

Beachcomber French Riviera: The Mauritian Hospitality Expertise takes to the French Riviera

The grand opening of the Mouratoglou Tennis Academy in France took place on Monday 19 September 2016 in the presence of over 1,200 guests, including renowned sports personalities such as Serena Williams, Novak Djokovic, Patrick Mouratoglou, Grigor Dimitrov, Sylvain Wiltord, Henri Leconte, Teddy Riner, Fabrice Santoro and Thomas Enqvist, the famous French DJ, Bob Sinclar and many other special VIPs.

The CEO of Beachcomber, Gilbert Espitalier-Noël, and the Chief Sales and Marketing Officer, François Venin were also among the special guests gathered to celebrate the launch of the first franchise of the Group, Beachcomber French Riviera Resort and Spa.

Nestled between Nice and Cannes, Beachcomber French Riviera (ex-Sophia Country Club) is part of the Mouratoglou Resort, an outstanding complex set on a 13-hectare estate including:

- a 4-star hotel with 155 rooms, 11 meeting rooms, a restaurant and bar, a 700sqm spa, a fitness room, 2 swimming pools and the region's only hotel heliport; but also
- a leading tennis academy in Europe, the Mouratoglou Tennis Academy comprising 34 tennis courts (with an equal number of clay and hard courts and the only 8 covered tennis courts in the region) and a state-of-the-art medical centre dedicated to sports, among others.

This unique platform in Europe brings together sports, performance and hospitality for everyone, from families to youngsters, pros, groups and corporates.

This franchise is a partnership with the owners of the entire resort, Patrick Mouratoglou's family. Patrick is famous for having coached such champions as Serena Williams (world No. 1 in women's singles tennis in 2015), Marcos Baghdatis (finalist of the Australian Open in 2006) and Grigor Dimitrov (semi-finalist at Wimbledon in 2014).

This initiative seeks to increase the Beachcomber brand's visibility in Europe, a major source market for guests, existing and potential, to Beachcomber hotels in Mauritius and elsewhere.

Gilbert Espitalier-Noël explains that, "For this 11th property of the Beachcomber Collection, we won't be managing the hotel, but will receive a percentage on turnover and on sales generated by our sales teams and website. We will share our quality standards with the operational teams of Beachcomber French Riviera and contribute to their training with the support of the Beachcomber Training Academy. On the other hand, we will be developing useful synergies, such as training opportunities for our tennis coaches from the Mouratoglou Academy's trainers, or offering accommodation in our hotels in Mauritius (and elsewhere) for training camps with some of the world's best-ranked players."

This partnership with the Mouratoglou family has come to fruition thanks to the efforts of Norbert Couvreur, who heads Beachcomber French Riviera. Norbert has been at the service of Beachcomber for 14 years and has successively managed Mauricia Beachcomber in Mauritius and Beachcomber Seychelles Sainte Anne.

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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 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.