

## **20th Edition of the “Rallye Beachcomber Tours”: The Human Touch**

Last year marked the great comeback of the “Rallye Beachcomber Tours” in Mauritius. With the great success of this revival edition, the Beachcomber group and its prestigious partners decided to renew the adventure yet again!

The kick-off whistle blew on May 18th. Teams Purple, Black, Pink, Blue, Red, Orange, Yellow and Green, comprising of 40 travel agents and eight Beachcomber sales agents competed against each other in a festive and fun atmosphere. The ultimate goal was to discover the numerous treasures of Mauritius.

A pedestrian rallye through the streets of the capital and two car rallyes on the north and south coasts of the island allowed the participants to discover must-see sites including the Port Louis market, the chapel of Cap Malheureux and Chamarel. The teams also participated in a culinary competition and various themed evenings organised by Beachcomber hotels; « Hippie Chic » and an immersion into the Pirate world.

« The aim of the Rallye Beachcomber Tours is to create a bond between our suppliers, our artisans and the Mauritian population. It is about the human touch. People want to experience emotions and new tastes. It is in this spirit that we invited our travel agents to discover the heart of the island in a different light. And I think we succeeded, » gladly affirms the General Director of Beachcomber Tours France, Guy Zekri, adding that, «with the 20th edition of the Rallye Beachcomber Tours celebrated in 2018, we will work together to be more creative and innovative for the future. »

The prize-giving ceremony, under the theme « Casino Royal » was held in one of the splendid villas of Dinarobin Beachcomber on May 22nd. Background music and a sumptuous dinner crafted by the artisans of the hotel welcomed the guests. The participants and the organisers were able to share the best moments of this exceptional touristic event with a plethora of guests including Gilbert Espitalier-Noël, CEO of Beachcomber group, François Venin, Chief Sales and Marketing Officer, Jean Louis Pismont, Chief Operations Officer, the directors of the resorts and other partners. Speaking to the audience, the CEO thanked the partners, namely, the tour operators, Air Mauritius and the MTPA, for their loyalty. For Gilbert Espitalier-Noël, the Rallye is the perfect event to reflect that « the DNA of the Beachcomber group lies in its friendship and human touch. »

The highlight of the evening was the awards ceremony. Team Purple outpaced the competition throughout the rallye!

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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.