

**Beachcomber's new brand film launched at the IFTM Top Resa tourism trade fair**

Following the presentation of its new brand platform in 2016, the Beachcomber Group has screened its new brand film for the first time at the 39th edition of the IFTM Top Resa currently being held (26th to 29th September) in Paris. Beachcomber was represented on the MTPA booth and had the opportunity to grow the Group's image, which is built around Beachcomber belief: the beauty of the place inspires the beauty of the heart.

Top Resa is the most important tourism and travel trade fair in France with some 31,000 visitors each year. Beachcomber's delegation, headed by the Chief Sales & Marketing Officer, François Venin and the Group Head of Sales, Nicolas Staub, used this platform to present its brand film for the first time to key players on the French market at the event's opening on September 26.

In order to consolidate the Group's brand image, the new brand film produced by Maison Carrée Productions features the hotels and points out the essence of the Group's singularity. "This brand film perfectly captures the essence of our brand image, 'The Art of Beautiful', as well as our guest promise. The initial feedback from the French market is very promising," says the Chief Sales & Marketing Officer, François Venin. The Group's delegation is having the opportunity to meet and interact with various tour operators and other distribution channels.

The IFTM Top Resa trade fair is once again confirming the interest of French travel professionals in Mauritius as a tourist destination. The island also remains a favourite destination for French holidaymakers with 168,744 visitors during the first eight months of 2017.

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**About Beachcomber**

Beachcomber Resorts & Hotels is the pioneer and leader of the Mauritian tourism industry. Since the creation of Park Hotel in 1952, a collection of 11 resorts have emerged over the years, including the mythical Royal Palm Mauritius in 1985, considered by everyone as the reference in hospitality for luxury holidays in Mauritius.

Beachcomber has exported the tradition of Mauritian hospitality beyond the shores of the island, with the launching of Sainte Anne Resort & Spa in Seychelles, in 2002.

The Group is presently expanding its collection, with the integration of the Beachcomber French Riviera Resort & Spa, situated on the Côte d'Azur, in France.

The collection of 10 resorts affords a choice of accommodation options ranging from rooms and apartments to suites and villas. Each hotel is imbued with a particular history and cachet, embodying an image of discrete luxury.

*Social responsibility – Fondation Espoir Développement (FED), by Beachcomber*

Set up and financed by Beachcomber since 1999, with the participation of hotels and employees, this foundation takes care of these main projects:

- *Projet Employabilité Jeunes (PEJ)*: professional insertion of school drop-outs through a training programme and industrial attachments.
- Collaboration with NGOs, schools and associations
- Regional projects – youth mentoring: the “Amour et Espoir” NGO; IT initiation; youth monitoring via the “Duke of Edinburgh International Award” programme, participation of regional sports clubs in the organisation of the Beachcomber UTRB Trail 2015

*Social responsibility – Local Hands*

Programme launched in 2006 to support small local artisans by providing them with training and guidance as they embark upon the process of creation, production, marketing and sales.

*Sustainable development – our environmental actions – EarthCheck label*

Sustainable development and environmental protection constitute real considerations within the Group, which has set up, amongst other initiatives, practices that ensure energy savings and favour renewable energy sources. These initiatives in favour of sustainable development have been recognised and rewarded, with two of our hotels recently obtaining the EarthCheck Benchmarked Bronze accreditation for their ongoing commitment to environmentally responsible practices.