



Beachcomber Resorts & Hotels launches 'Be', its new communication campaign

What makes a holiday truly rejuvenating? For Beachcomber Resorts & Hotels, it's the feeling of being alive, happy, and completely oneself. This is the core message of their new communication campaign, 'Be', unveiled in September 2024. The promise: shaping stays in Mauritius that embody sharing and happiness, showcasing the beauty of its locations and the kindness of its Artisans.

Beachcomber hotels are located in some of Mauritius' most beautiful sites, from the UNESCO World Heritage site of Le Morne mountain to the crystal-clear lagoon of Blue Bay. The group is synonymous with unforgettable holidays, combining breathtaking locations with the long-standing tradition of generosity embodied by its Artisans.



A campaign that builds on Beachcomber's vision

While the previous 'The Art of Beautiful' campaign highlighted the beautiful locations where the resorts are nestled and the kindness of the Artisans, the new 'Be' campaign invites guests to immerse themselves in a world of experiences. Whether it's savouring new tropical flavours, watching a spectacular sunset over the sea, lounging by the pool, or meeting local craftsmen, every moment at Beachcomber is an opportunity to unwind and reconnect with what truly matters: being fully oneself.

Karine Perrier Curé, Chief Brand & Communication Officer at Beachcomber, explains: *"The new 'Be' campaign comes straight from the heart and deeply aligns with our values of sharing and generosity. We believe that a truly fulfilling stay allows guests to recharge by reconnecting with themselves. This is what Beachcomber hotels inspire: the beauty of our locations and the warmth of our Artisans encourage guests to live in the moment... and feel genuinely happy."*

One message, endless possibilities

The 'Be' campaign features a series of themed visuals and taglines tailored to different hotels, highlighting the unique Beachcomber experience. Among the campaign's general visuals, 'Be You' showcases the tailored experiences designed to match guests' passions and express their individuality. 'Be Free' encourages escape and self-discovery, turning each day into an unforgettable story. 'Be Happy' celebrates cherishing every moment with loved ones and creating lasting memories together.

In essence, Beachcomber Resorts & Hotels' new 'Be' campaign invites guests – whether families, couples, food lovers, or adventure seekers – to enjoy tailor-made holidays and feel truly alive.

About Beachcomber Resorts & Hotels

Since 1952, Beachcomber Resorts & Hotels has been creating memorable stays in Mauritius' most beautiful locations. As a pioneer in Mauritian hospitality, the group has always been driven by a desire to share the natural beauty of the island. Beachcomber designs unforgettable experiences to delight guests, relying on the genuine warmth and hospitality of its Artisans.

The group's eight properties are located along the north, west, and south coasts of Mauritius:

- Royal Palm Beachcomber Luxury **** +
- Dinarobin Beachcomber Golf Resort & Spa ****
- Paradis Beachcomber Golf Resort & Spa ****
- Trou aux Biches Beachcomber Golf Resort & Spa ****
- Shandrani Beachcomber Resort & Spa **** Superior
- Victoria Beachcomber Resort & Spa **** Superior
- Canonnier Beachcomber Golf Resort & Spa ****
- Mauricia Beachcomber Resort & Spa ****

