
Event

A prestigious Eductour organised by Beachcomber Hotels office in Germany for its best-performing partners.

As part of a prestigious Eductour, Beachcomber Resorts & Hotels has brought together some twenty privileged partners from the largest tour operators in Germany, Austria and Switzerland in a bid to provide these travel professionals with an opportunity to get acquainted with the new experiences on offer at Beachcomber Hotels, such as the Beautiful Rituals. In this respect, our artisans have concocted a rich programme from the 26th to the 29th of January to provide our guests with a tang of the Art of Beautiful.

During their stay at Shandrani Beachcomber and Paradis Beachcomber, these tour operators were invited to discover the innovations, in particular, the new 'lounge' concept of 'Le Sirius', the Shandrani Beachcomber restaurant.

The visitors also spent some time at Le Morne Peninsula, where they visited the new Ocean suites of Paradis Beachcomber and experienced the new "The Art of Wellness" spa concept. In terms of restaurant services, they were given a foretaste of the authentic Mauritian cuisine during a culinary workshop hosted at La Ravanne. They also enjoyed various activities offered by Dinarobin Beachcomber, such as the 'Sundowner' at the Butik Bar or even the menu card of Umami, the Asian fusion restaurant.

For an even more intense feeling of the Art of Beautiful concept, participants experienced the Beautiful Rituals, an array of rituals meant to awake the senses and arise emotions, in particular, the Beautiful Lights and the Beautiful Story. A Beautiful cocktail creation workshop under the guidance of our artisans was also proposed.

Equally on the agenda: gala evenings, namely the 'Pink Evening' at Shandrani Beachcomber, attended by hotel directors as well as members of Beachcomber's sales team, including François Venin, the Chief Sales & Marketing Officer.

"The Beachcomber Hotels office in Germany was set up almost 30 years ago. Throughout these years, very strong links have been forged and it is a tremendous pleasure to welcome our partners every year in our hotels, for a weekend marked by friendship. Our clientele from Germany, Austria and Switzerland is steadily increasing. Germany comes second after France in terms of room nights" says François Venin.

This event hosted by Beachcomber Hotels Germany will certainly have a positive impact on the German, Austrian and Swiss markets, key targets for Beachcomber Resorts & Hotels, with more than 20% of the market share.

Press contact:

Malenn Oodiah - malenn@intnet.mu - T (230) 601 3357
Beachcomber House, Botanical Garden Street, Curepipe 74213, Mauritius

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 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.