



## [Deals] Club Med and Mandai X Extend Ranger Buddies Missions at Bintan Island Through 30 June 2025

### Description

Club Med and Mandai X are thrilled to extend the Ranger Buddies Missions until 30 June 2025, continuing their efforts to ride the wave of change for environmental sustainability. This collaboration, which blends immersive nature-based learning with family-friendly travel experiences, has already seen strong engagement and positive results, reaching more than 1,500 families with children since its launch late September at Club Med Bintan.



The Ranger Buddies programme offers children and families the opportunity to embark on exciting adventures that integrate conservation and sustainability-themed missions. The programme combines interactive activities, augmented reality adventures, and real-world exploration to educate and empower children to become heroes for the earth and those around them. For families seeking purposeful travel experiences, Ranger Buddies seamlessly blends fun with environmental stewardship.





Designed to empower children to become everyday heroes through fun-filled missions that make a difference, each mission teaches children C.O.U.R.A.G.E. strengths—Curious, Optimistic, Undaunted, Resourceful, Adaptable, Gritty, and Empathetic.

Olivier Monceau, General Manager of Singapore and Malaysia, shared, “Our collaboration with Mandai X has allowed us to inspire families to reconnect with nature while instilling a sense of responsibility in the next generation. The extension of our partnership underscores our shared vision of creating meaningful experiences that not only delight families but also inspire children to become future stewards of our planet. The Ranger Buddies program has been a resounding success, and we look forward to reaching even more families in the coming months.”

The programme’s success is reflected in the growing interest and engagement among families, with measurable increases in traffic to the Ranger Buddies and Club Med Bintan webpages. Web traffic to the Club Med Bintan page has shown significant improvement during campaign period with sessions up by 9.3% and increase of purchase intent by 8.8% compared to the preceding period.

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Budding conservationists participate in missions that instil the value of ecological preservation

Further reinforcing the relevance of this partnership, findings from the Europ Assistance Holiday Barometer 2024 revealed that 75% of Singaporeans express a keen interest in slow tourism and sustainable travel practices. Additionally, a significant proportion of Singaporean travellers plan to embark on their next holiday with family, underscoring the demand for enriching family-centric

experiences.

“Through the Ranger Buddies programme, we aim to inspire and nurture the next generation of future-ready global citizens who are empowered to drive positive changes for themselves, others and the world. By blending fun travel adventures with valuable lessons in conservation and sustainability, we are able to deliver impactful and transformative experiences that create lifelong memories and lessons. Together with Club Med, we are continuing to scale and reach even more young minds and their families across the region,” said Ms Belina Lee, CEO of Mandai X.

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Through this partnership, Club Med and Mandai X are leading the way in shaping a sustainable and family-friendly travel landscape, proving that conservation and adventure can go hand in hand. Families are invited to take part in the Ranger Buddies program at Club Med Bintan and start their journey toward becoming champions of change. Don't miss this opportunity to embark on a unique family adventure that combines education, fun,



and a commitment to making the world a better place. Find out more at <https://rangerbuddies.com/en/home>.



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