

All-Inclusive Vacations Are All The Rage

(NAPSA)—More. That's what Americans want from their vacations and they want to know what they will get before they go—without being asked to pay more when they get there.

That's one reason for the increasing popularity of all-inclusive vacations. According to the latest industry figures, last year more than 33 million travelers bought package deals and the competition in this vacation category continues to grow. In response to this heightened demand, all-inclusive resorts like Club Med are stepping up their offerings to provide travelers with more bang for their buck.

Club Med, originator of the all-inclusive vacation concept more than 50 years ago, has introduced its Total All-Inclusive vacations, which include more than 60 sports and leisure activities, endless gourmet buffets and live nightly entertainment. In addition to the recent \$150 million face-lift to all of its villages, guests can now enjoy upgraded amenities such as CD players available in all guest rooms.

A wide variety of snacks and beverages—including premium spirits—have been added to what's included.

In addition to complimentary beer and wine at all meals, beverages will be available throughout the day and evening. For dining, lighter fare such as salads, hamburgers, hot dogs and snacks will be available as part of the new all-day snacking and extended dining hours that include late breakfast, late lunch, afternoon snacks and



All-inclusive vacations are growing in popularity because they offer so many perks.

late night snacks.

Open-bar and all-day snacking are only the first steps. Over the next two years, every village will be repositioned to offer a customized vacation experience to cater to the lifestyles of travelers that frequent those villages. Family villages will offer a family-friendly environment with every amenity parents and kids need for the ultimate escape, while all-inclusive offerings in adult villages will serve the active lifestyles of adult vacationers.

Club Med has more than 100 villages in exotic locations in more than 40 countries worldwide, spanning the U.S., the Caribbean, Latin America, Europe and Asia.

"Consumers have come to expect great bargains when selecting a vacation and when you're looking for a good deal, an all-inclusive vacation like Club Med is the way to go," said Jack. E. Mannix, president and CEO of GIANTS, a New York-based travel group.

For more information, visit www.clubmed.com.