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## **Loïc Launay appointed Hotel Manager of Royal Palm Beachcomber Luxury Marrakech**

Beachcomber Resorts & Hotels is pleased to inform its guests and partners of the appointment of Loïc Launay as Hotel Manager of Royal Palm Beachcomber Luxury Marrakech with effect from 20<sup>th</sup> September 2016. At an operational level, he will be working in close collaboration with Jean Louis Pismont, Director of External Operations of the Group.

Loïc is passionate about luxury hospitality and began his career in 1993 at a three Michelin-starred restaurant in Cancale, in north-western France. A year later, he moved to better weather and took employment at the Michelin-starred restaurant of the Résidence de la Pinède Hotel in Saint Tropez. He joined another hotel on the French Riviera, La Réserve de Beaulieu & Spa in 1998 as first maître d'hôtel prior to taking charge of the opening in March 2000 of Maxim's Restaurant, in Monte Carlo, where he served as Director of Operations for five years.

In 2005, he was contacted by the most Michelin-starred chef in the world, Joel Robuchon himself for the launch of his first gourmet restaurant in the Principality of Monaco. The talent of Loïc and his teams earned this address The Leading Hotels of the World Best Service Award for 2005. The French chef was so pleased with such results that he entrusted him with the opening and operation of two restaurants at the MGM Grand, Las Vegas between 2005 and 2009. The two establishments enjoyed considerable success over these four years and were awarded five Mobil Stars, five AAA Diamonds, three Michelin stars and the Grand Award for their wine selection.

He left the United States in February 2009 to take on the position of F&B Director at the Hotel Le Crillon, a legendary luxury hotel in Paris. In September 2012, he returned to La Réserve de Beaulieu & Spa, a hotel where he had worked earlier in his career but this time as General Manager.

Since joining the Royal Palm Beachcomber Luxury Marrakech as Director of Operations in September 2014, Loïc has espoused the values of the house. "My motto in hospitality remains luxury, well-being and impeccable service," he says. His intuition for luxury and high standards are perfectly suited to the hotel.

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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 RoyalPalm 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, and that of the Royal Palm Marrakech in 2013 in Morocco.

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 11 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 mentoring 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.