

Beachcomber's core values come to life to reinforce its People-first culture

[Curepipe, Mauritius – 17 February 2025] – Beachcomber Resorts & Hotels has taken a significant step in its commitment to the professional and personal development of its Artisans with the launch of its four core values during the recent “Ensemble Vivons Nos Valeurs” (Together We Live Our Values) event, attended by 160 Artisans from Beachcomber Catering, the Group’s hotels and Head Office. Respect, Lakorite* [in Mauritian Creole: la.ko.ri.té], Evolution and Excellence provide the basis for its company culture, perfectly aligned with its employer promise, “Feel the Happiness You Give” and its People-first philosophy.

“The DNA, reputation and success of our Group are grounded in strong values, with which every Artisan fully identifies. Continuing our past efforts and in line with our Employee Value Proposition, ‘Feel The Happiness You Give,’ as well as the ‘Faces of Happiness’ campaign, which is a tribute to our teams of true creators of happiness for our guests, we wanted to solidify the foundations that unite us by redefining and formalising our values through the ‘Vivre Nos Valeurs’ (Living Our Values) initiative. Much more than mere words, these values are a promise. We are committed to living them fully, embodying them through our behaviours and every interaction that binds us together as Artisans,” says the Beachcomber Group CEO, Stéphane Poupinel de Valencé.

The launch of Beachcomber’s values marks the culmination of a journey that began in July 2024, supported by the external coaches and consultants, Philippe Mandray and Isabelle Croo. Months of meetings, collaborative workshops and training involving Artisans representing all of the Group’s business units have improved existing links, strengthened momentum and collectively defined Beachcomber’s values, in line with its vision and purpose.

Respect, Lakorite,* Evolution, and Excellence are the four values that have emerged from these days of reflection. As pointed out by Karine Perrier Curé, Chief Brand & Communication Officer, *“Beachcomber is respect, lakorite, evolution and excellence. These four words are Beachcomber. It cannot be done on one’s own and it is not the responsibility of others only: it is individual responsibility that grows into collective accountability.”*

These values will guide the Group’s daily conduct, actions and interactions. Much more than mere principles, they embody Beachcomber’s deeply-held beliefs and come to life through concrete behaviours on a daily basis. To anchor them at the heart of every interaction, the Group has launched the “Vivre Nos Valeurs” initiative for its Artisans. This approach seeks to integrate these four values into the Group’s daily operations. In this context, 40 champions have been trained to become ambassadors in charge of passing on and promoting them throughout Beachcomber.

“Values written on a wall don’t mean anything. What gives power to these words, whether they are on the walls of a boardroom or elsewhere, is that they are lived. Through ‘Vivre Nos Valeurs,’ Beachcomber is committed to living these principles on a daily basis and cultivating a favourable environment for Respect, Lakorite, Evolution and Excellence,” says Sebastian La Hausse de Lalouvière, Chief People Officer & Group Legal Counsel.

As part of the “Vivre Nos Valeurs” campaign, Beachcomber has also launched its company song, “Viv Nou Valer” (Living Our Values), born from the creativity of its Artisans. The lyrics and music, written and composed by talented members of the Beachcomber Band from the Head Office, reflect the Artisans’ commitment to bringing the values to life in every shared experience.

Living our values in colour, every day
RESPECT • LAKORITE • EVOLUTION • EXCELLENCE

RESPECT

This means respect for oneself, for others, for differences, for the rules and for the environment. As a Mauritian group with deep roots in the island, respect for the environment remains a key priority for Beachcomber.

LAKORITE*

This value is embedded in Mauritian culture and is derived from Mauritian Creole, embodying the unique ability of Mauritians to live together in diversity. It symbolises support, tolerance, as well as the art of hospitality and service. Lakorite is Beachcomber, it is Mauritius: a coexistence nourished by multiculturalism, bilingualism, respect and benevolence.

EVOLUTION

This value reflects the Group's commitment to the development of its teams. It means "Make People Grow." As a leader, this responsibility rests on Beachcomber's ability to develop its employees while continuing its own progress, seizing the opportunity to do things differently. Learning to evolve also means learning to develop those around us through training, coaching and listening. Beachcomber is recognised as a lever for social mobility, with inspiring examples. Evolution is a very meaningful value for the Group.

EXCELLENCE

Excellence is a defining value that is key to Beachcomber's success. Exceeding expectations is a promise the Group upholds daily through close attention to detail. At its core, Beachcomber constantly strives for Excellence. To achieve this, it is essential to embody three other core values – Respect, Lakorite and Evolution – in everything we do.

*[la•ko•ri•té]

Lakorite is the unique bond that unites us here in Mauritius – more than just harmony, stronger than friendship. It embodies the natural sense of unity, kindness and belonging that pulses at the heart of our island, infusing our hospitality with warmth.

Press Contact :

Sheila Ramsamy

sramsamy@beachcomber.com

T : (230) 601 9377

Beachcomber House, Botanical Garden Street, Curepipe 74213, Mauritius