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**#BEACHCOMBEREXPERIENCE HASHTAG REACHES 10,000 PHOTOS!**

The #BeachcomberExperience hashtag has become a popular way for Beachcomber Resorts & Hotels' guests and well-wishers to capture, share their experiences and emotions and connect with each other within the Instagram community.

#BeachcomberExperience has reached a milestone with 10,000 photos shared by Instagram users from all across the globe. A number of celebrities, some of the top photographers and influencers in the social media sphere as well as guests enjoying the delicious atmosphere of Beachcomber resorts have been using the hashtag to tell their own stories.

Inspiring aerial snapshots and videos, wonderful sea and beach views, great food, drinks, golf, outdoor and water sports experiences, among others, fill the gallery with wonderful holiday memories. With the festive season approaching, there will most likely be lots of other opportunities to take and share some great photos at Beachcomber resorts.

Beachcomber Resorts & Hotels is currently among the most popular tourism brands on Instagram with more than 57,000 followers on its account (@Beachcomber\_hotels). The account was created on 12 January 2012, at a time when the network was still in its infancy with a modest number of photos of the destination shared using the hashtag #Mauritius, i.e. around 8,000.

Launched in September 2016 in the wake of the rebranding of the Group, the #BeachcomberExperience hashtag has been quickly adopted by guests and Instagrammers who are fond of the beautiful landscapes surrounding the Beachcomber resorts.

For more posts and pictures of amazing experiences, follow the Instagram account of Beachcomber Resorts & Hotels: [https://www.instagram.com/beachcomber\\_hotels](https://www.instagram.com/beachcomber_hotels)

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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 Bronze accreditation for their ongoing commitment to environmentally responsible practices.