

Beachcomber Resorts & Hotels places its Artisans at the heart of a new communication campaign

Based on themes that the Mauritian group holds dear, this new campaign reiterates the emphasis on the strong positioning and that little extra bit of soul of Beachcomber Resorts & Hotels. Since 2016, with the launch of our new identity, Beachcomber Resorts & Hotels has given pride of place to our unique expertise and premium-level service proffered by our ever-welcoming Artisans. This desire for perfection is prolonged today in our new campaign, encompassing our values.

A new campaign that builds on our 2016 rebranding

Three years ago, Beachcomber Resorts & Hotels crafted a new brand image, replacing the crab with the B-nautilus logo. This visual identity was then gradually rolled out to all the group's communication tools and across all Beachcomber resorts, ensuring consistency and a true sense of belonging to our brand.

To reassert our values and our corporate strategy, we have added a new signature motto 'The Art of Beautiful' to this new image to symbolise the very essence of Beachcomber: the beauty of the place inspires the beauty of the heart.

5 themes rooted in the DNA of 8 Beachcomber Resorts & Hotels

Family, couple, golf, well-being and diving are the 5 themes dear to Beachcomber, upheld by our Artisans, true ambassadors of our group's hospitality tradition. For our new campaign, designed and produced by Paris-based agency, Dragon Rouge, we decided to place our Artisans right at the heart of this whole 'The Art of Beautiful' approach: from beautiful experiences spring beautiful friendships! Each expression of kindness by the artisans is an invitation to contemplate the beauty of the Mauritian landscapes, and we, at Beachcomber, believe that all our guests will thus experience an unforgettable journey.

As guardians of a strong Mauritian identity, our group once again reaffirms our three fundamental values: protecting and enhancing the island's environment, serving the community and promoting the 'Mauritian' guarantee of exceptional quality, while ensuring that our guests are the main focus of our attention.

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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.