



Club Med Urban Oasis Taicang Resort  
Club Med地中海白日方舟·太仓度假村

PRODUCTS PRESENTATION

产品手册

2023 Sep





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01

## 品牌介绍

BRAND  
INTRODUCTION





Club Med   
地中海俱乐部

*“ The purpose of life is to be happy  
The time to be happy is now.  
And the place to be happy is here.”*

*“ 生活的目标就是快乐  
这里就是快乐的地方  
此刻让我们尽情快乐吧 ”*

Gérard Blitzt  
Club Med创始人





# 地中海俱乐部旗下4条产品线

Club Med Ψ  
地 中 海 · 邻 境

Club Med Ψ  
地 中 海 · 白 日 方 舟

Club Med Ψ  
地 中 海 俱 乐 部

EXCLUSIVE  
Club Med Ψ  
COLLECTION

## 定义

专为中国市场开发的产品线。度假村选址于中国一线城市2-3小时车程之地，提供周边的短途度假及商务会奖体验。体验形式灵活，可选择“房间含早”或“一价全包”形式。

为中国都市人群量身打造的日常生活圈精致度假。可灵活选择“房间含早”或“一价全包”形式。

Club Med 标志性精致“一价全包”假期。多元化的国际G.O团队让客人尽享全球美食，丰富多样的活动及娱乐，还有儿童托管等亲子服务。

Club Med的奢华产品线。度假村均选址世界上最美风景地，以私密感和细致周到的定制化服务，给予宾客无与伦比度假体验。

## 目标客群

居于一线城市的家庭和企业客户期望探索目的地，关注度假体验

寻求宅度假附近住宿的一线城市当地家庭；寻求城市探索和服务质量的游客

一二线城市的富裕家庭  
关注体验的丰富性，追求度假品质

情侣、家庭或朋友群体  
对度假期间的服务和舒适度有极高的要求，期望拥有非同凡响的度假体验

## 品牌标语

「近」享自在假期

“慢”游都市，自由咫尺

这就是自由自在

奢侈是生活的艺术



# Club Med's 4 Product Lines

**Club Med**   
JOYVIEW

**Club Med**   
URBAN OASIS

**Club Med** 

**Club Med**   
EXCLUSIVE  
COLLECTION

## Positioning

A China market specific product line. Located within 2-3 hours drive from first tier cities in China. Joyview offers short distance trips and MICE experience. Flexible options for both "Room & Breakfast" and "All-Inclusive" services

An exquisite vacation in daily living circle, tailored-made for urban people in China. Flexible options for both "Room & Breakfast" and "All-Inclusive" services

Club Med signature all-inclusive holiday. International G.O team can offer customers global cuisines, diverse entertainment and childcare services

Club Med luxury product line. Resorts are all located at the most famous scenic spots. It provides the guests unparalleled holiday experience through exclusive and detailed-oriented customized service

## TA

Families and corporate clients in first tier cities  
Who look forward to exploring the destination experiences

Local families in tier -1 cities looking for a staycation nearby; tourists seeking city exploration and service quality

Affluent families from first and second tier cities  
Care about experience diversity and holiday quality

Couples, families or friends  
High standard for holiday service and comfort level, look forward to remarkable experience

## Brand Slogan

Just Here, Enjoy a Relaxed Holiday

A Stroll in the City and the Freedom is Around Corner

That's l'Esprit Libre

Luxury is the Art of Living



# Club Med

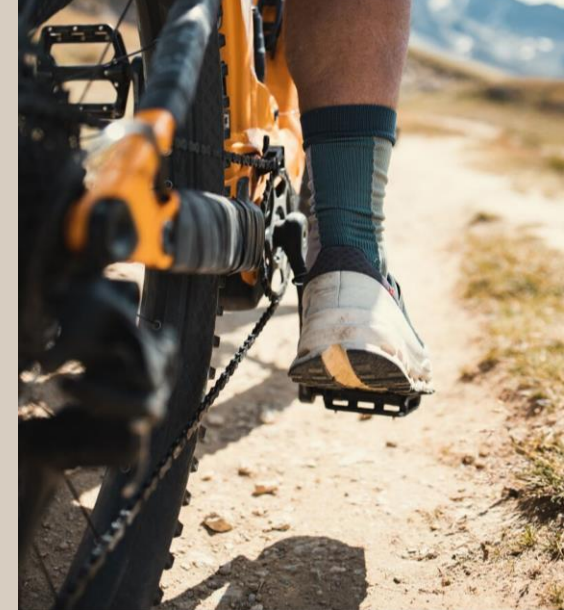
## URBAN OASIS

地中海俱乐部精神在城市中的延伸

*The extension of Club Med spirit into cities*

源自Club Med的**高端城市**酒店品牌，为中国一线城市人群，量身定制**日常生活圈内的精致假期**。

An **upscale** city hotel brand derived from Club Med, offering **an exquisite vacation in daily living circle**, tailor-made for urban people in China tier-1 cities.





# G.O团队

Club Med创立之初，就致力于打造充满人性的欢乐丰盛之旅。于是便诞生了世界上最快乐的职业之一--G.O。G.O是“Gentle Organizer<法语>”的缩写，我们称他们“快乐管家”。

他们作为Club Med的主人，为每一个前来Club Med的客人提供亲切而友善的服务。G.O并不像普通的服务人员，他们是客人在度假村中的最好朋友和帮手。

来自世界各地100多个国家的G.O让客人虽身处异地度假村，但第一时间就会感受到母语的亲切，放心的由他们带领步入无忧假期。多才多艺的G.O精心准备现场音乐、晚间娱乐及表演，让您的夜晚同样精彩。



## Our Friendly G.O team

At the beginning the Club Med has been working on a build joy abundant trip full of human nature. So here comes with the most joyful job in the world — G.O. G.O is short for "Gentle Organizer< French >", we call them Gentle Organizers. As the hosts of Club Med, they provide friendly service for every guest who comes to Club Med. Unlike ordinary service staff, G.O is a guest's best friend and helper at the resort. From more than 100 countries around the world G.O can make guests feel at home of their native language at the first time, so that they can lead them into a carefree holiday. The talent G.O. makes your evening exciting by preparing live music, evening entertainment and performances.



02

关于太仓

TAICANG  
DESTINATION





# Taicang 太仓

- 江苏省唯一沿江沿沪城市
- 南临上海，西连昆山，北接常熟
- 长三角核心产业区块 — 中德中小企业合作区
- 地处太仓港、嘉昆太区域
- 毗邻苏州工业园区，对接大虹桥板块

- The only city in Jiangsu Province along the Yangtze River and Shanghai
- To the south is Shanghai, to the west is Kunshan, and to the north is Changshu
- Yangtze River Delta Core Industry Block - German Enterprise Cooperation Zone
- Located in the Taicang Port and Jia Kun Tai region
- Adjacent to Suzhou Industrial Park and connected to the Hongqiao economic section
- Within 1 hour Traffic layout radiation will cover the Yangtze River Delta area

Club Med  
URBAN OASIS

## 上海下一站 太仓 下一站上海

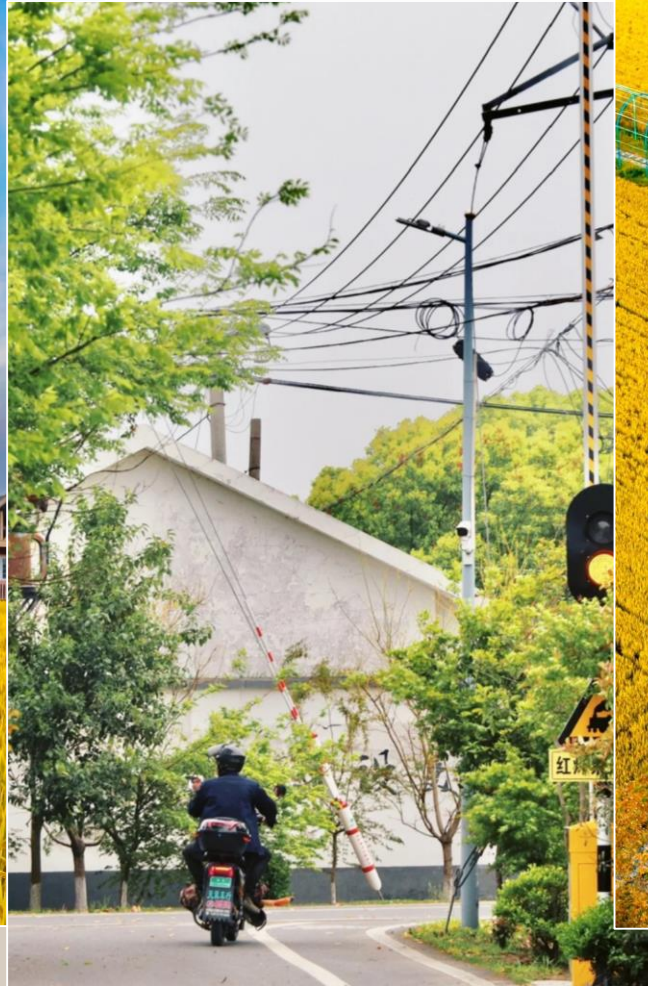
全国最具幸福感城市之一  
长三角一体化战略支点  
中国经济百强 德企之乡

江苏省唯一沿江沿沪城市，与上海嘉定、宝山相邻  
作为紧密“接轨上海”的城市，太仓交通便利，一小时内覆盖长三角



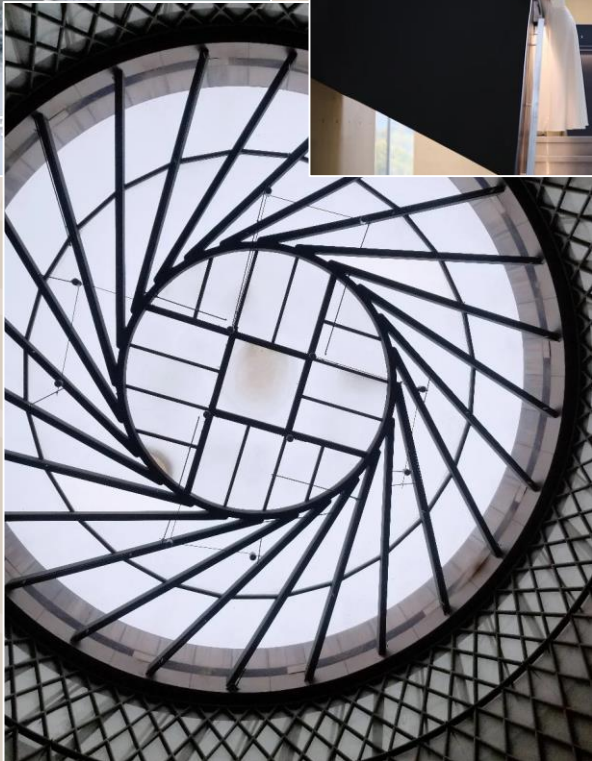
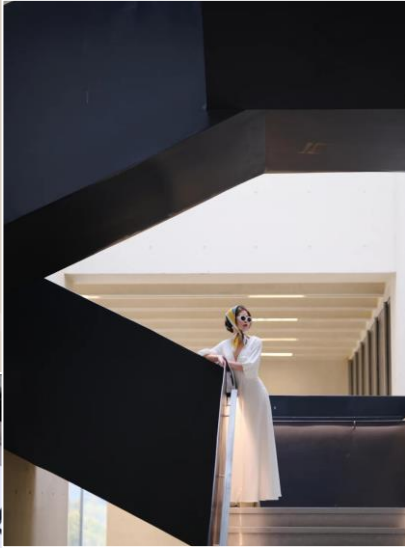
# 天下粮仓，江浙小“镰仓” - “园在城中，城在田中”现代田园城市样板

- **15.33** 平方米的人均公园绿地面积
- 公园绿地十分钟服务半径覆盖率超过 **96.29%**





# 娄东画派发源地 - 传统苏式慢生活 浓厚的艺术人文气息



江南如梦，沙溪初见；这里不需要门票，这里还没有过多的现代化改造，这里还生活着少部分本地人，这里再等待更多的人来发现细碎的美好。

浏河古镇，一个商业化很少的古镇，现在还在营业的店铺有80%都是跟本地人生活息息相关的。

——小红书



# 超级出片的宝藏景观 – 长江入海口，天境湖，湿地公园



浏河阅兵台



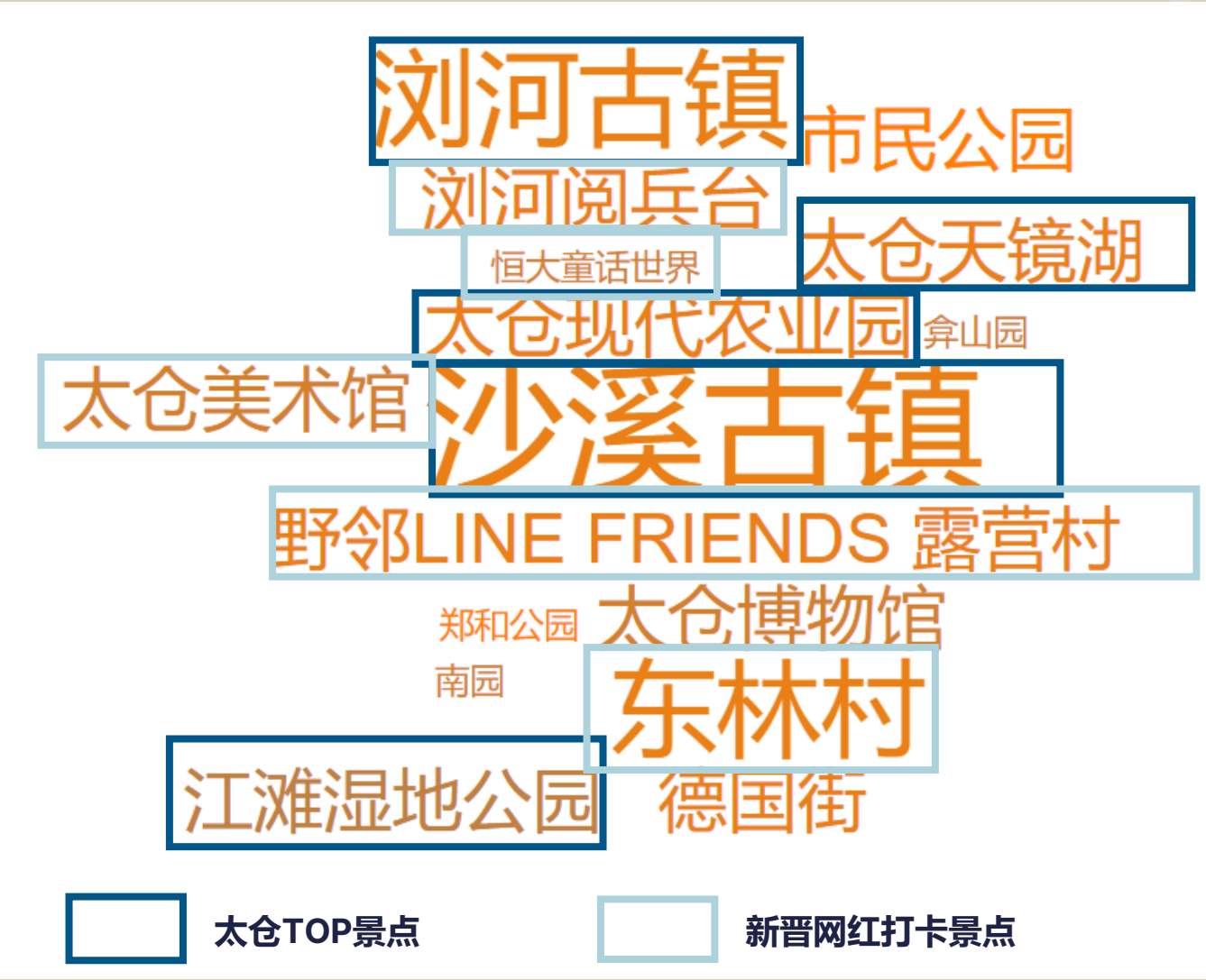
湿地公园

天境湖





除了传统景点(集中于古镇、自然风光游览)，新晋网红点也逐渐兴起（趋向于乡村游、艺术游、露营以及拍照打卡等）





# 传统太仓当地美食 儿时记忆中的好味道





03

## 太仓度假村

CLUB MED  
URBAN OASIS  
TAICANG RESORT

- ❑ Resort Location
- ❑ Target Audience
- ❑ Resort Position
- ❑ Resort Facilities & Activities
- ❑ ALPS Resort Intro
- ❑ Club Med Mountain Leadership



# 度假村位置

## Resort Location



上海 Shanghai / 1h

苏州 Suzhou / 1.5hs

杭州 Hangzhou / 2hs



上海 Shanghai / 0.5h

杭州 Hangzhou / 1.3hs



**中国江苏省苏州市太仓市城厢镇南郊复游城路8号**

NO.8 Fuyoucheng Road, Chengxiang Town, Taicang, Suzhou, Jiangsu Province, P.R.China

\*各市核心区域至阿尔卑斯度假区距离示意

\* Distance of the core area of each city to Taicang ALPS Resort



# 目标客群

## Target Audience

60%



### 散客人群

(聚焦长三角区域的千禧一代家庭，及崇尚新体验一族)

40%



### 奖团建客户

(主要来自本地及周边城市)

长三角区域的散客，及周边的会奖团建客户是我们聚焦的主要客群



# 目标客群

## Target Audience

### 来自上海本地的家庭与年轻消费者

是我们品牌聚焦的客群

#### 亲子家庭

- 日常工作、生活忙碌，渴求休闲放松和家庭时光；
- 追求生活，注重品质

#### 时尚乐活一族

- 来自一线及新一线城市的年轻消费者
- 追求品质又注重颜值，期望获得多样的、“一生仅有一次”的体验；
- 对新兴、独特的产品和体验充满热情



### 来自上海本地及周边的滑雪爱好者

是依据目的地打造吸引的重点客群

#### 娱雪消费者：

- 以家庭为主，在期待丰富的娱雪以及玩雪活动的同时希望有健全的餐饮等娱乐配套设施；

#### 滑雪入门：

- 从未尝试过滑雪，或刚接触滑雪的初学者，期望付出比较小的时间交通成本初尝试滑雪；
- 注重一站式的体验：在意配套服务与设施，希望有充足且丰富的餐饮、娱乐体验；
- 安全第一：格外在意场地提供的安全设施与指引，希望有专业的教练和滑雪设备帮助入门；

#### 滑雪爱好者：

- 以入门滑雪以及学习滑雪技能为目的，有很明确的学习和进阶目标；期待得到专业的教练以及便捷的练习环境；



来自上海本地的家庭与年轻人群，及本地以及周边的滑雪爱好者，是我们未来的主要客群



- 人群 -

年轻夫妇 (情侣) / 亲子家庭 /  
养宠家庭 / 朋友 / 公司

- People -

Couples / Kids family / Pet family /  
Friends / Firm



- 兴趣 -

追求“自我时间”&“家庭时间”平衡 /  
酷爱挑战运动和极限 / 探索自然和人文 /  
逃离日常繁琐

- Hobbies -

Pursure balance between “Me Time”  
& “Family Time” / Focus on energy  
and challenge/ nature & culture  
exploration / Escape daily hassles



- 特征 -

22-55岁 / 45%女性 / 55%男性  
50%商务 / 50%悠闲

- Feature -

Age 22-55 years old /  
45% female / 55% male /  
50% business / 50% leisure

- 价值感 -

开朗 / 成就感 / 社会责任 / 家庭担当

- Value -

Sanguine / Achievability / Social  
responsibility / Family  
responsibility



# 目标客群

Target Audience



# 度假村定位

## Resort Position



### 1小时滑进“东方阿尔卑斯”

### *Ski into the “Eastern ALPS” in 1 Hour*

位于苏州的太仓市，凭借其独特的地理位置，太仓与上海形成了沪太同城1小时生活圈；地中海白日方舟·太仓度假村交通便利，让在沪城市人群在都市1小时生活圈内实现纯正阿尔卑斯滑雪与休闲体验，打造真正的“慢”游城市，自由咫尺的城市度假体验。



# 太仓度假村产品亮点及产品预览 Product Pillars & Highlights

## 1小时滑进“东方阿尔卑斯” *Ski into the “Eastern ALPS” in 1 Hour*

### 四季阿尔卑斯冰雪体验

*Alps ski and snow  
experience all year round*

- 滑雪、娱雪为一体的阿尔卑斯主题乐园
- 高品质滑雪设施以及舒适的造雪环境
- 专业滑雪课程

### 沉浸式阿尔卑斯休闲度假

*Immersive Alps experience*

- 沉浸式阿尔卑斯主题场景
- 尽享阿尔卑斯式雪后放松活动
- 精彩主题娱乐演出
- 品尝阿尔卑斯特色以及环球美食

### 理想田园生活

*Ideal pastoral life*

- 感受古镇生活
- 游览田园美景
- 体验太仓艺术人文气息
- 户外活动恢复活力

### 其它Club Med活动 *Other Club Med Activities:*

- 瑜伽室
- 有氧健身课/健身房
- 拳击 / 乒乓球
- 动感单车/户外骑行
- KTV/棋牌室
- 晚间秀/游戏
- 水疗
- 村外游
- 迷你俱乐部
- 精彩家庭
- 儿童乐园



# 房型

## Room Categories







307间客房精致舒适  
原木色调搭配活泼鲜亮的几何元素  
温馨别致的入住体验

Total **307** rooms  
Natural materials such as wood  
create a warm space  
Light shades evoke a sense of calm  
and relaxation



# 房型

## Room Categories

	房间 Rooms	面积 Squar Meters	床 Bed Size	最多入住人数 Max.of People
高级双床房 Superior Twin Room	86	41m²	1.35m*2m*2	
高级大床房 Superior King Room	72	41m²	2m*2m	
尊享豪华双床房 Premium Twin Room	48	47m²	1.35m*2m*2	
尊享豪华大床房 Premium King Room	74	47m²	2m*2m	
阿尔卑斯套房 ALPS Suite	13	84m²	2m*2m	
家庭套房 Family Suite	14	84m²	2m*2m+1m*1.9m	

\*沙发床 Sofa Bed 1.9\*0.8m





# 餐厅与酒吧

## Restaurants & Bar



### 阿尔卑斯餐厅\* *L'ALPS Restaurant*

座位 Seats / 414

包厢 PDR / 6

面积 Size / 1789 m<sup>2</sup>

楼层 Floor / 2F

\*Available for walk-in visitors

# 餐厅与酒吧

## Restaurants & Bar



  
**U 吧**  
*U Bar*

座位 Seats / 176

面积 Size / 794 m<sup>2</sup>

楼层 Floor / 1F

吧台+餐区+舞台  
Bar + Dining + Stage



# 餐厅与酒吧

## Restaurants & Bar



### 雪顶酒廊

### *The Summit Lounge*

座位 Seats / 187

面积 Size / 1160 m<sup>2</sup>

楼层 Floor / 22F



# 会议设施

## Meeting Facilities

Club Med   
URBAN OASIS

Floor: 3<sup>rd</sup> Floor





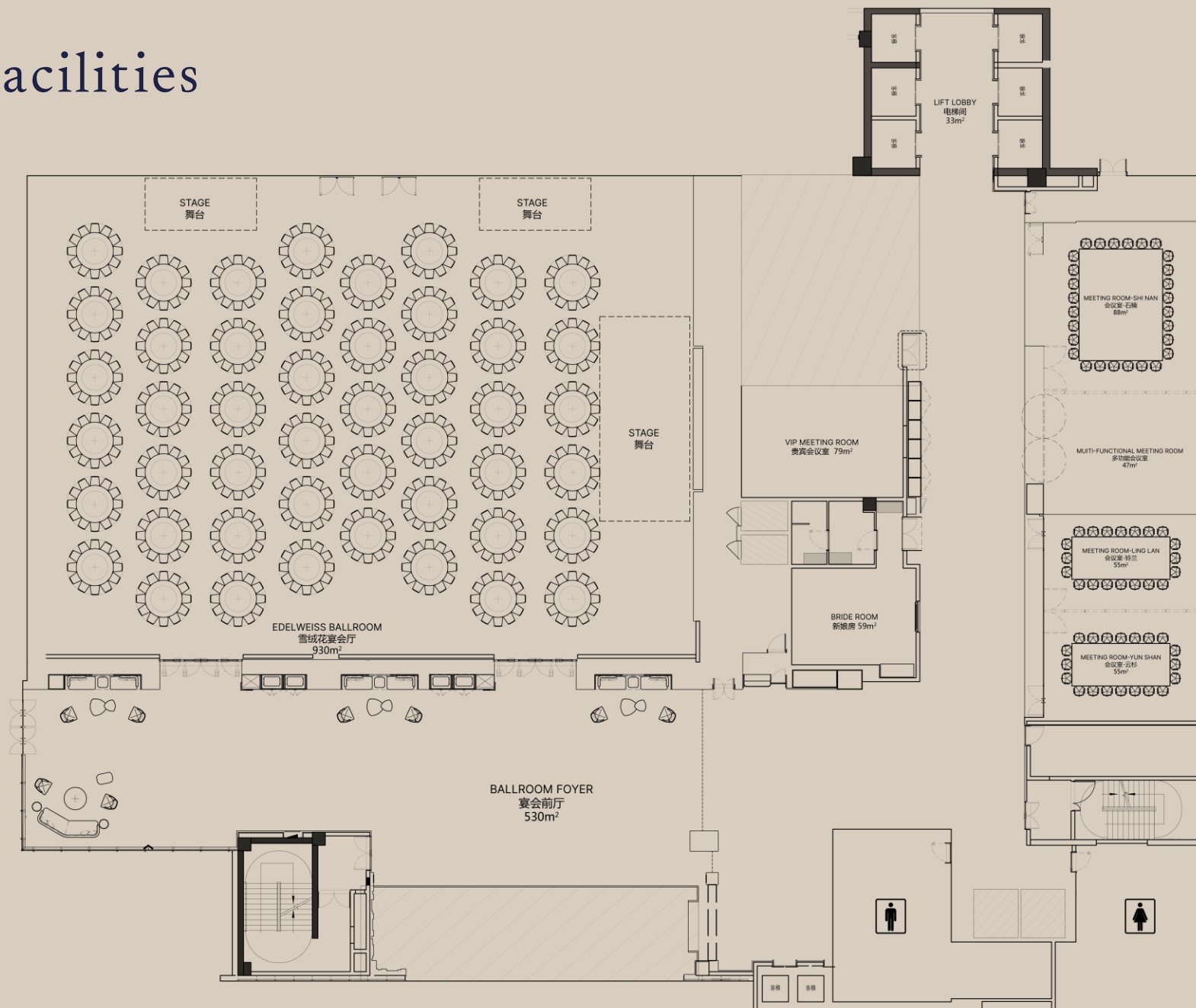
会议室名称 Meeting Room	层高(m) Height(m)	面积(m²) Square(m²)	U型 U-shaped	董事会型 Boardroom	课桌型 Classroom	剧院型 Theatre	鱼骨型 Fishbone-shaped	宴会型 Banquet
雪绒花宴会厅 Edelweiss Ballroom	7.5	930	300	200	600	600	480	420
雪绒花宴会厅A Edelweiss Ballroom A	7.5	465	110	100	300	300	200	200
雪绒花宴会厅B Edelweiss Ballroom B	7.5	465	110	100	300	300	200	200
宴会前厅 Ballroom Foyer	7.9	530	*	*	*	*	*	*
会议室-石楠 Meeting Room-Shi Nan	3.5	88	30	30	50	90	40	40
会议室-铃兰+云杉 Meeting Room-Ling Lan+Yun Shan	3.5	110	50	50	60	120	50	60
会议室-铃兰 Meeting Room-Ling Lan	3.5	55	20	20	30	60	30	30
会议室-云杉 Meeting Room-Yun Shan	3.5	55	20	20	30	60	30	30
多功能会议室 Muiti-Functional Meeting Room	3.5	47	20	16	30	40	30	20
贵宾会议室 VIP Meeting Room	3.5	79	30	30	40	80	40	30
新娘房 Bride Room	3.5	59	*	*	*	*	*	*
商务中心 Business Center	3.5	75	*	*	*	*	*	*

# 会议设施

## Meeting Facilities

### 会议室平面图

### Floor Plan





# 多种设施与服务满足定制婚礼需求

## Club Med Weddings

- 度假村拥有安纳西大宴会厅以及户外草坪区域缔造法式浪漫
- 定制婚礼礼遇，全方位满足个性化婚礼需求
- 经验丰富的专业婚礼服务团队，无忧服务
- 坐拥阿尔卑斯风情街，浪漫娱雪区，婚礼拍摄的首选
- Choose from a variety of wedding venues, with the Annecy Grand Ballroom and outdoor area to achieve French romantic wedding easily
- Customized wedding benefits with you all of wedding needs
- Experienced professional wedding team at Club Med Urban Oasis Taicang Resort
- Be located on Taicang Alps Resort, there are romantic entertainment snow area and Alpine style streets and etc, a good choice for wedding shootings



Club Med   
URBAN OASIS



绮丽之境, 梦幻婚礼  
Wedding Celebration with Gorgeous Place

# 多种设施与服务满足多样会议需求

## Club Med Meetings

快乐迎接  
Warm Greeting

团队社交  
Group Social

轻松氛围  
Relaxing Atmosphere

品牌特色之旅  
Branding Activities

易于组织  
Well Organization



Club Med   
URBAN OASIS



工作之余，尽享欢乐  
Best Way of Your Meetings and Events



## 多种设施与服务满足定制化团建需求 Team Building

为你提供专业的会议，活动，团建解决方案，Club Med Meetings是您和团队理想的商旅选择。

Best way of your meetings,  
events, team buildings  
and weddings.

*Tic-Tac-Toe*

井字游戏



*Rope Pass*  
绳上传球

# 休闲&活动

## Leisure & Activities

### 丰富运动



瑜伽室  
有氧健身课/健身房  
拳击 / 乒乓球  
动感单车/户外骑行\*

Yoga  
Fitness Class/GYM  
Boxing/Table Tennis  
Spinning/Biking\*

### 休闲娱乐



KTV/棋牌室  
晚间秀/游戏  
水疗  
精品店

KTV/Mahjong  
Night Show/Game  
SPA\*  
Boutique\*

### 欢乐亲子时光



全新迷你俱乐部  
精彩家庭  
儿童乐园

Mini Club Med+  
Amazing Family!  
Kids Area

### 一价全包vs房含早



自由搭配餐饮及娱乐选择  
灵活选择房含早或一价全包套餐

Alternative option from F&B and  
entertainment  
Flexibility of choice from Room &  
Breakfast and All- Inclusive

\*需额外付费 Need extra charge





# 精彩旅程

## One Day Journey

Club Med   
URBAN OASIS



20:00 午夜缤纷

Club Med U BAR 晚间秀& Summit Lounge 酒吧派对

Amazing Night Time

Memorable Night Show & Party



PM



18:00 用餐时间

享受各国风味美食@雪绒花国际自助餐厅

Dinner Time

Global gourmet selection @Edelweiss International Restaurant



14:00 阿尔卑斯滑雪体验

一起探索滑雪的快乐  
畅玩娱雪乐园

ALPS Ski Experience

Explore skiing with fun time  
Enjoy snow playground



08:00

准备全新的一天

加入迷你俱乐部/收获自我

\*动感自行车 \*瑜伽 \*SPA

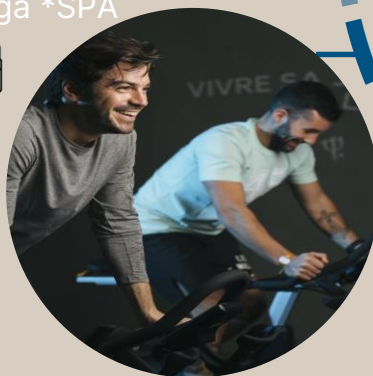


Get Ready

Fun time with Mini Club

Enjoy "me" time

\*Spinning \*Yoga \*SPA





# 村外游 - 慢”游太仓

*Excursion - Taicang City Walk*





# 当地文化的探索

## 沙溪古镇

1/2天 21公里

沙溪古镇是国家AAAA级景区，旧名“沙头”，至今已有1300多年历史，2005年沙溪被命名为“中国历史文化名镇”。古镇中保留着大量明末、清代、民国以及解放后各个历史时期的传统建筑。古镇有大片独具特色的明清临水建筑、古街、小巷、古桥和名人故居。在姜东文化的熏陶下散发出江南隐逸文化的气息，受海派文化的影响也片片体现浪漫小资的人文情怀，让人体会都市之外的休闲生活。



## 浏河古镇

1/2天 22公里

浏河古镇坐落于长江入海口，始建于宋朝，兴旺于明朝，素有“江尾海头第一镇”之称。其建筑风格以明清古典风格为主，古色古香，风情雅致。此外，浏河古镇还有郑和纪念馆、戚继光阅兵台、望江亭等景点，体验江海文化与农耕文化相结合的独特魅力。



## 太仓南园（太师府）

1/2天 6.1公里

南园为国家AAA级景区，为明代万历年间——首辅王爵赏梅种菊处。园内景域广阔、空间宽敞、小桥流水、碧波荡漾，配上每年一度的夏季荷展和金秋菊展，雅士云集。



## 太仓博物馆

1/2天 7.6公里

博物馆成立于1987年，系江苏省内率先创办的首批县（市）级博物馆，是太仓唯一的地方性综合博物馆。博物馆馆藏陶瓷、青铜器、书画、玉器2000余件。博物馆整体造型为“圆仓”型，它淡化了“粮仓”之型，取“容器”之神，融入了“有容乃大”的华夏民族底蕴，盛载了太仓源远流长的历史结晶与人文精髓。



## 太仓美术馆

1/2天 7.1公里

太仓美术馆由原吴晓邦舞蹈艺术馆改造扩建而成，总建筑面积2238.2平方米，展厅面积为802平方米。太仓美术馆开馆后，竭诚为满足社会各界及广大市民审美需求服务，围绕展示、收藏、陈列、研究、艺术培训五大职能，积极开展工作。



# 户外唤活

Club Med URBAN OASIS

## 新东海高尔夫乡村俱乐部

1天 4公里

新东海高尔夫乡村俱乐部拥有8180平米的综合性高级会所、3560平米的酒店和93栋高档别墅，并配置了高尔夫练习场，短杆练习场，全天候练习场，网球场及综合运动场。



## 太仓市长三角马术俱乐部

1天 14公里

太仓市长三角马术俱乐部简称“太仓马会”，是太仓市马术运动员培训基地。成立以来培养了大批优秀的马术运动员，并在国内外赛场屡有斩获。俱乐部对提供英式马术专业培训，包括马术基础骑乘、场地障碍、盛装舞步等。



## 新动力越野基地

1天 23公里

新动力(太仓)越野基地毗邻太仓市郑和公园，基地拥有标准专业赛道、MX赛道、障碍赛道、穿越赛道及遥控车模赛道等各种不同活动及赛事需求的赛道共6条，并建设有多项配套设施以满足相关活动及赛事的需求。





## Explore the Local Culture

### Shaxi Ancient Town

½ Day 21km

Shaxi Ancient Town was built 1,300 years ago. It retains a large amount of traditional building with Ming dynasty, Qing dynasty, the Republic of China and the Liberation of New China. In the ancient town, there are a great number of waterside architectures, ancient streets, alleys, ancient bridges and former residences of celebrities, featuring unique characteristics. The ancient town shows off the breath of hermit culture of regions south of the Yangtze River under the influence of LouDong culture, and reflects the romantic endowment of humanity affected by the culture of Shanghai, giving people an experience to enjoy the leisure life outside city.



### Liuhe Ancient Town

½ Day 22km

Liuhe Ancient Town is located at the mouth of the Yangtze River, it was founded in the Song Dynasty and flourished in the Ming Dynasty. Liuhe Ancient Town also has Zheng He Memorial Hall, Qi Jiguang Military Parade Platform, Wangjiang Pavilion and etc.



### The South Garden

½ Day 6.1km

It was built in Ming Dynasty, it was the place where the Grand Secretary Wang Xijue enjoyed plum blossoms and planted chrysanthemum flowers. The lotus exhibition in summer and the chrysanthemum exhibition in autumn held each year attracts a great number of people of refined tastes.



### Taicang Museum

½ Day 7.6km

Founded in 1987, the museum is one of the first county-level city museums in Jiangsu Province. The Museum has ceramics, bronzes, paintings, calligraphy, jade and other more than 2,000 pieces. The museum is full of Taicang's long history of crystallization and humanistic essence.



### Taicang Art Museum

½ Day 7.1km

Taicang Art Museum is renovated and expanded by Wu Xiaobang Dance Art Museu, it wholeheartedly serve the needs of citizens and the public organization of life, around the display, collection, display, research, art training five functions, and actively carry out their work.



## Outdoor Journey

Club Med   
URBAN OASIS



### East Sea Golf Country Club

1 Day 4km

East Sea Golf Country Club has an 8,180-square-meter comprehensive high-level clubhouse, a 3,560-square-meter hotel and 93 high-grade villas. It's also equipped with a Driving Range, a Short Game Driving Range, an All-Weather Driving Range, a Tennis Court and a Comprehensive Sports Complex.



### Taicang Yangtze River Delta Equestrian Club

1 Day 14km

Taicang Yangtze River Delta Equestrian Club has trained a large number of outstanding equestrian athletes, and has won many prizes in domestic and international competitions. The club provides professional training in English equestrianism including basic riding, show jumping, dressage, etc.



### Xin Dong Li (Taicang) Off-Road Park

1 Day 23km

Xin Dong Li (Taicang) Off-Road Park including standard professional circuits, MX circuits, obstacle course, through the track, RC car modeling track and etc., and build a number of ancillary facilities to meet the needs of related activities and races.







# 亲子活动

*Amazing Family!*

## Amazing Family主题活动

我们希望每个来到Club Med度假村的家庭都能感受亲子之乐，所以我们希望与你一起创造这样的珍贵时刻。Amazing Family专为家庭客人而设，包含**一起嬉水**、**一起游戏**、**一起关爱**、**一起寻找**等4大主题活动，丰富而有趣的创意活动，让每个家庭感受到美妙的亲子时光。

## Amazing Family Theme Activities

At Club Med, we love to see happy families. That's why we try our best to create occasions of sharing happy family moments for you. It is a set of 4 themed activities and games that generates lasting family memories.

**一起戏水**  
水中亲子游戏，乐趣无穷！

Time to Splash  
Let's have some water fun!



**一起游戏**  
爸爸妈妈与你一起放飞童真！

Time to Play  
Let's enjoy childhood games together!



**一起寻找**  
全家一起解锁谜题，寻找答案！

Time to Quest  
Let's solve the mystery in family!



**一起关爱**  
让我们关爱彼此，保护自然！

Time to Care  
Let's care for others and the nature!



# 全新迷你俱乐部

## Mini Club Med+

2023年夏季隆重升级原有儿童托管产品，推出全新迷你俱乐部（Mini Club Med+），助力中国家长轻松实现全能暑期出游。全新迷你俱乐部将打造一系列新的游戏挑战及自我表达活动，全面提升和培养儿童“创造力、勇气、自信、合作、连结、快乐”六大能力，在儿童心智成长的重要时刻，以寓教于乐的方式让他们充分感受快乐、情感连结和自信。

In the summer of 2023, Mini Club Med is enriched and becomes Mini Club Med +, it will be launched to help Chinese parents achieve all-round summer vocation easily. The Mini Club Med+ will create a series of new games and self-expression activities to enhance and nurture children's six abilities of creativity, courage, confidence, co-operation, connection and cheerfulness, so that they can learn in fun and make memories together, emotionally connected and confident in an entertaining way at important moments of mental development.





# 太仓阿尔卑斯国际度假区

## 总览

总建筑面积: 约130万m<sup>2</sup>

总占地面积: 1平方公里

## Resort Overview

GFA: 1.3 million sqm

Footprint Area: 1 sqkm

## 三大主题体验

### THEME EXPERIENCE

01 阿尔卑斯雪世界 ALPS SNOW LIVE

02 阿尔卑斯时光境 ALPS TIMES

03 地中海白日方舟 CLUB MED URBAN OASIS







## 阿尔卑斯雪世界

联手法国CDA集团经营管理

华东地区规模级室内滑雪场

建筑面积9.1万方

集滑雪、娱雪为一体的室内滑雪主题乐园

沉浸式阿尔卑斯主题场景

场景多样，体验丰富

高品质造雪，温度舒适

世界级国际团队联袂打造

## ALPS SNOW LIVE

Operated by CDA(France)

Indoor snow dome in East China

An indoor snow dome that integrates  
skiing, activities, and polar experience

ALPS theming

Diverse Scenarios, Rich Experience

High quality snow, suitable temperature

Collaborate with world-class international teams





## 场景多样 体验丰富

### Diverse Scenarios

5条滑雪道，最长单程可达280米

7条魔毯，最大程度提升滑雪次数

8项滑雪及14项娱雪活动，满足全年龄层

阿尔卑斯精彩表演，企鹅亲密互动接触

5 Pistes. Up to 280meters long

7 Magic carpets

8 Slope Activities & 14 Activities for all ages

Alps Show & Interacting with Penguins







## 阿尔卑斯时光境

阿尔卑斯时光境总建筑面积7万余平米，将简洁现代的阿尔卑斯风情街区与河流、草坡等自然景观融合。

从每一处细节还原阿尔卑斯传统与特色元素，并融入丰富的主题文化娱乐活动，让人仿佛置身于“阿尔卑斯山脚下的小镇”，体验原汁原味的阿尔卑斯度假、美食、购物及休闲体验。

### ALPS TIMES

Integrating simple and modern Alpine style blocks with natural landscape, restoring Alpine traditions and characteristic elements from every detail, and integrating rich theme cultural and entertainment activities, it makes people feel as if they are in a "town at the foot of the Alps" and experience the original Alpine holiday, food, shopping and leisure experience.





沉浸阿尔卑斯，畅玩全年滑雪

# Explore Alps Ski Vacation



# 客人为什么选择Club Med滑雪度假村

## Why Club Med

### - 01 - 轻松出游

#### EASY TO GO

Club Med All-inclusive package with ski pass and more activities

### - 02 - 精选雪址

#### SNOW LOCATION

Club Med is the pioneer in mountain leadership and of some the world's uncharted locations.

### - 03 - 专业滑雪课程

#### PROFESSIONAL SKI LESSONS

For anyone from the age of 4 who are beginners, leisure or advanced skiers. With free access to all ski lifts at the ski domain

### - 08 - 不只是滑雪 尽享难忘夜晚

#### MORE THAN JUST SKI

More than 50% of clients are Interested in night party and show

### - 07 - 带给孩子们无限 惊喜与欢乐

#### MINI CLUB INCLUDED

Supervised childcare for ages 4 to 17 so the whole family enjoys an adventure\*

### - 06 - 尽享个人时光

#### AFTER-SKI RELAXATION INCLUDED

Outdoor jacuzzi, hot Turkish baths, onsen and sauna facilities - your after-ski relaxation is assured

### - 05 - 满足你的味蕾

#### GOURMET MEALS & ALL-DAY BAR INCLUDED

Featuring international & local gourmet winter food & drinks

### - 04 - 尝试各种不同的活动

#### DAILY ENTERTAINMENT INCLUDED

Dance parties & nightly entertainment to keep the whole family occupied





# 奔赴雪地假期

*Snow Resorts for You*



在Club Med, 你可以体验到

※ **多元目的地选择**

全球目前开设了**28个**滑雪度假村, 其中有**20个**滑雪度假村位于阿尔卑斯区

※ **专业的滑雪教练**

经验丰富的滑雪教练将为您提供专业的团队滑雪课程

※ **出门滑雪的便捷**

每一个度假村毗邻滑雪场, 出门即可驰骋皑皑雪场

※ **轻松无忧的假期**

食住行交给我们, 您要做的就是好好享受滑雪

We make all easy in Club Med

※ **Splended Destinations**

With over **28** ski resort in worldwide and **20** located in ALPS area.

※ **Professional Instructors**

Instructors will provide group ski lesson and keep you safe while building skills.

※ **Ski In & Ski Out**

In many of our resorts, simply step out of the resort and onto the slopes.

※ **Rediscover Snow Holiday**

We invite you to enjoy the true amazement of snow holidays.



# 全球28家滑雪度假村

## 28 Snow Resorts Worldwide

28

滑雪度假村

EUROPE 欧洲20家

AMERICA 美洲1家

APEC 亚太7家

法国  
France

18 resorts

*\*Tignes & Val D'Isere opens in Dec 2022*  
*\*La Rosiere opening in W24 as 4T and EC space*  
*\*Updates on Serre Chevalier to be confirmed*

新西兰



Switzerland

1 resort

中国



China

3 resorts

加拿大  
Canada  
1 resort



意大利  
Italy  
1 resort\*



*\*Club Med Cervinia has closed.*  
*Renovated Pragelato Sestriere will reopen in W23*

日本  
Japan  
4 resorts\*



*\*Kiroro Peak opened in December 2022*  
*\*Kiroro Grand opening December 2023*



04

独特体验

MUST TRY  
EXPERIENCES







阿尔卑斯滑雪体验

*Alps Ski  
Experience*

环球美食

*Global  
Gourmet*

自在商旅

*Bleisure*

趣味研学

*Edutainment*



# must-try Experiences

## 阿尔卑斯滑雪体验

### *Alps Ski Experience*

阿尔卑斯雪世界联手法国CDA集团经营管理，打造华东地区集滑雪，娱雪为一体的室内滑雪主题乐园。

高品质造雪，365天舒适的室内温度，丰富多样的场景，满足不同阶段滑雪爱好者的需求，沉浸式体验阿尔卑斯的欢乐氛围。

ALPS Snow Live is operated by CDA(France) to create an indoor snow dome that integrates skiing, activities, and polar experience in East China.

There are high quality snow, suitable temperature and diverse scenarios to satisfy the needs of different ski enthusiasts. Immerse yourself in the joyful atmosphere of the ALPS Snow Live.



## 环球美食

### *Global Gourmet*

must-try  
Experiences 

在太仓即可品尝环球美食，不定期主题美食节带你吃遍全世界。

雪绒花国际自助餐厅拥有Club Med特色的7个主题美食岛，为宾客提供环球美味及本地风味的三餐自助美食。

主厨季节限定菜单，带你领略不同国家的经典美味。

Enjoy global gourmet and different theme food festivals in Taicang.

There are 7 Club Med's themed food islands in Edelweiss International Buffet Restaurant that serve our guests all day dinning and local flavors.

Our chef's seasonal recommendation menu would let you try to the classic delicacies of different countries.



## 自在商旅

### *B-leisure*

为商务人士定制一站式B-leisure体验，令出差和会议也变得“生动有趣，轻松自如”。

度假村内配备有灵活多样的会议设施，以及缤纷多彩的娱乐活动，还可以让宝宝加入迷你俱乐部托管，解放双手。搭配一价全包礼遇，轻松实现边出差边度假的理想生活。

Making a one-stop Bleisure experience for business traveler to let their trips and meetings "Be more fun and relaxed".

We also have flexible meeting facilities, a variety of entertainments and Mini Club Med +. Let's enjoy your life with our Club Med All-Inclusive package.

*must-try*  
Experiences 



## 趣味研学

### *Edutainment*

与迷你营等专业研学机构定制 Edutainment 研学产品，解决“带娃+学习”的烦恼，实现平日也能享受儿童“单飞营”的快乐。以“生活、文化、教育”为核心，专业课程和快乐管家G.O全程陪伴，满足新一代撒手派、育儿派、体验派亲子家庭需求。

Our customized edutainment products with Miniversity would solved the parents worries about taking care and educating the kids. Enjoy the children's "Solo Camp" on weekdays easily.

Base on the core value of "Life, Culture and Education", our professional courses and G.Os will accompany with your children to satisfy with new generation of hands-off, parenting and experiential parent-child families.

*must-try*  
Experiences 



A scenic photograph of a snowy mountain landscape. Two skiers are visible: one in the lower left foreground, wearing a white suit and helmet, and another further up the slope on the right, wearing a colorful suit. The background features rolling snow-covered hills and a dense forest of evergreen trees under a bright blue sky with scattered white clouds.

*Thank you*

**Opening** in Fall 2023

2023年秋季**盛大启幕**