

'Beachcomber Aventure' 2018: Shandrani Beachcomber Resort & Spa hosts the event's outstanding 4th edition

From the 5th to the 7th of February this year, the Shandrani Beachcomber was firmly in the spotlight. And for good reason: the 2018 edition of the 'Beachcomber Aventure', which previously took place on the Morne peninsula, was this year held on Mauritius' southeastern coast. Twelve energetic French travel agents faced off in a magical setting consisting of three beautiful beaches and a marine park opposite the Ile aux Aigrettes nature reserve. The event involved a number of different stages expertly devised by Denis Brogniart, the host of French reality television show *Koh-Lanta*.

The 'Beachcomber Aventure' has become one of the most hotly anticipated annual events in the French travel, tourism and hospitality market. This sales incentive event is distinctive in that it gives travel agents an opportunity to discover Mauritius' most beautiful sites by taking part in new activities, allowing them to promote Beachcomber hotels to their client markets in turn.

After dividing into teams (yellow vs red), the Adventurers took part in a variety of spectacular events: the "bamboo challenge", a kayak race, an archery competition on île aux Flamants, the legendary lobster diving challenge, the obligatory "bivouac evening", the "pierced bamboo" contest, and last but not least, the iconic "pole" challenge. At the final "council meeting", which was held at Le Sirius restaurant and brought the adventure to a close, the votes were so close that the audience waited with baited breath.

In the end, it was Amélie Perkins from TUI Belgium who took home the Beachcomber Aventure 2018' Totem. This was Amélie's first visit to Mauritius. She said, "I've always been a big fan of Koh-Lanta, so I jumped at the opportunity to take part in this adventure. I was particularly impatient to tackle the "pole" contest! The two teams got along really well. I am really surprised to have won the 2018 Adventurer Totem – everyone deserved to win!"

The event's gala evening brought together members of the Beachcomber Resorts & Hotels' management and representatives from the Group's partners, including Air Mauritius, the MTPA and Mautourco. Beachcomber's CEO, Gilbert Espitalier-Noël, emphasised in his speech that the 'Beachcomber Aventure' is an excellent example of the Group's values. "We are a local group that keeps people – both customers and partners – close, both in terms of service and of friendship", he stated. He also thanked the artisans who helped make the event a success.

According to Rémi Sabarros, Director of Beachcomber Resorts & Hotels France, the impact of this incentive event on the French market is twofold. First, it is a communications boon, because Beachcomber showcases the event and the hotel throughout the year and benefits from Denis Brogniart's celebrity. "Educationals are commonplace, but to have reproduced a TV show, complete with Koh-Lanta's legendary contests and star presenter, is really unique! What's more, the event was covered live on TourMaG.com. Each challenge was covered live on social networks and consistently attracted over 8000s views," he explains.

More than 200 travel agents registered for this sales challenge, with the best candidates among them selected to travel to Mauritius to compete. The 'Beachcomber Aventure' 2019 edition will be held at the Victoria Beachcomber.

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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.