in Canada. Passengers will discover Charlevoix's eastern sector, passing through the historical villages of St-Joseph-de-la-Rive, its Maritime Museum, St-Irénée. Autonomous excursion. 7/7 from June 17th to October 10<sup>th</sup>. Transportation to the train not included. Access 25 min by walk. Booking on site only.



# Immerse in the French-Canadian culture

## *Visit of the surrounding villages and Quebec City*

### *Quebec City*



### Old Quebec, a UNESCO World Heritage treasure!

Soak up the old city's exceptional heritage and European charm as you stroll its 400-year-old cobblestone streets.

### European charm and francophone culture

Immerse yourself in the festive spirit and this culture that is known around the world for its unique character, bold cultural initiatives and warm welcome.



### A vibrant and friendly city

Families will enjoy the best of Quebec City as they discover the city through the various restaurants, festivals and local traditions.

### *Charming Villages*



**Baie St Paul - 30 min** from the resort: the cultural capital of Canada.

**La Malbaie - 1h:** the charm of bourgeois residences transplanted another century.

**Isle aux Coudres - 1h20:** an island rich in folklore and arts & crafts. Visit the local wind and watermills.

**Ile d'Orléans - 1h30:** this island mixes charming architecture, beautiful panoramic views and delicious products from local farmers.

### *"La Route du Fleuve"*



This scenic road along the St Lawrence River, considered as one the most beautiful panoramic roads in Canada (according to USA Today).

The **Train de Charlevoix** is a unique way of discovering the region as travelers wind along a picturesque rail between Quebec City and La Malbaie.



# Functional *meeting rooms*

## Meeting spaces

- ✓ a conference space of a total of 350 m<sup>2</sup> (3,767 sq. ft.) that can be divided in 3 separate rooms
- ✓ beautiful natural light coming from the foyer's glass doors
- ✓ a VIP boardroom (25m<sup>2</sup>/ 269 sq. ft.) for more intimate meetings

## Foyer

- ✓ a foyer (82m<sup>2</sup>/ 882 sq.ft.) for coffee breaks with comfortable seating

## Dining / Bar

- ✓ Main restaurant: seats 700 persons in 5 different dining rooms (+120 on terrace)
- ✓ Gourmet Lounge: seats 200 persons
- ✓ Main bar/Theater: seats 300 persons



WI-FI  
INCLUDED



1h30

QUEBEC CITY  
AIRPORT (YQB)

# Club Med Ambiance



A woman with long dark hair, wearing a purple patterned short-sleeved shirt and sunglasses, is lying on her back on a yellow and white geometric patterned rug. She is smiling and looking towards the camera. To her right, there is a glass pitcher of water and a small orange plate with food. To her left, there is a white plate with food and a glass of red wine. The scene is set outdoors, with shadows of trees and plants cast across the rug.

# Bring home

*the Quebec 'Joie de Vivre'*

Immerse yourself in the Quebec culture with its 'joie de vivre'. Quebecers are well known for being warm and welcoming - it's not just a myth!

# *Le Météore*

Main Bar hosting events, happenings & games

At the heart of the resort, the main bar and adjacent terrace will host events, happenings, games and parties



# Club Med's unparalleled *Ambiance*

*G.O. Shows*



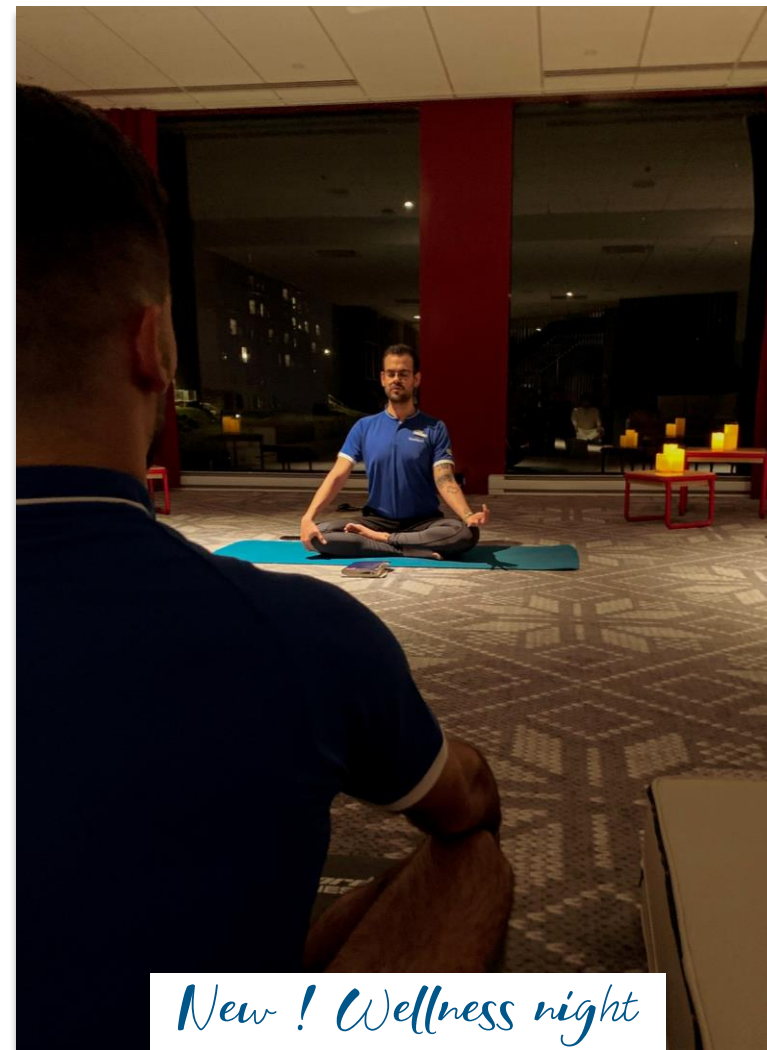
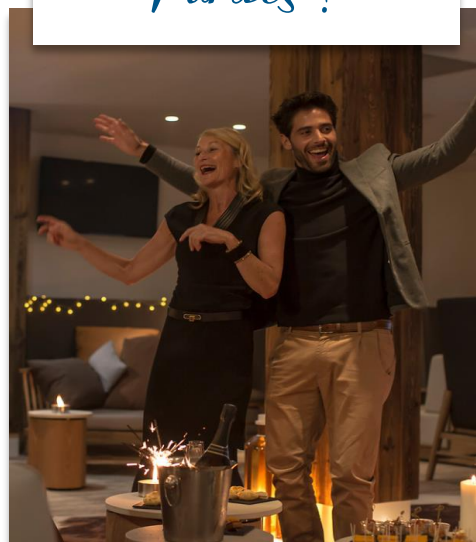
*Live Music*



*Club Med Spirit*



*Parties !*



*New ! Wellness night*



Happy  
to Care







## Quebec Charlevoix is

*Happy to Care*



- Club Med Quebec Charlevoix received their 1<sup>st</sup> Green Globe Certification
- High-quality tap water
- 80% of the food comes from Canada (including 27% of the food comes from less than 100km from the resort)





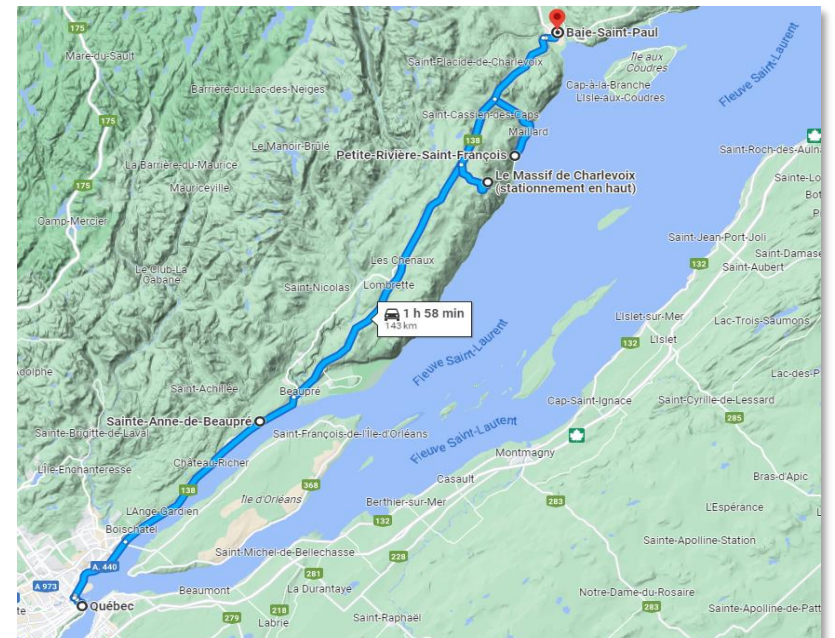
# First-ever train with *Zero direct emissions*

North America's First Hydrogen-Powered Train Will Debut This Summer

Click [HERE](#) to watch the full video of this unforgettable experience

## Key Info

- *Starting June 17 to September 30, 2023*
- 90-minute ride
- 85 miles per hour
- Starting in Quebec City, the train will stop at 7 riverside towns including Sainte-Anne-De-Beaupre, Petite Riviere-Saint-Francois and Le Massif, Baie-Saint-Paul
- *Round-trip tickets start at \$99 for adults and \$69 for children ride*



*Accessible by walk from the resort*



*Thank you*



*Every season  
tells a story*





# Québec's Region from Spring to Fall

*Every season tells a story*



**SPRING**

April 11<sup>th</sup> – June 18<sup>th</sup>



**SUMMER**

June 18<sup>th</sup> – September 30<sup>th</sup>



**FALL**

September 30<sup>th</sup> – December 2<sup>nd</sup>



### 4 seasons in 1 single day

Colorful displays start springing up.

Ideal weather to explore local cities & towns, and to observe the regions wild life.

Visit the sugar shacks to sample the regions world-famous maple!

### Ideal period for mountain adventures.

Warm temperatures make exploring the great outdoors even more adventures.

Nature lovers will get a thrill out of hiking, biking, kayaking and even rock climbing!

### The worldwide renowned Canadian fall.

Discover Québec's awe-inspiring landscapes as they unveil their rich colors during the fall foliage.

Wildlife viewing: Whale watching in the St. Lawrence River



# Every season offers a different *Experience*



## Specific to Spring :

- + Sugar Shack – Must Try Experience
- + Hiking experience & Nature discovery
- Outdoor sports according to weather conditions



## Specific to Summer :

- + All outdoor activities
- + Mountain biking (from June 18<sup>th</sup> to October 10<sup>th</sup>)
- + Whale watching (from June to October)



## Specific to Fall :

- + Whale watching (until October)
- + Amazing Canadian fall colors !
- + Biking activity until oct 10<sup>th</sup>
- Outdoor sports according to weather conditions



# A typical summer day in

# Québec Charlevoix



## LIVE SHOWS

### & DINNER AROUND LOCAL SPECIALTIES

After telling about your day around an aperitive cocktail, head to the Gourmet Lounge to enjoy the best mountain products with friends or family.

## MORNING HIKE



## WAKE UP AND BREAKFAST



12:00

## LUNCH, A WELL-DESERVED BREAK



PM

## INTRODUCTION TO MOUNTAIN BIKING

On a flat path by the river



## RELAXATION TIME

Reading, then Yoga lesson with view over the alpine pastures

