

**Beachcomber Resorts & Hotels: A new booking platform dedicated to Mauritian clients**

Beachcomber Resorts & Hotels is launching a new booking platform aimed specifically at its Mauritian clientele, in partnership with BlueConnect, a customer relations specialist. Through this new service, the hotel group aims to offer personalised assistance to local clients (Mauritian citizens and residents) and to quickly and effectively respond to their enquiries.

The new booking centre offers a wide range of services, from responding to requests for information to taking bookings for Beachcomber Group hotels. The booking centre can be reached by email at [mru.resa@beachcomber.com](mailto:mru.resa@beachcomber.com) or by phone on 402 9000 from 8am to 8pm Monday to Friday, and from 8am to 4pm on Saturdays and local public holidays. The service is not available on Sundays or on international public holidays.

"In partnering with BlueConnect, our aim was to offer dedicated support to our Mauritian clientele," explains Nicolas Staub, Beachcomber Resorts & Hotels' Group Head of Sales. "We have established this service in response to growing demand from the local market. Given its longstanding expertise in the tourism sector, BlueConnect was an obvious choice of partner," he adds.

Established in 2010 as a commercial partnership between Mauritian firm Rogers Aviation and French group BlueLink (a subsidiary of Air France, founded in 1992, and which now has more than 2,000 employees worldwide), BlueConnect is a customer service centre based in Mauritius and specialising in remote customer relations. BlueConnect now employs more than 330 bilingual employees and serves clients from the travel, tourism and hospitality sectors in particular.

"It's a great honour for BlueConnect to have been chosen by Beachcomber to develop its local market," said Christophe Lerat, BlueConnect's General Manager. "We are delighted to be able to use our customer relations skills and experience to further the Beachcomber Group's vision."

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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 9 resorts have emerged over the years, including the mythical Royal Palm Beachcomber Luxury Mauritius in 1985, considered by everyone as the reference in hospitality for luxury holidays in Mauritius.

The Group recently expanded its collection, with the integration of the Beachcomber French Riviera, situated on the Côte d'Azur, in France.

The collection of 9 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 Silver accreditation for their ongoing commitment to environmentally responsible practices.