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# beachcomber flash

JUNE 2012

## Satisfying performance



**Les chambres Deluxe  
au Shandrani font peau neuve**

**Beachcomber Hotels  
pour les enfants**

**Beachcomber omnipresent  
sur les reseaux sociaux**

## MESSAGE

Robert de SPEVILLE  
Commercial Director



## Satisfying performance

Dear friends and partners,

I want to begin this letter by thanking you for all the work you have done promoting our hotels. Your unfailing support has, once again, largely contributed to our satisfactory financial results for the period from October 2011 to March 2012.

We are satisfied with our performance, given the prevailing economic climate and financial difficulties affecting the eurozone, our main market. As Air Mauritius has cancelled many flight routes, we must also prepare ourselves to face tougher challenges in terms of air access.

However, in spite of all of this, we still have great news to share. In this new edition of our Beachcomber Flash, we are proud to reveal Shandrani's redecorated Family Apartments and Deluxe Rooms. They will be ready to welcome their first occupants by September 2012.

I also thought it was important to remind you of some of Beachcomber's unique commercial advantages. You will find detailed information inside to help you boost your sales.

Last but not least, we have dedicated a section of this issue to our presence on social networks. As you will see, they are becoming increasingly important in our communication and marketing strategies.

Best regards,

Robert de Spéville  
Commercial Director

## HIGHLIGHTS

### Paradis welcomes new Hotel Manager



Aged 42 and father of two children, Mr. Bruno Tola has recently joined the team at Paradis as the new Hotel Manager. To manage one of Beachcomber's top properties, Mr. Tola will put to good use his extensive knowledge of hospitality management. For 20 years, he has worked for up-market properties throughout the world. His career path took him to the Antilles, Morocco, Mexico, Italy and France, his country

of origin. He occupied top management positions in hotels belonging to the Radisson and Club Med groups. Beachcomber extends a warm welcome to Mr. Tola and wishes him the best of success in his new position.

### The half-board basis revisited

Since the 1st of May 2012, all restaurants which were included in the half-board package and which offered "à la carte" dining with supplement are now offering an "à la carte" menu included in the half-board price. Supplements apply to a few selected items only. This new approach provides more choice and flexibility to guests.

### Beachcomber hotels' ratings

The MTPA is currently working towards implementing an official hotel classification in Mauritius. The process is now in progress and will be carried out in two stages as follows:

- The first stage establishes a temporary classification based on average ratings obtained from selected Tour Operators, online travelers' reviews websites and hotels' self-assessment
- The second step will lead to an official classification based on objective criteria focusing on the hotels' standing and quality of services. The list of criteria is currently being finalized by the MTPA

Beachcomber strongly suggests that its representative offices and partners continue to use its own ratings until the MTPA completes its classification process.



## THE DELUXE ROOMS GET A NEW LOOK



The new Deluxe rooms will be available as from September 15th 2012.

### New interiors will be brighter and modern

- Predominance of pale shades set off by a few splashes of colour
- The timber furniture will be kept simple and elegant
- All rooms will feature with a large flat-screen TV and a media hub
- The bathrooms will be functional with a focus on comfort and modernity
- Family Apartments
  - The children's bathroom will be revamped
  - The children's bedroom will be equipped with larger beds

### New outdoor spaces

- For all ground-level rooms, new living areas will be created right off the terrace and covered in beach sand



### Unique Selling Points

- Le premier 5 étoiles « fully-inclusive » de l'île Maurice avec sa formule « Serenity plus »
- Toutes les facilités pour des vacances de rêve en famille et en harmonie avec la nature
- Une péninsule privée entourée d'un parc marin
- Un hébergement diversifié comprenant des Appartements Familiales avec 2 chambres et 2 salles de bains
- Beachcomber Sports & Nature, programme d'éco-tourisme exclusif\*
- Une école de voile certifiée, le Shandrani Sailing Club\*
- La Source Spa by Clarins comprenant 11 salles de soins\*
- La Source Wellness by Clarins comprenant 20 cabines tropicales\*
- Un centre de plongée affilié à PADI National Geographic\*
- Une salle de conférences moderne pour les Groupes & Incentives
- Connexion WIFI gratuite

\*avec supplément

### Reminder:

- The 108 Deluxe Rooms can accommodate two adults and two children (or three adults)
- The 36 Family Apartments featuring two rooms and two bathrooms can accommodate two adults and up to three children

»»» More info on the website:  
[www.beachcomber-b2b.com/shandrani](http://www.beachcomber-b2b.com/shandrani)



## KIDS AT BEACHCOMBER HOTELS

### KIDS' PARADISE

Quality services and facilities for families are undeniably hallmarks of Beachcomber hotels. A stay at a Beachcomber property means relaxation for all, thanks to innovative and tailor-made concepts for families.

The Beachcomber group caters for families in three main ways which are:

- Offering a range of different rooms, some of which are customized to suit family needs
- Providing free mini-clubs in all its hotels for children aged 3 to 12
- Creating competitive rates and offers for families and children up to 17 years of age year round!

### A range of accommodation to suit family needs

Choices available for children are:

- Sharing their parents' room
- Staying in a separate room (a large number of interleading rooms are available throughout the different hotels)

Most Beachcomber hotels have at least one category of rooms specially designed for families whether it be a suite, an apartment or a villa. In these specific categories, families have access to two separate rooms and two bathrooms.

### Free mini-clubs in all Beachcomber hotels

All Beachcomber hotels have a comprehensive mini-club exclusively reserved for children aged 3 to 12.

Each mini-club proposes:

- A convivial setting with a private garden, furnished with children in mind
- Children creativity workshops (drawing, painting, collage)
- Discovery workshops (nature, gastronomy, culture)
- Play and learn activities
- A qualified team which has children's care at heart and which is available all day
- A baby-sitting service which is available on request with supplement (24-hour notice required)



### Creating competitive rates and offers for families

- Beachcomber has set itself apart from most other destinations by setting the age limit for children's special prices at 17 years as opposed to 12 years in other areas
- All-inclusive packages available at Beachcomber hotels are completely free of charge for kids up to 5 years old and available at reduced rates for kids up to 17 years old
- For all stays from May 1st to September 30th, children up to 17 years old stay free at all Beachcomber hotels. They enjoy free accommodation with no meal supplement at all hotels offering the half-board basis

## OUR UNIQUE “ALL-INCLUSIVE” CONCEPT

**Unique to the group’s hotels in Mauritius, the all-inclusive packages available in Beachcomber hotels are applicable from the moment guests arrive at the hotel until they depart.**

They are also combinable with all the special offers and are free for children below 5 years of age. Even though they share common aspects, each package has been worked out to address different needs and budgets. Here are some of their specificities:

### The fully-inclusive packages

Available only at **Sainte Anne Resort & Spa** and **Shandrani Resort & Spa**  
**Advantages :**

- All is included in the price guests pay upfront
  - All meals and drinks are included
  - Access to up-market services and facilities
  - Free “à la carte” dining
  - All-you-can-drink premium brands of wines and spirits
  - Unlimited champagne by the glass (as from 6 p.m.)
  - Snacks selection throughout the day
- No bills to sign

### The “Beachcomber All-Inclusive Packages”

Optional packages available at **Le Victoria**, **Le Canonnier** and **Le Mauricia**  
**Included :**

- All meals and drinks
- Mini-bar and picnic basket
- Selected snacks during the day



## OUR SPECIAL 60<sup>TH</sup> ANNIVERSARY PROMOTIONS

**To commemorate its 60th anniversary, Beachcomber has launched sizzling special offers at its five-star plus properties in Mauritius.**

Reminder: For all stays between **May 15th to July 31st 2012 inclusive**, guests can take advantage of fantastic offers at **Paradis**, **Dinarobin** and **Trou aux Biches**.

#### 1. Couple Offer

- **60%** discount for the accompanying person
- This offer is combinable with the “Early Booking” promotion

#### 2. Weddings/Honeymoons Offer

- **60%** discount for the spouse
- Complimentary lunches throughout the stay
- Gifts in room
- This offer is combinable with the “Early Booking” promotion

#### 3. Family Offer

- **60%** discount for kids staying in their own room



»»» More info on the website:  
[www.beachcomber-hotels.com](http://www.beachcomber-hotels.com)

## BEACHCOMBER ON SOCIAL NETWORKS

Beachcomber Hotels recognizes the value of social networks to promote its products and services to a large yet captive audience. To consolidate its presence online, the group has opened up several accounts on different networks.



### Facebook : the number of fans grows every day!

- Over 15,000 fans\* have already joined Beachcomber on Facebook
- Launched to commemorate Beachcomber's 60th anniversary, the "60 years = 60 nights" prize draw competition has already announced four winners
- The competition will end in July 2012. By then, six participants would have won a ten-night stay for two in a Beachcomber resort
- To get more info or follow your clients' comments, become a fan of Beachcomber on Facebook: <http://www.facebook.com/BeachcomberHotels>



### Instagram : view vintage pictures online!

- Created in 2011, Instagram provides a smart way to share pictures taken with a smartphone. Instagram modifies the pictures with built-in filters to achieve a vintage look
- Beachcomber has created a special keyword, namely #BCH. When using this keyword, guests who take pictures in Beachcomber hotels will have their photos posted on Beachcomber's Facebook account
- To learn more, subscribe to Beachcomber\_hotels on Instagram



### Pinterest : the latest trend !

- As its name indicates, Pinterest enables users to create, organize and share the visuals they pinned on their virtual board (pinboard)
- For more info, please type in Beachcomber\_hotels on <http://pinterest.com/>



### Twitter: a steady progress

- Beachcomber twitter account counts 800 followers\*. This account is aimed at clients and professionals who enjoy reading updates about the Beachcomber group and its hotels, tourism issues and news about Mauritius, Seychelles and Morocco
- Separate Beachcomber Twitter accounts in French, German and Italian have been created to answer specific requests from users originating from these markets
- To learn more, join us on Twitter: <http://www.twitter.com/>  
Follow :
  - @Beachcomber\_ (official account)
  - @Beachcomber\_DE (German account)
  - @Beachcomber\_IT (Italian account)
  - @BCHotels\_Paris (French account)

\* figures as at May 2012

## NEW MARKETING TOOLS 2012/2013

Beachcomber marketing tools for the tourist season 2012/2013 are now available on the B2B website.

You can now access the following documents online:

- Dossiers de presse
- Press kits
- Beachcomber World B2B brochure
- Hotel fact sheets
- Commercial fact sheets
- Thematical fact sheets
- New adverts

Feel free to browse through them to have all the latest news and information about Beachcomber Hotels!

[www.beachcomber-b2b.com](http://www.beachcomber-b2b.com)



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