



surfing in the maldives

CREATING A UNIQUE EXPERIENCE FROM CLUB MED KANI & FINOLHU VILLAS

SUMMARY

1. Intro: Surfing in the Maldives, a true bucket list experience



5. What Club Med offers to surfers

2. Why is Club Med best positioned in the Maldives for surfing



6. What's new? Surf packages

3. Why choose Club Med



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Surfing in the Maldives: a true dream bucket list experience

Surfing is a growing worldwide activity with millions of surfer around the world and proven to be a very popular sports in different countries from Australia to France, Brazil, USA, Israel and more...

Surfing is the perfect activity to **enhance the Club Med brand image** as trendy, active and fun in dream locations: Maldives, Bali and more...

Surfing is **also a business opportunity in the travel industry** with a possibility for Club Med to recruit new customers: families, large groups, very large bookings with some surfers and some non-surfers.

Finally, prospection can **also extend to the trade industry** with general Travel Agents and surf-specialised travel agents knowing about what Club Med has to offer in terms of surfing and more.

Club Med in the Maldives: the most convenient location to surf



northern atolls

Total Breaks: 15
 Best Season: March - October
 Skill: Intermediate
 Best Wind: South West



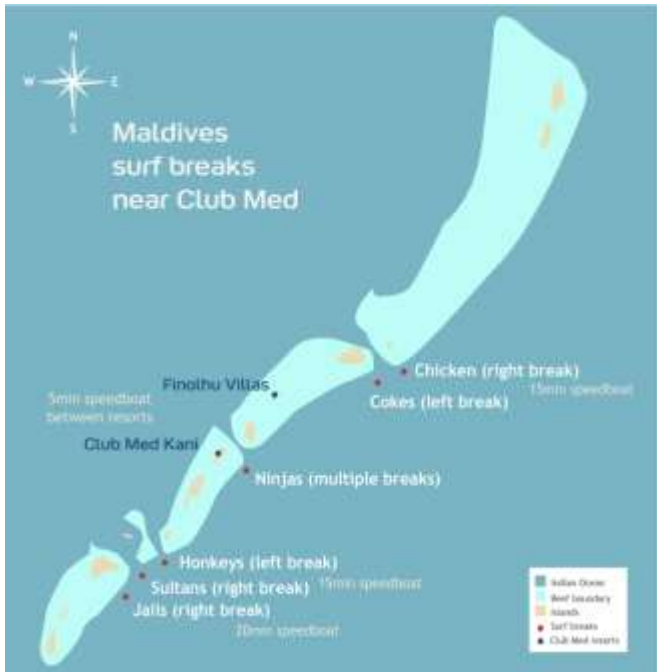
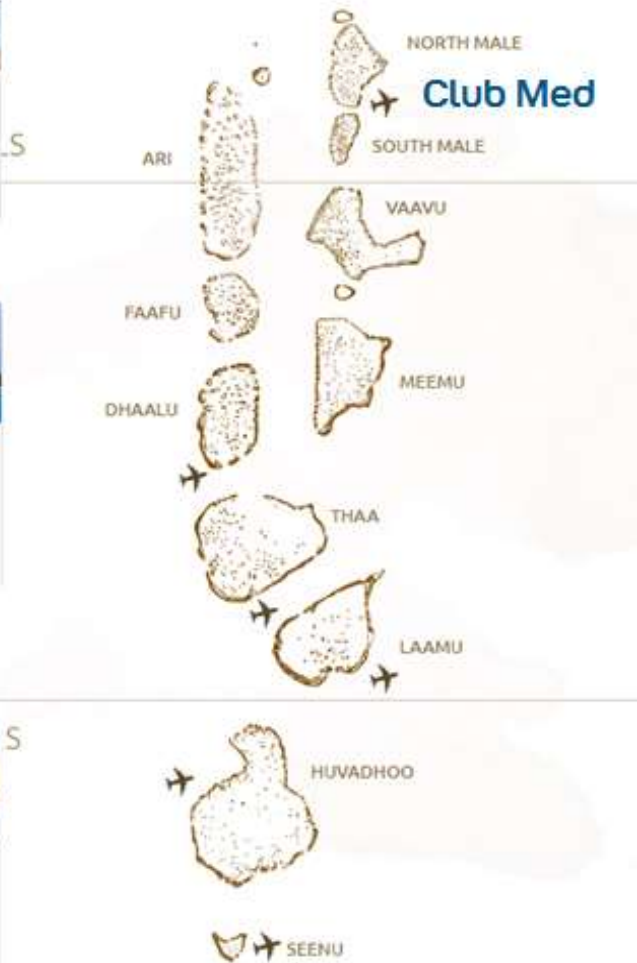
central atolls

Total Breaks: 15
 Best Season: March - October
 Skill: Intermediate
 Best Wind: South West



southern atolls

Total Breaks: 23
 Best Season: March - April
 Skill: Advanced
 Best Wind: North East



Club Med has the great advantage of being located close to the airport (very accessible) and in the middle of the best surf spots of the northern atoll in the Maldives - making it very attractive and convenient to surfers and groups wanting to stay at Club Med and go surfing from there.

Why is Club Med Kani / Finolhu Villas the best place to surf in the Maldives?



LOCATION

Club Med Kani and the Finolhu Villas are positioned within the best surf breaks in the Maldives - varied lefts and rights for different levels



SURF MADE EASY FOR ALL

All levels can learn all year long, while beginners can benefit from the lagoon and smaller spots, the surfing season (May-Oct) is perfect for advanced and intermediate surfers with easy access from the resorts



AMAZING VALUE

Club Med offers new surf packages tailored to all making the surf holidays easy - see next slide. Club Med offers a real all inclusive package that includes CLUB ROOMS: one of the most affordable resort in the Maldives FINOLHU: the dream private villa experience made possible



BEYOND SURF

On top of surf, Club Med Kani offers a bunch of great ways to enjoy the beautiful surroundings, from sailing lessons, paddle board, motorised snorkelling trips...all included in the package.



FAMILY FRIENDLY

The resort welcomes kids from 2 y/o and offer kids clubs from 4 to 10 - also included in the price! The Manta Exclusive Space also welcomes kids from 8 y/o and Finolhu Villas from 12 y/o.

Surfing in the Maldives: the basics

The Maldives is renowned for its **fun, clean, accessible waves** - and with waters temperatures averaging as well as a water at **28/29 degrees** all year long making it easy to spend the day in the water.



Source: <http://www.surfatoll.com/maldives-surfing/>

WHEN TO GO:

- **Surf peak season is from April to October:** during this period, the roaring forties cause storms which bring the largest swells to the archipelago. The biggest waves are likely to occur in June, July and August.
- **Low season is in November to March, making it perfect for beginners** with smaller waves and easier conditions. However, it can also be flat at times.



SURFING IN THE MALDIVES FOR THE PROS

- During peak season, the wind is mainly offshore all day long. The Maldives is exposed to the same swells as Indonesia is, except that its higher latitude and its South-East exposure offers surfing that's a bit easier.
- The typical Maldivian wave rolls up like most point breaks with workable corners, fun pockets to ride the wave and long rides. Very rarely will the sets be too steep or close out and not being surfable.
- The waves break on mostly dead reef - this means the reef is a bit more forgiving and very rarely you will come in contact with it unless you are surfing on a very low tide. It is still advised to wear booties if walking through the reef to get to a spot.

What Club Med offers to surfers

Boats and Lessons
Operated by



Fun Sports



OUTINGS:

Boats taking surfers (10 max) to nearby surf breaks. *What's new:* Multiple days packages for keen surfers + possibility to pre-book

GROUP LESSONS:

Small groups (2-3 max) learning in the lagoon and on breaks

PRIVATE LESSONS:

Lagoon + break private lessons



PRIVATE BOAT:

Tailored private boats for any group size

NEW WEBSITE PAGE:

Explaining surfing from Club Med Kani

NEW MATERIALS:

From flyer to resort presentation, email, imagery, and more

What Club Med offers to surfers – detailed table

SURF PACKAGES	ONE OUTING	4 OUTINGS PACKAGE	6 OUTINGS PACKAGE	BEGINNERS GROUP LESSONS	BEGINNERS PRIVATE LESSONS	PERSONALISED PACKAGE
Price	65USD per person 85AUD per person* 95NZD per person*	200 USD per person 270AUD per person 288NZD per person	240 USD per person 325AUD per person 345NZD per person	165USD per person 225AUD per person 237NZD per person	220 USD per person 297AUD per person 315NZD per person	Contact us for more information.
Inclusions	<ul style="list-style-type: none"> - 2 hours on a surf break nearby - Speedboat or common boat (minimum 4 people, up to 10 people) - Option to add surfboard: 15 USD per board 	<ul style="list-style-type: none"> - 4 outings of 2 hours per boat - 4 people minimum per boat - Boards NOT included 	<ul style="list-style-type: none"> - 6 outings of 2 hours per boat - 4 people minimum in the boat - Boards NOT included 	<ul style="list-style-type: none"> - 2 lessons of 45 minutes in the lagoon (4 people maximum) - 1 outing of 2 hours on a wave with one instructor in the water (2 people maximum for best experience and security) - Common boat (up to 10 people) - Boards included 	<ul style="list-style-type: none"> - 2 lessons of 45 minutes in the lagoon - 1 outing of 2 hours on a wave with instructor in the water - Private lesson: one instructor per surfer - Common boat (up to 10 people) - Boards included 	<ul style="list-style-type: none"> - Personalised private boat and personalised number of outings
How to book	<ul style="list-style-type: none"> - Excursion counter in Club Med Kani 	<ul style="list-style-type: none"> - Voucher when arriving in village after booking through N/A (only from June to September) - booking through excursions counter (from October to May) 	<ul style="list-style-type: none"> - Voucher when arriving in village after booking through N/A (only from June to September) - booking through excursions counter (from October to May) 	<ul style="list-style-type: none"> - Voucher when arriving in village after booking through N/A (only from June to September) - booking through excursions counter (from October to May) 	<ul style="list-style-type: none"> - Voucher when arriving in village after booking through N/A (only from June to September) - booking through excursions counter (from October to May) 	<p>Contact us to tailor your surfing package to your needs prior to your trip.</p> <p>Can also be booked on-site.</p>
Description	Take a boat from the resort during your Club Med Kani holiday and surf Maldives best break. Confirm timing and days at the resort. Boards not included.	Learn how to surf in Kani with an ISA-certified instructor in a small group for the lagoon lesson and only 2 people for the wave lesson. In no time, you'll be standing up! Surfboards included.	Learn how to surf in Kani with a private lesson with an ISA-certified instructor for a best personalised experience. In no time, you'll be standing up! Surfboards included.	Surf Maldives world-class waves with 4 outings included on a boat holding up to 10 people. Confirm timings and days of outings at the resort. Boards not included.	Surf Maldives world-class waves with 6 outings included on a boat holding up to 10 people. Confirm timings and days of outings at the resort. Boards not included.	Do you want a private boat for your group or do you want to create a bespoke surf package? Contact us at 1800 258 263 for more information.
Age	From 14 years old, upon parents' authorisation. From 11 to 14 years old, parents can accompany.			- From 18 years old. Parents can accompany their children over 11 years old		

Materials available

Lots of different assets are available to promote through different channels. Recommending setting up a surf page for Kani, updating your own flyers and TA portals + encourage on social media.

IMAGERY



Multimedia Library

- Kani Photoshoots from KANC_A115_119 / KANC_A115_120 / KANC_G117_012 / KANC_G117_013

Caravelle Photoshoots

- for kids pictures from CARC_D114_031 / CARC_D114_032 / CARC_D114_199 to CARC_D114_211

VIDEOS



Youtube Videos

- [Club Med Kani Surfing in the Maldives](#)
- [Eryn Krouse video of Kani with surfing](#)
- [Surf package Maldives](#) (also available on multimedia library)

ONLINE



- [Dedicated surf page](#)
- Surf activity on [Club Med Kani](#) resort sheet
- Surf activity on [Finolhu Villas](#) resort sheet
- Pre-booking available in NA for both resorts for travel June-Sept

TRADE



Travel Agents PORTAL

- [AU TA Portal Campaign Page](#)
- [NZ TA Portal Campaign Page](#)

CAMPAIGN FLYERS

- [AU flyers](#)
- [NZ flyers](#)

+ IMAGES PACK

BLOG



- [Eryn Krouse Surfing Guide](#)
- + More to come on Club Med Blog!

EMAIL



- [Dedicated B2C EDM](#)
- Dedicated B2B EDM coming soon

+ If you have surfer GMs / influencer content, use it to re-post + great for testimonials!

Picture: @erynkrouse @trent_mitchell_

Any questions?

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Club Med 