

# Club Méditerranée SA in Travel and Tourism (France)

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## Abstracts

Club Méditerranée, commonly known as Club Med, seeks to continue gaining value share in package holidays in France by strengthening its premium distribution, adjusting its pricing policy to include a family offer and offering free holidays to children under six years of age and by offering new products including new Club Med Discovery tours and new cruises on the Club Med 2.

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