
BEACHCOMBER'S BRAND FILM HONOURED WITH A GOLD CRISTAL

Beachcomber Resorts & Hotels' brand film, produced by Maison Carrée Productions, has won the Gold Cristal at the Cristal Festival in Courchevel, France.

The festival's most coveted distinction, the Gold Cristal, was awarded on 15th December 2017 in the 'Luxury' category to the brand film celebrating the beauty of the experiences which are the very essence of the Beachcomber Resorts & Hotels brand.

With more than 2 820 campaigns from over 44 countries listed in 21 categories, the Cristal Festival places creativity and innovation at the heart of the awards programme. This was the 17th edition of this recognised international event in the competitive world of advertising.

"This is a valuable mark of recognition for a high-quality production, which has been awarded by an international jury at an internationally recognized festival," said Olivier Carreras, founder and director of Maison Carrée Productions. This French creative and audiovisual production offers tailor-made advertising, digital, corporate and documentary brand content.

This prestigious distinction rewarding quality workmanship positions Beachcomber Resorts & Hotels' brand film as a top-tier production.

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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.