



movement for a

Positive impact

attitude

Tourism in support
of local & sustainable
development in
Mauritius

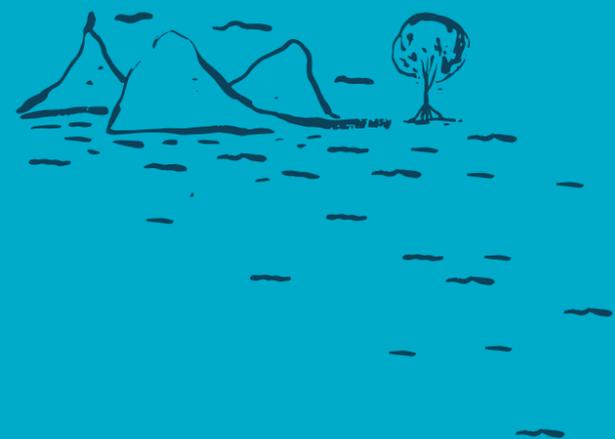


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This sustainable development report, drawn up for the Attitude Group in 2019, was produced by Utopies, an agency specialising in sustainable development strategy. Its objective is to present the vision of the Attitude Group in terms of sustainable development, as well as its actions, practices and the results obtained in 2019 and establishing this approach, introduced with the creation of the Group.

interview

with Jean-Michel Pitot, CEO of the Attitude Group

1. As CEO of the Attitude Group and President of AHRIM, what do you think the challenges are for tourism in Mauritius? How does Attitude go about facing those challenges?

Mauritius, like any island state, is among the most vulnerable to the consequences of climate change. We are directly affected by the environmental crisis that impacts our natural environment, as it increases the strength of cyclones and erodes the coasts of our island.

Due to its small area, it is estimated that 40% of the population of Mauritius is threatened by rising sea levels. Coastal constructions, including tourist facilities, are exposed. These environmental changes will affect our island's tourism activity. 75% of our corals are already damaged and 10% of our beaches have been lost due to erosion.

The question is therefore no longer whether we should achieve carbon neutrality, but when we can achieve it. As former President of Mauritius, Ameenah Gurib-Fakim, said: "We are facing a fierce emergency".

At the start of 2020, we were strongly affected by the COVID-19 pandemic. It has had a big impact on our society and our industry. Environmental, economic and social crises are to be expected in the years to come and our capacity for anticipation and adaptation will define the extent of these issues.

In Mauritius, we depend on our natural heritage, so tourism has an essential role to play in its preservation; in the restoration of fragile ecosystems and in the development of more resilient environments.

Take our Marine Discovery Centre, for instance, which was created in 2010 and is linked to Lagoon Attitude hotel. Its primary mission is to study and preserve the flora and fauna of the lagoon (mangroves, seagrass beds and corals) while slowing down erosion. With the assistance of a marine biologist, Olivier Tyack, the Marine Discovery Centre was renovated in 2019 so that it could better meet the needs of the region.



Jean-Michel Pitot,
CEO of the Attitude Group

"we have the responsibility to lead the change."

Our commitment to developing the Mauritian economy reflects our desire to ensure tourism benefits the whole island and brace ourselves for any future shocks. This has driven us to make changes, build new models and envision a new economy, showing our support for companies that have a positive impact on society and our natural world.

It's not easy and we don't have all the answers. We will have to innovate with our local partners. As tourism stakeholders, we have the responsibility to lead the change.

Other sectors of the country are also evolving on these issues. Last year, the Mauritius Commercial Bank (MCB) – the largest bank on the island – announced that it placed sustainable development at the heart of its purpose, creating its programme "Success beyond numbers". It's an excellent sign that such a big player in the Mauritian economy is taking this strong direction.

2. Can you tell us about the Attitude strategy and the 'Movement for Positive Impact' that you are launching?

In addition to our desire to preserve the island's cultural and environmental heritage, we want to bring about a change in behaviour and raise awareness. We have decided to strengthen our commitment by creating a movement intended to unite guests, our partners and all stakeholders in the tourism sector around a model for sustainable development.

As a Mauritian hotelier and group – but also, quite simply, as people – we believe that we have a role to play and a responsibility to take. We'd like to invite our guests, our Family Members (employees of the Attitude Group) and our partners, to be part of a movement that has a positive impact on Mauritius. Today, our strategy has two main factors: the commitment of our hotels to leave a positive impact; and that of our guests. A third pillar will soon be added, aimed at our partners.

In 2019, we also redefined our purpose – the "raison d'être" – of the Attitude Group to reaffirm our course and the commitments we want to make. We want to act with a long-term perspective and ensure tourism benefits everyone; tourists, of course, but also the local population and natural environment. With our signature, we'll continue to strive 'for holidays that continue to do good, even when they are over'.

3. What place has sustainable development had in Attitude Group's culture and projects?

Since its creation, the Attitude Group has positioned itself as a responsible economic player, committed and locally anchored. It is this strong integration that gives us so much responsibility today. Since our inception, we have wanted to show the real Mauritius to our customers, by encouraging them to explore outside of our hotels.

Our economic model is based on inclusion; we believe that tourism should benefit everyone. We are a world away from the model where the hotelier keeps all wealth and income sources within the confines of the hotel. Sharing wealth remains the key to sustainable tourism. For

example, by choosing to work with local entrepreneurs, we affirm our willingness to support them. Over the years, our desire to include Mauritians in our development has only increased.

From the start, Attitude has integrated environmental preservation into its strategy, notably with the creation of the Green Attitude Foundation in 2014. Through this Foundation, we support various awareness and preservation projects.

4. What are the latest achievements that you are most proud of in this area?

In 2019, we took advantage of the renovation of Lagoon Attitude to create an eco-friendly hotel that was symbolic of our new ambition. We had to rethink our way of operating – for example, by deciding to remove all single-use plastic from our guests' holiday experience. This action will be replicated in our eight other hotels by November 2020. In this new hotel, we have also applied the principles of a 'circular economy' aiming to eliminate waste and creating decorative items from recovered materials. We have sourced as much as possible from local suppliers, such as the furniture within our hotels, and the Marine Discovery Centre employs two scientists who are coordinating a lagoon conservation project. These developments will influence what our guests can experience at the hotel.



We want to go further with our Group's mission. As well as local investment, we want to encourage and support talent, too. We currently work with local artists, musicians and photographers to bring their creations into our hotel; and, in 2018, we launched our annual music competition 'Konpoz to Lamizik'. The competition encourages local

musicians to enter, benefit from professional guidance and have the chance to win the production of an album. These talented singers and musicians are invited to perform in our hotels and the last two events have given more than a dozen artists the chance to showcase their talent.

In 2020, we're entering a new phase of our mission to encourage local development. We have become the first service company – and the first hotel group – to receive the 'Made in Moris' accolade. This supports the measures we've taken so far, putting Mauritians at the centre of what we do. We're really proud of this. In 2019, our support of local entrepreneurs also strengthened. We created our own investment company, Otenik Investment Ltd, to help promising Mauritian start-ups grow and expand.

5. What are the next challenges for the Group?

There are many challenges but, for me, these two are most important. We want to remove all single-use plastic from our guest experience, as we know that the impacts of plastics on the sea bed is severe. In total, 13 million tons of plastic ends up in the oceans each year and we know 50% of the plastics used for consumption are single-use.

At Lagoon Attitude, we have eliminated all single-use plastics for our guests – and this was far more complicated than we thought it would be. Aside from the fact that alternatives are more expensive, most of the time there is simply no alternative in Mauritius. We had to work closely with our suppliers and partners to figure out a new way of doing things. The individual tea and coffee sachets once offered to guests are now replaced with our help-yourself Bulk Shop – a real novelty in the five-star hotel business! Guests can help themselves to tea, coffee and water for their rooms, avoiding waste and single-use plastic.

This example illustrates just one of so many ways we are dedicated to our mission and we've set ourselves the goal of removing all single-use plastics from the guest experience at all nine of our hotels by 1 November 2020.

Our carbon footprint was also a challenge. We carried out an assessment of all of the hotels in the Attitude Group and our first goal was to reach carbon neutrality, a



principle set out by the Paris Agreement in 2015. Carbon neutrality aims to balance the greenhouse gas (GHG) emissions generated with the amount our terrestrial ecosystems are able to absorb. To achieve this balance, we must strive to reduce the CO2 emitted. However, part of the emissions generated cannot be avoided. Carbon offsetting, which consists of financing emissions absorption projects, will then be necessary. Our first step is therefore to identify our emission reduction levels by calculating the carbon footprint of all our Attitude hotels. We will then be able to implement actions to reduce these emissions on a daily basis and finance offset projects within Mauritius, through reforestation.

The impacts and responsibilities of Attitude



Attitude

Hotel group established in 2008 with today 9 hotels, 3 and 4*, located in the north and east of Mauritius.

- Launch in 2020 of the movement for a Positive Impact and redefinition of its sustainable development strategy.
- New signature: "For vacations that continue to do good, even when they are over."

Suppliers and local businesses

- Local purchasing policy and valorisation of local businesses. Promotion of **100% Made in Mauritius** with **Otentik Bazar**.
- In 2019, launch of **Otentik Investment Ltd.** to invest in local businesses and contribute to their development.
- First service business to be labelled "**Made in Moris**" in 2019.
- Creation in 2020 of a **Positive Impact Charter for partners**.



Employees (Family Members) 1,591 people

- HR programme "Personal Progress, Team Success" aligned with Attitude's strategy
- Training and personal development programme
- Policies against violence, harassment and discrimination
- Health programme (sport, nutrition) and pension and medical plans
- Share of the company's profits



Local community

- Development of the Otentik experiences (**Otentik Fooding, Otentik Dinner, Otentik Discovery, etc.**) offered to customers to **promote awareness and appreciation of Mauritian culture**.
- **Konpoz to Lamizik** music competition, launched in 2018 and intended to support musical creation.

Environment

- **Reopening in 2019 of the Marine Discovery Centre**, set up in 2010 with the NGO **Reef Conservation Mauritius**
- **Reopening of the Lagoon Attitude**, an eco-committed hotel symbolic of the reinforcement of the sustainable development ambition of the Group. 1st hotel with no single-use plastics.
- **Objective to remove all single use-plastics** from the customer experience in the 9 Attitude hotels by November 2020



Since 2017, for 4 consecutive years
Score of 85% (2019)

The impacts and responsibilities of Attitude



Attitude hotel
9 hotels • 1096 rooms
DIRECT IMPACTS
1591
employees (Family Members)
Direct added value
MUR 1905 M

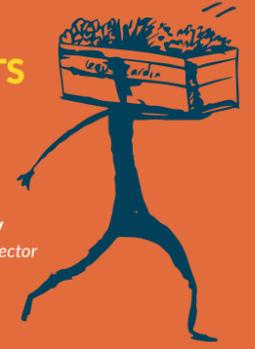


Family Members
MUR 680,9 M
gross payroll* for 1,591 employees
*Gross payroll = Net payroll + Social Security contributions and other labour taxes

Businesses and suppliers
INDIRECT IMPACTS

550 jobs
supported (supplier chains)

78% of purchases are made locally
(versus 72% on average for the hotel sector in Mauritius)



Local community
INDUCED IMPACTS

1,572 jobs
supported by household consumption and taxes paid by Attitude

TOTAL IMPACT



More than
3713 jobs
supported
Multiplier effect 2,3



Total wealth generated
MUR 3202 M
of wealth generated in the Mauritian economy in 2017,
or almost 1% of the national GDP.
Multiplier effect 1.7



For each
MUR 100 spent by an Attitude
Group guest,
240 MUR
of wealth generated in the Mauritian economy

values and 'positive impact' strategy

1.1 The tourism and economic context in Mauritius

The astonishing development of the Mauritian economy over the past few decades, known as the 'Mauritian Miracle', has historically been based on two things. Firstly, the country's capacity to capture numerous international revenues (exports, tourism, services, transport, investments abroad) and, secondly, its capacity to diversify its local economic offering, so that the income that enters the island circulates and feeds the local economy.

Tourism has played a fundamental role in this dynamic. Today, almost 55% of revenues received are international. The contribution to the local economy is significant: purchases from local businesses, as well as salaries and taxes paid by tourism stakeholders, make an impact locally via a ripple effect. In recent years, international flows have tended to tighten. Only the tourism sector showed an upward trend, but this was then halted by the COVID-19 pandemic.

At the same time, the local economy seems a little less efficient, as energy, equipment and food are often imported. It is therefore now important to encourage Mauritan products that can stand out from the competition of imported goods and appeal to the Mauritian market.

By becoming more locally rooted – notably through the establishment of new food, energy, materials (construction) or manufacturing (hotel equipment) sectors – tourism can help strengthen the local economy. It can also help Mauritius to innovate, explore new sectors and propose new offers that benefit everyone, taking into account the urgency of environmental issues. This is the whole meaning of the work carried out today by the Attitude Group.

1.2 History, values and purpose

The name 'Attitude' was not chosen at random. Attitude can be the difference between two radically different paths. In 2008, the Group started with two family hotels: Coin de Mire and the Marina (today Lagoon Attitude). The road was far from clear, but the Group had a real desire to start thinking outside the box and the purchase of Emeraude Beach Attitude acted as a trigger. Subsequently, the construction of Zilwa Attitude further developed and affirmed the identity of the Group. Today, Attitude manages nine hotels and employs 1600 people – known as Family Members.

True to its brand promise and its commitment to encourage guests to discover the authentic soul of Mauritius, Attitude positions itself as a responsible economic player that supports sustainable development.

The Attitude vision was historically carried by the 'Green Attitude' programme and the Otentik experiences.

- Created in 2010, the 'Green Attitude' programme originally included all activities for the protection of the environment and sustainable development within the hotels. These activities were carried out hand in hand with neighbouring communities and non-governmental organisation and supported by the Family Members and guests. The Green Attitude Foundation was set up in 2014 to support this programme. These initiatives were the precursors to the global movement launched by the Group in 2019.
- Launched in 2012, Otentik Experiences illustrates the Attitude promise: to encourage its guests to discover the authenticity of Mauritius in all its forms through various experiences (detailed in chapter 2.1).

Attitude celebrated its 10th anniversary in 2018. This success made the Group more aware of its progress and the importance of its values for future development over the next 10 years. Its goal? For guests to discover the authentic Mauritius and, in the future, other countries

and cultures with the same desire to contribute to a harmonious development that is respectful of the environment. Attitude must commit itself more strongly and collectively to an economic development, prioritising local life and the preservation of the environment. That is why, in 2019, it decided to reinforce the sustainable development strategy.

This commitment will allow the Group to develop in other countries across the Indian Ocean. It will remain positioned in the sector of three- and four-star hotels and will evolve with the constant desire to improve its hotels and the experiences offered to families and couples.

1.3 Key dates for commitments

- 2008** Creation of the Attitude Group with Coin de Mire Attitude. It is soon joined by the Marina, later renamed Blumarine Attitude and now Lagoon Attitude
- 2010** Launch of the Green Attitude programme
- 2012** Launch of the Otentik experiences
- 2014** Official launch of the Green Attitude Foundation
- 2015** Support for local festivals (Porlwi by Light followed by La Isla, Dreamers)

Launch of Kot Nou and Taba-J, typically Mauritian restaurants at Ravenala Attitude. Today this concept is implemented in all hotels.
- 2017** Travelife Gold Award certification for all hotels in the Group

Attitude is one of the first Mauritian companies to be labelled 'A Great Place to Work'
- 2018** Launch of the music competition, Konpoz to Lamizik

- 2019** Obtaining the 'Made in Moris' label
- Launch of Otentik Investment Ltd
- Launch of the Marine Discovery Centre
- Opening of eco-friendly Lagoon Attitude

1.4 An organization dedicated to sustainable development

The Group has set up a dedicated department to strengthen the leadership and management of its sustainable development approach. It reports to the Marketing Department, which reflects the Group's desire to place this approach at the heart of all activity. The Sustainable Development Department collaborates with support departments in order to integrate these objectives into all aspects of the hotel trade:

- Operations: the operation, renovation and development of hotels (catering, fitting out and cleaning of rooms, activities offered in hotels)
- Marketing and Sales: brand strategy, communication with tour operators and hotels and monitoring of customer satisfaction.
- Purchasing: a strategic selection of suppliers and products to be offered in our hotels.
- Human Resources: recruitment, training, support, health, safety and compensation and benefits policy. Attitude's Sustainable Development strategy is defined by the General Management of the Group.

1.5 The Sustainable Development Strategy of the Group

The hotel sector which represents a central element of the tourism industry and a considerable economic weight has a key role to play in the development of sustainable tourism. To rise to the challenge, no-one can act alone: a collective dynamic, anchored in everyone's willingness, is essential to meet the emerging ecological, social and economic challenges.

This is why the Attitude Group launched its Positive Impact movement. The Group calls on its Family Members, its partners and its guests to commit to a tourism that benefits everyone: tourists, the local population and the natural environment.

"Our strategy is a commitment, a promise that we take, in front of our customers, our Family Members, our partners, our fellow citizens and the planet. We hope to lead by example", said Jean-Michel Pitot, CEO of Attitude.

This strategy commits the Group to aim for a positive impact in its hotels, with its guests and its partners.

The engagement of the Attitude Hotels for a positive impact is structured around its three commitments. They are illustrated by concrete actions:



We support local economy

- o Maximising the positive impact of hotels on local employment, directly and indirectly, by increasing the share of local purchases and by giving more visibility to 'Made in Moris' products (buffet, boutique, cosmetic products, DJ premises and conferences, for example)
- o Development of supply chains with local entrepreneurs, thanks to the investment company, Otentik Investment Ltd
- o Commitment to promote the 'Made in Moris' label with our partners



We protect our environment

- o Professional and personal development for Family Members
- o Team participation in the Group's sustainable development strategy
- o Commitment to obtain the 'Great Place to Work' label
- o Development of our own projects and support of existing projects in favour of local culture (such as Konpoz to Lamizik)



We care about the local community

- o Zero single-use plastic commitment (straws, bags, bottles and individual packaging, for example) in the guest journey
- o Environmental assessment of the Group and definition of environmental objectives (water, energy, waste) and carbon neutrality
- o Creation of a sustainable development charter with quantified objectives
- o Development of projects for the Marine Discovery Centre, an educational and interactive Centre bringing together all key people in the coastal zone, in order to preserve and restore the marine ecosystems

Guest involvement for a positive impact is encouraged through several initiatives:

- The Otentik Attitude experiences, which allow guests to meet locals and better understand the people and cultural treasures of Mauritius, by discovering it through authentic experiences
- Initiatives aimed at raising awareness of the practices guests can implement; or involving them in projects developed or supported by the Attitude Group (for example, commitment list to be symbolically signed, Green Attitude Foundation projects)



Otentik Discovery
In Port Louis the Capital



Even our partners are involved

The Attitude Group also initiated actions in 2020 to engage its partners in sustainable tourism. Among these actions were the creation of a written charter for the attention of its partners and suppliers, which will be shared at the end of 2020. This charter will aim to improve the products and services provided, to strengthen sustainable development practices and to find innovative solutions.

Through its sustainable development strategy, the Attitude Group wishes to contribute to the achievement of the Sustainable Development Goals (SDGs) determined on a global scale.

UN Sustainable Development Goals	Targets defined by the UN for each SDG	Axes of the strategy of the Group relating to each Goal
<p>Decent Work and Economic Growth SDG 8</p> <p>Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p>	<p>Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation; and encourage the growth of micro-, small- and medium-sized enterprises. Devise and implement policies to promote sustainable tourism that creates jobs and showcases local culture and products</p>	<ul style="list-style-type: none"> • We support local economy • We care about the local community
<p>Responsible Consumption and Production SDG 12</p> <p>Ensure sustainable consumption and production patterns</p>	<p>Substantially reduce waste generation through prevention, reduction, recycling and reuse Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products</p>	<ul style="list-style-type: none"> • We protect our environment • We care about the local community
<p>Life below water SDG 14</p> <p>Conserve and sustainably use the oceans, seas and marine resources for sustainable development</p>	<p>Prevent and significantly reduce marine pollution of all kinds Sustainably manage and protect marine and coastal ecosystems and take action for their restoration in order to achieve healthy and productive oceans Increase scientific knowledge, develop research capacity and transfer marine technology</p>	<ul style="list-style-type: none"> • We protect our environment (eg Marine Discovery Centre, elimination of single-use plastic in all Attitude hotels by 2020, future creation of a sustainable purchasing charter)

1.6 A recognised and rewarded commitment

Performance is more credible when it is assessed and guaranteed by other stakeholders. This is why the Attitude Group is proud to be able to say that all of its achievements, implemented by its Family Members, are recognised by Travelife, the sustainable development label specific to the tourism sector. In 2017, each Attitude hotel has received the Travelife Gold Award in recognition of its commitment to sustainable development. The hotels have been rewarded for their continuous efforts in terms of environmental and social responsibility, as well as for their structured approach inspired by international standards and directives such as EMAS III (European Eco Management and Audit Scheme), the ISO 14001 environmental management standard and the guidelines of the international standard ISO 26000 for corporate social responsibility.

It also rewards the initiatives of the Green Attitude Foundation: protecting the lagoon, Attitude's commitment to local communities and the Otentik Attitude experiences, which enhance local traditions and support crafts. The Attitude group is also particularly attentive to the quality of life and professional development of Family Members. This human resources policy, which places Family Members at the centre of its strategy, has been recognised and labelled 'Great Place To Work' since 2017. Attitude was one of the first Mauritian companies to take part in this survey and, in 2019, scored 85%. This distinction is the reward for its commitments to Family Members.



The teams constitute a solid base to carry out the actions of the Group and represent the warm Mauritian welcome. "We have always placed our Family Members and their wellbeing at the centre of our development strategy. This score clearly reflects the internal values of the company, respect and humility, and the support work that we do with our Family Members. They contribute every day to the success of the Group," says Jean-Michel Pitot, CEO of the Attitude Group.

A new step marked the recognition of the actions of the Group in favour of inclusive local development. Attitude became the first hotel group and the first service company in Mauritius to obtain the 'Made in Moris' label, which certifies the local origin of a product or service, according to criteria applied to the whole value chain. Attitude supports the local economy by offering its guests locally harvested or produced products. Vegetables, fruits, dholl puri preparations and local products are favoured to promote sustainable development and strengthen the local social fabric. The Group understands the importance of the link between the well-being of Mauritians, their employability and the quality of the local economy.



Obtaining the 'Made in Moris' label is a shared pride within the Group, between the hotel teams and their partners. To grow and unite around the promotion of sustainable tourism, it is essential to listen to our Family Members, clients and partners.

Marco Toussaint, Maintenance Manager at Coin de Mire Attitude: "Attitude is unique and authentic. In my 20 years of experience, I have only seen this authenticity at Attitude hotels. The Group has developed this concept professionally. It's very gratifying to learn that the hotel has been awarded the 'Made in Moris' label. This is news that I will share with everyone around me."

Véronique Mootoo, Rooms Division Manager at Lagoon Attitude: "I mainly focus on the customer experience. My mission is to ensure the well-being of our customers during their stay. Our guests say they come back especially for the welcome, the soul and the spirit of the Family Members. It is with great pride that I learned that Attitude is now a 'Made in Moris' brand. I know the label; I often see the Mauritian quadricolor logo on local products in supermarkets. The

concept of 'Made in Moris' and that of Attitude represents a very beautiful combination. The label highlights our Otentik experiences, which are the root and the very culture of our hotels."

Géraldine Harel and **Chloé Lagesse**, interior designers at Xclusive Concept: "As Mauritians, this is a great opportunity for us to share who we are through decoration and design. What we appreciate with the Attitude group is its willingness to showcase what Mauritius is – the Mauritian identity. The most important thing is to share the Mauritian culture, through gastronomy, language, music and decoration. The fact that the Attitude Group is labelled 'Made in Moris' is a reward for all the work they have accomplished in recent years and for all the partners who have contributed to this process."

the commitment of attitude hotels

2.1 Support the local economy

An independent chain with strong Mauritian roots

Since its creation in 2008, Attitude – with 100% Mauritian shareholders and mainly Mauritian management – has wished to position itself as a responsible economic player, with strong local roots.

To support the local Mauritian economy, the Attitude Group has created an investment company: Otentik Investment Ltd. It was born out of the desire to give a boost to local start-ups and small businesses. It supports the directors in their growth by helping them to set up an expansion strategy and by offering operational structures, adapted to their activity. Attitude favours entrepreneurs whose economic activities 1. are eco-responsible, 2. will contribute to the creation of jobs in the long term. For a fixed period, Otentik Investment Ltd supports each company and provides it with equity through the acquisition of a minority stake in the capital – a necessary aid to finance their projects. The Attitude Group is committed to helping two or three local entrepreneurs each year. This commitment started with a fund of Rs 2 million and the Group intends to invest Rs 8 to 10 million over the next two years. The first company to benefit from it is Kokodezil, a Mauritian cosmetics brand, labelled 'Made in Moris'.

KOKODEZIL

This company was born when its founders, Emmanuel and Julie Lepert, sought alternatives to soaps and commercial care products for their baby's allergies. Concerned about the environment and health, KokoDezil manufactures hand-made healthy soaps and natural care products in its workshop in Péreybère. The brand uses only natural ingredients: pure vegetable oils (coconut, avocado, shea, olive), organic or natural spices and plants (from local producers or wild pickings) and natural vegetable wax. All plant ingredients are certified organic (USDA, Ecocert or AB). Neem, babool, aromatic plants, cinnamon or even elaiti (cardamom) are produced in Mauritius. With its 100% natural, local and ecological ingredients, KokoDezil has been labelled 'Made in Moris' since July 2018, with a score of 97%.

Otentik Investment Ltd is symbolic of what the Attitude Group wishes to highlight through a 'Movement for Positive Impact': to be concrete, to have a positive impact and to move forward together.



The local at the centre of the Group's policy

Honoured to be the first service company in the country to obtain the 'Made in Moris' label, Attitude is centred on Mauritians and Mauritianism. Sharing wealth remains the key to sustainable and responsible tourism. By choosing to work with local entrepreneurs, Attitude confirms its desire to support them. The Group is developing this local approach for all of its hotels. Here are two examples:

- Attitude calls on local craftsmen and artists to decorate its hotels. At the start of the tourism boom in Mauritius, hotel furniture was mainly made locally, often by small artisans, entrepreneurs and family businesses. In recent years, it has become more difficult to find furniture made in Mauritius due to high competition with Balinese and Chinese businesses. For Lagoon Attitude, the Group turned to local entrepreneurs and artisans; today, 75% of the hotel's furniture has been produced in Mauritius. Attitude chooses to support local businesses despite a higher cost.



- In terms of catering, Attitude carefully selects its local products. The offer of Kot Nou restaurants, present in the Group's hotels, is made up of 70% local products and 30% imported products. The imported products such as rice, flour or lentils, although part of a staple diet, are not produced in Mauritius. Fresh vegetables and fruit come from farms around the

hotels. These partnerships have evolved over the years. This is the case with the Group's collaboration with the Mayaven couple; hydroponic and organic vegetable planters who have been delivering to Zilwa Attitude and Ravenala Attitude for three years. Originally, this couple got into farming to get out of a difficult economic situation. Their growth allowed them to set up a beautiful stall where they could sell their vegetables to local people. They have also found other leasehold land to increase their production and are now preparing to get into agroforestry. Their next goal is to be able to meet the new expectations of the Group and provide produce for more Attitude hotels. "At the start, there were only three of us. Today, we work with more than 20 people. It allows us to help people like us who have experienced unemployment and hardship. The more our workload grows, the more people we hire."

Overall, purchases from Mauritians represented Rs 564 million for the Group's 2017-2018 financial year. This corresponds to a total of 78% for local purchases, compared to the average of 72% by the hotel and restaurant sector in Mauritius. Local sourcing is particularly developed in the agriculture, fishing, food and drink, and construction sectors.

In addition to this, Attitude created the Otentik Bazar to support local crafts. These markets invite artisans and creators to present their original 100% made in Mauritius products. Mauritian craftsmanship is displayed in all its diversity, with rattan baskets, engravings and drawings, home-made jams, jewellery, bags and handbags in basketry or in recycled boat sails. Buying these 100% local and hand-made products means supporting a positive approach, respectful of the environment (many products are made from natural or recycled materials) and committed to Fairtrade: 95% of the sale amount is paid to the craftsman and 5% is dedicated to the Green Attitude Foundation to finance initiatives for the protection of the marine and coastal environment, as well as a cultural project.

The socio-economic footprint of the hotels on the local economy

In 2019, the Attitude group wanted to measure the socio-economic impact of its activities in Mauritius more quantitatively. Thanks to the Local Footprint® referencing method, developed and implemented by the independent firm Utopies, the Group was able to have objective information about its local anchoring.

The impact of hotels has been analysed by reproducing, in a very realistic way, how the Mauritian economy functions. The objective is to evaluate the activities supported throughout the value chain of Attitude hotels, by adding to the direct impacts (direct jobs and added value), the indirect impacts (suppliers), as well as the induced impacts (salaries and taxes paid by the hotel and suppliers, fuelling household consumption and public administrations). The number of jobs supported, as well as the wealth generated by the purchases of the Attitude Group in Mauritius, are the two indicators used to measure these impacts.

Following this assessment of the socio-economic footprint of the Group, it appeared that:



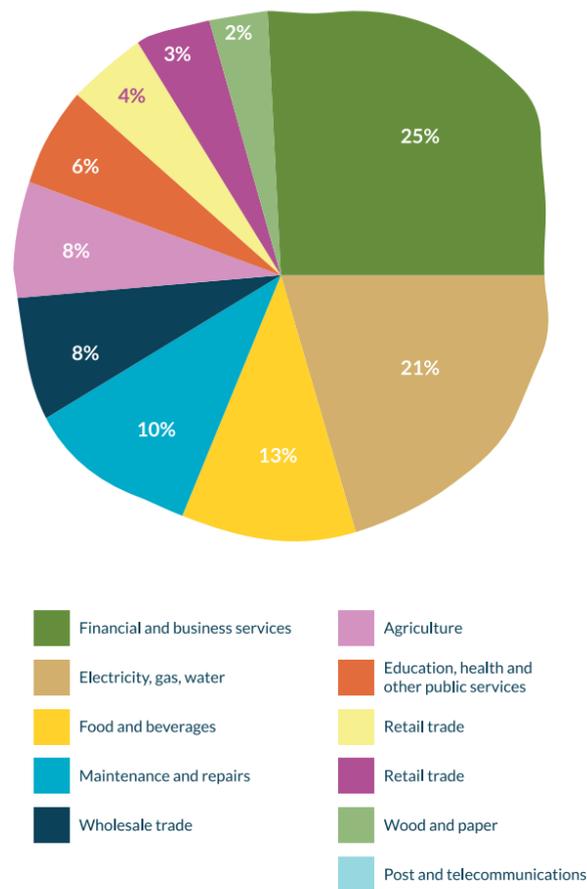
- Attitude supports a total of 3713 jobs: 1591 Family Members; 550 jobs from partners and suppliers; and 1572 jobs thanks to taxes and expenses of people employed by the Group and suppliers. Attitude thus supports 2.3 times more jobs than those directly created.
- For the 2017-2018 financial year, the added value of Attitude was estimated at Rs 1,904.6 million (after deduction of the total amount of purchases from the turnover of the Group).
- The Group spent Rs 680.9 million gross payroll on its 1591 employees (Family Members), and paid Rs 90.1 million in corporate taxes and other taxes during the financial year 2017-2018.

- The Rs 563 million of purchases made by the Attitude Group from local players mainly come from The Ravenala Attitude (28%) and Zilwa Attitude (23%), with a local purchase rate of 78% – a score higher than the sector average (hotels and restaurants) in Mauritius, estimated at 72%.



- Each 100 Mauritian rupees spent by the Group's guests generates Rs 240 of wealth (or GDP) in the Mauritian economy. In 2017, a night at the Zilwa Attitude hotel was equivalent to injecting Rs 10,300 into the Mauritian economy.

Distribution of Attitude purchases by sector



2.2. Care about the local community

The Family Members: at the heart of the Group's activity

The famous Mauritian hospitality is fundamental to the Attitude brand. By appointing and treating all its employees as members of the same family, the hotel group has created a powerful human and equal approach. Its logo also reflects this – one of its three pebbles, evoking the different pillars of the Group, symbolises the Family Members.

The Attitude Group, whose core values are respect and humility, is strongly invested in the professional development and quality of life of its Family Members. The management of the human investment of the Group is defined by the 'Personal Progress, Team Success' approach, which combines development and business strategy.

Over 99% of the Family Members are Mauritians and by sharing their culture with guests, they allow them to have an authentic experience during their stay. Attitude also pays particular attention to the selection and recruitment of Family Members. People who are proud of the Mauritian culture and sensitive to the values of respect and humility of the Group are valued, in order to fully embody Mauritian hospitality within the hotels.



Family Members Training

Develop and recognise talents

Skills development is essential for the Group and its employees and so training programmes have been created to improve the skills of Family Members. During 2018, each Family Member benefitted from 86 hours of training.

Attitude offers its teams four managerial training courses: the Management Service Culture Course, the Supervisory Development Program, the Executive Empowerment Program, as well as coaching and online training ('Anou Avancé') dedicated to heads of departments and hotel managers, and based on the 15 skills of Attitude's 'Personal Progress, Team Success' approach.

Thanks to a 'Train the Trainer' programme, the Attitude Group offers a range of training courses for and run by Family Members – the best trainers for each hotel are certified by the American Hotel and Lodging Education Institute (AHLEI). Various training courses have been developed in several areas:

- Nine safety, health and compliance programmes are

available, including: Fire, Risk of Attack, Security, Food Hygiene, Reception of Disabled People, First Aid and Personal Data Management.

- In order to ensure efficient customer service, Family Members also have various programmes at their disposal: Excellence in Customer Service, Service Recovery, Culture Service, Customer Relationship, Customer Care, Healthy Lifestyle and Team Building.
- Finally, to better convey the concept and values of Attitude to their guests, the Group has implemented four awareness programmes for its Family Members: Corporate Culture Course, Otentik Concept Awareness, Personal Grooming, You & Me Moments Concepts Awareness.

As a member of the Mauritius Hotel and Restaurant Association (AHRIM), the Attitude Group is participating in a validation project of prior learning (Recognition of Prior Learning – RPL) in order to be able to transform the years of experience of some Family Members into a certification. This project is still at a development stage.

The Attitude group is also working on the 'Attitude Career Turns' project in order to support Family Members during the next stages of their career.

The attention paid to the development of each and every person, as well as to interpersonal and professional qualities, also involves acts of recognition of merits (individual or collective) and the celebration of successes.

In fact, the festive moments are an opportunity to recognise and value the talents, as well as the commitment of the teams. Attitude demonstrates that work and excellence are compatible with unity and celebration, hosting inter-hotel competitions – be it a culinary competition, a 'Barésef' cocktail competition or the 'Attitude Ena Talan' ('Attitude has Talent' in Mauritian Creole), which rewards the best hotel of the year based on the skills of Family Members and customer comments. Games, activities and challenges also bring colleagues together.

The recognition programme 'Mari Top' ('Very Good' in Mauritian Creole) is another opportunity to celebrate and value the Family Member role models. Each quarter, the Family Members who are particularly invested and show a remarkable team spirit are appointed by their work colleagues and rewarded. 'Mari Top' recognised more than 2200 initiatives in 2019, compared to 1392 the previous year.

Beyond celebrating the efforts of Family Members, Attitude wishes to strengthen the family culture of the company by offering everyone a birthday cake and a gift card. To create greater conviviality within the teams, several end-of-year parties are organised, with useful and personalised gifts. Finally, on the 10th of every month, Attitude organises a draw at each of the Group's nine hotels and at the head office, with a small gift to be won.

Guarantee the quality of working conditions and relationships

As a multicultural country, diversity is a strength in Mauritius. This is why Attitude has chosen to take into account and appreciate the differences and the cultural origins of each Family Member, in order to form the best possible team. Various policies to improve working

conditions have been put in place to combat any form of violence, harassment or discrimination, and guarantee gender equality, as well as access to work for people with disabilities.

- In accordance with national requirements and laws, Attitude ensures fair treatment of people with disabilities through its AHML Employment of Disabled Person Policy.
- As an employer subscribing to the principle of equal opportunities, Attitude recruits in different areas and regions. In addition, to offer all Family Members the same chance to progress in their professional career, internal recruitment is preferred.
- Through the AHML Violence, Discrimination and Harassment Policy, Attitude also intends to promote and maintain a workplace free from all kinds of violence. The Group makes every effort to ensure that all Family Members are treated with dignity, respect and courtesy.

Protect and support the Family Members and their families

One of Attitude's primary concerns is ensuring the well-being of its Family Members and a healthy work-life balance – which can be complex to implement in the tourism industry. Several actions have therefore been implemented.

As health is an essential aspect when it comes to quality of life, in July 2019 the Group introduced the 'Health Month' to Family Members. This initiative, implemented following the results of the 2018 'Great Place to Work' (GPTW) survey, aims to promote the benefits of a healthy lifestyle (good nutrition and physical activity for example) to reduce the risks of chronic diseases.

In collaboration with insurance companies, the well-being and safety of Family Members and their relatives are insured via a health insurance financed two-thirds by the company, a specific cover in the event of illness or professional incapacity and a supplementary pension.

Another advantage is the 'Zenfan Lakaz' programme,

which gives Family Members the opportunity to spend quality time with their own family in Attitude hotels. It grants all Family Members and their immediate families 10 nights each year in an Attitude hotel at an attractive rate (81% reduction). It's an opportunity for Family Members to experience Attitude hotels like a guest. The 'Ti balad dan nou lotel' programme is intended for Family Members' children aged 10 to 13 years; they are invited to discover the hotels behind the scenes.

In 2018, the Group launched the 'Attitude Family Member Children Education Fund', which aims to help the child of a Family Member to access higher education. After having received six applications – a very encouraging sign for the years to come – an independent committee met before announcing in July 2019 the name of the winner for this year: Miss Soushmita Tulsi, daughter of a loyal employee at Paradise Cove Boutique Hotel.

Involve the Family Members in the development of Attitude

Always mindful of contributing to a shared economic dynamic, the management introduced a profit-sharing plan for all employees from the start of the Attitude adventure in 2008. Each year, the profits of the Group are shared with the personnel through the Profit Sharing Scheme.

To allow teams to get involved in the development of Attitude, various activities facilitating meetings between departments and between Group hotels are regularly organised. These activities allow teams to take a break from their daily tasks, to get inspiration from visiting other hotels, but also to increase the quality of interpersonal relationships and the operational skills of each and every one. Always on the lookout for new ideas, Attitude also invites inspirational speakers twice a year to interact with the hotel management team and the head office team on various motivational and leadership topics.

Communication and quality of dialogue are essential to mobilise staff around the Group business plan. For efficient and consistent discussions at all levels, transparent and daily communication has been established. In addition to the morning meetings held by each department, Attitude has internal forums and a committee of Family Members to ensure that information

is processed at all levels and understood in the same way. This committee acts in three areas: health and safety; well-being; and satisfaction surveys.

We have been on this journey for over 10 years and are ready to launch into the next decade. Strategic reflection workshops were organised in all of the hotels of the Group, and nearly 200 Family Members were invited to review and discuss the vision and future developments of the company.

Support young people in their choice of professional development

Young people are the future: this is why Attitude, through the Youth Employment Programme and the National Apprenticeship Programme, works closely and in line with government programmes to train the talents of tomorrow.

Apprentices from various hotel and tourism training schools are welcomed and trained in the hotels and administration of the Attitude Group. In this panel of institutions, we find the Sir Gaëtan Duval Hotel School, the Mauritius Institute of Training and Development (MITD), the Vatel Business School, the Escoffier Institute, the University of Technology, the University of Mauritius and even some foreign schools. Attitude also participates in numerous forums, including career fairs, in order to present the hotel trade professions.

Contribute to local cultural development

Culture is both a catalyst and a vector of economic, social and environmental dimensions of sustainable development. No development can claim sustainability without the inclusion of culture. Promoting Mauritius and participating in its cultural influence also correspond to the fundamental values of the Attitude Group. The Group therefore supports local artistic and cultural initiatives to encourage the development of the Mauritian creative industry.

Attitude came up with "Konpoz to Lamizik", a national music competition, which supports and highlights the talent on the island. Launched in 2018, the first edition was a real success with both audience and artists, and the five artists selected got their works (two songs per artist) recorded and compiled on a joint album. The finalists were able to perform at events organised in the hotels or sponsored by the Group. Vocal lessons were also offered to them, and the winner was awarded the production of a music video. Thus, Emlyn, winner of the first season, was able to visualise her most beautiful song: Zoli lepok ("La belle époque"). In September 2019, the second edition revealed more artists with promising talent - including the winner, Mélanie Pérès.

To support Mauritian culture, the Group also supports exhibitions, contemporary culture (PORLWI by Light) or music (La Isla 2068, Dreamers) festivals – the latter being real springboards for the artists revealed by the contest "Konpoz to Lamizik". The support for these artistic and cultural operations showcases local history and heritage.



KONPOZ
to lamizik

2.3. Protect the environment



The environmental challenges that Mauritius is facing

The biodiversity in Mauritius has a high level of endemism and a large diversity of species per unit area: 25 native vertebrate species – including mammals, birds, reptiles, insects and molluscs – are endemic. This is why the island has been identified by the IUCN as a centre of plant diversity, while the Mascarene archipelago has been included in the sensitive biodiversity areas.

This unique biodiversity has been destroyed by human intervention since the colonisation of the island about 400 years ago. Endemic forests today only cover about 1.9% of the land area in Mauritius, while in Rodrigues, there is no longer any endemic forest area with closed canopy. The country has been ranked by the IUCN as the country with the third most endangered terrestrial flora in the world.

In terms of energy consumption, it has multiplied by 2.5 in almost 40 years. Energy imports have increased from 34% in 1975 to 84% in 2014. It currently depends mainly on imported petroleum and coal to meet energy needs, with only 18% produced from renewable energy sources, including bagasse (sugar cane residue). The Central Electricity Board (CEB), a public body managing the electricity network, plans to produce 60% of its energy needs from renewable sources by 2025.

According to the latest World Risk Report, Mauritius is 7th on the list of countries most exposed to natural disasters and 13th among the countries most vulnerable to the negative effects of climate change². In 2016, the Ministry of Social Security, National Solidarity, Environment and Sustainable Development was concerned that the degradation of the coasts, the intensification of disasters and the great variability of the climate, all due to the rising sea levels and rising temperatures, could jeopardise the socio-economic development forecasted in the country's 2030 Vision³.

Tourism poses a number of environmental and societal problems in the country. The island, which had only 811 hotel rooms in 1971, had more than 13,511 rooms at the end of 2017. The increase in tourism results in coastal development, giving rise to a haphazard proliferation of construction (the North-West on both sides of Grand Baie; and the South-West, between Flic-en-Flac and Tamarin, as well as at Le Morne). Tourist structures and areas have led to a change in sediment transport, as has the extraction of sand – the sand from Mauritian beaches comes mainly from coral reefs, following a complex physical and biological process 4000 years ago. Industrial urban and tourism development requires increasing extractions on land or in the lagoon, which disturb its ecosystem, accelerate erosion and increase siltation (sedimentation) of corals.

Water quality is also an issue. The treatment of wastewater from tourist areas, including large hotels, is most often insufficient. Urbanisation along the shore makes the problem more and more important. Ultimately, it is the tourist site itself that could be threatened. It is therefore crucial to find solutions to reduce the sector's impact on the environment.

During the launch of the action plan for a low-carbon and resource-efficient accommodation, held in Mauritius in 2019, the former Minister of Tourism, Anil Gayan, presented the country's ambition of becoming the world leader in the transition to low carbon tourism. The plan sets out terms for sustainable energy use and waste reduction to minimise carbon emissions in the accommodation sector. Minister Gayan said that Mauritius has embarked on this project, which will contribute to the achievement of several Sustainable Development Goals adopted at the United Nations General Assembly in 2015.

The Attitude Group's commitment to respecting the environment and its responsibility to the local community are therefore part of the sustainable development policy of Mauritius.

Attitude hotels: respectful constructions and renovations

The sensitivity of the Mauritian environment makes the integration of sustainable development requirements essential during the construction or renovation of the Group's hotels. The latter favours local techniques, technologies and materials, as well as collaboration with communities in order to integrate each hotel within an area.

Attitude has set up a complete programme to control water and energy consumption during the construction and renovation of its establishments:

- Firstly, Attitude hotels favour passive solutions such as natural ventilation instead of air conditioning and natural lighting instead of artificial lighting, for example. The majority of the roofs of the hotels in the Group are painted white or green to reduce the



temperature inside the rooms – and thus the need for air-conditioning. The white and green coatings are indeed reflective and improve the thermal insulation of buildings exposed to the sun.

- Furthermore, the Group favours energy-efficient equipment and a consumption adapted to needs. The hotels are lit by LED or Energy Star certified bulbs; and the track lighting runs on solar energy. All exterior lights have timers, adjusted for summer and winter hours. Some areas are equipped with light sensors for even more efficient lighting. In the bedrooms, all electrical equipment turns off when you leave the room, and ventilation stops when a door or window is opened.
- Attitude is also changing its energy sources, by installing thermal solar panels to heat the water and photovoltaic panels to light up common areas. All investment projects take into account the replacement of gas water heaters with solar equipment.
- Finally, in terms of water consumption, the Attitude Group uses purification stations, which, coupled with a rainwater harvesting system, treat all of the hotel wastewater to allow for irrigation and watering of the gardens. All of the taps in the establishments of the Group (bedrooms, toilets in common areas and kitchens) are fitted with flow restrictors to reduce water waste.

The Group is particularly vigilant when it comes to preserving biodiversity: trees are taken into account in the design of hotels and are not cut down. If this is not possible, the trees are moved so that they can be replanted elsewhere.

As part of its sustainable development strategy, Attitude will define a renovation and sustainable construction charter consolidating its requirements, applicable to all its operations.

Environmental management of the Group's hotels

With the aim of placing the environment at the heart of its priorities, the Group has defined practices that make it possible to reduce the consumption of water and energy, better manage chemical products and sort waste, or even reduce packaging used in its main areas – restaurants and kitchens, accommodation, gardens and administrative services.

Similarly, the teams in charge of maintaining the hotels apply a preventive maintenance plan in order to replace each used device with a new one that is more energy efficient. By the end of 2020, the Group plans to manage the consumption of water and energy at all of its hotels and define consumption reduction targets.

Waste is an important pollution factor in hotel operations. The priority of Attitude is waste reduction, followed by appropriate waste management and recovery. The Group therefore works with local collection companies for the recycling of its waste. The Attitude hotels recycle glass, aluminum cans, cardboard, plastic bottles, but also used oils. Each hotel has sorting bins but also compost bins, in order to make the most of organic waste.

In addition, in collaboration with the association An Ocean of Life, Attitude provides its customers with blue net bags for people wishing to become eco-volunteers by collecting waste on land and at sea. And, in order to recover this waste – the principle of upcycling – Lagoon Attitude has set up a workshop to create items from the things collected. These are then integrated into the decoration of the common spaces and bedrooms.

In 2019, Attitude worked more closely with its suppliers and partners to reduce, or even eliminate, the use of single-use plastics and disposable products. At Lagoon Attitude (which reopened in 2019), the customer experience has improved thanks to the elimination of all single-use plastics. In addition, by 1 November 2020, Attitude commits to have all of its hotels adopt the same eco-friendly standard as Lagoon Attitude.



pilot hotel for the Group's environmental commitment

Following its renovation in 2019, Lagoon Attitude is the flagship of the Group, reflecting its new ambition in terms of sustainable development. The ways of operating have been rethought, and several tools aimed at raising tourists' awareness of the need to preserve the environment have been put in place. These include the Marine Discovery Centre, an educational centre dedicated to the riches of the lagoon; the underwater trail in the lagoon of Anse la Raie; and the blue nets programme, which allows guests the chance to pick up litter found in the lagoon. Protecting the environment has also been at the heart of the hotel's design and operation objectives.

Upcycling has inspired the decoration of bedrooms and common areas. You'll find cushions and armchairs made from recycled boat sails; coffee tables created from car metals; as well as recycled plastic and paper items. This hotel is the first to ban single-use plastic from its customer experience, which equates to the removal of 690,000 plastic items per year across the establishment. Thus, throughout the hotel, plastic water bottles are replaced by glass bottles, and each customer receives a flask on arrival so that they can fill up from the water fountains present throughout the hotel. In addition, Lagoon Attitude provides its customers with a mineral and all-natural sunscreen free of charge, reducing the risk of damage to corals and underwater life.

The impact of the "zero single-use plastic" measure in the customer experience: the key figures for single-use plastic at Attitude.

Per year:

- 975,000 plastic bottles
- 85,000 small containers in the bathrooms
- 1,040,000 individual sachets of sugar and coffee
- Over a million individual butter packets
- Total: more than 3,650,000 plastic objects

With the implementation of the Movement for Positive Impact, the Attitude Group aims to strengthen its environmental commitment, through the implementation of a management of its water and energy consumption, the determination of carbon neutral targets and the elimination of single-use plastics from the customer experience.

Environmental preservation programmes adopted

Faced with the alarming observation of the degradation of lagoons and coastal areas, the Attitude Group – in particular through the Green Attitude Foundation – supports projects for the preservation of ecosystems, focusing on raising awareness among tourists.



The Green Attitude Foundation, the financing tool of the group's committed project

Under the Mauritian CSR law, companies must finance projects of general interest up to 2% of their taxable income from the previous year – 75% of this amount is collected by the Mauritius Revenue Authority (MRA) for a redistribution to NGO projects (172 projects in 2017-2018 for initiatives related to isolation, precariousness, education, people with disabilities and the protection of certain natural sites, among others) and 25% being intended for organisations chosen by each company.

In this context, Attitude supports projects of general interest through the Green Attitude Foundation, the ambassador of which is the famous French oceanologist, René Heuzey. Officially launched in March 2014, the foundation is committed to supporting the island's sustainable, ecological, economic and social development, particularly in the North and East regions where the hotels of the Group are located.

The Marine Discovery Centre, an educational and interactive Centre dedicated to marine life (which employs two full-time scientists under the direction of marine biologist, Olivier Tyack), was able to see the light of day



thanks to the Foundation. It was initially launched in Anse-la-Raie 10 years ago under the name of Nauticaz, and in collaboration with the NGO Reef Conservation Mauritius. When renovating Lagoon Attitude, the new home of the centre, the Attitude Group wanted to get more involved in research, preservation and awareness-raising on environmental issues. The objective of the Marine Discovery Centre has since been to bring together all the stakeholders in the coastal area to improve the health of the lagoon and the richness of its different habitats. Over 17,000 Mauritian tourists and school children have already discovered the splendor and fragility of the seabed of the island.

As part of the Voluntary Marine Conservation Areas project, and thanks to the financial support of Attitude, the NGO Reef Conservation Mauritius also set up in June 2014 an underwater trail in the lagoon of Anse-la-Raie (near Lagoon Attitude). This underwater trail has now become an exemplary tool to promote the conservation of the lagoon's biodiversity. This site is protected by volunteers from coastal communities, whose subsistence depends on the marine environment (fishermen and tourist operators). There are 12 ecological mooring buoys placed along the trail in order to end the anchoring of boats in this area and to facilitate diving or observation from glass bottom boats in good conditions.

The underwater trail is a fun and educational activity aimed at discovering and preserving the seabed while raising awareness of the fragility of ecosystems. A charter regulates access to this area and the use of the underwater trail.

The Citizen Science Programme

This initiative allows customers to participate, for half a day, in field data collection alongside scientists from the Marine Discovery Centre. After a preparatory session on the work to be done (collecting data on sea grass, the reef and mangroves) and on the study techniques to be applied, the guests get to carry out some field work. Once back at the Centre, a debriefing makes it possible to identify rare species using reference books. The objective is to build a database of an 8km² area of the lagoon of Anse-la-Raie, so we are able to follow its evolution over time and better preserve it. In the future, the Marine Discovery Centre aims to create an exchange platform with all the guests who have participated in the creation of this database. The Attitude Group also wishes to set up a dozen partnerships with local organisations in order to improve the quality of the lagoon.

the commitment of guests

3.1 Discover the richness of Mauritian culture

Attitude has invested in tourism, contributing to strengthening the culture, local communities and economy, while offering a unique stay to its customers. The hotels of the Group allow you to discover the multiple facets of Mauritius through a range of stimulating experiences.

Based on these values and Mauritian hospitality, the Otentik experiences – Otentik Fooding, Otentik Dinner, Otentik Bazar, Otentik Music and Otentik Discovery – allow guests to meet a country, its people, and to discover all of the cultural facets of the island. They attracted more than 200,000 participants between June 2018 and July 2019.

- **Otentik Fooding:** in Taba-J and Kot Nou restaurants, guests can take cooking classes, revealing the richness of the island’s culinary traditions. Local specialties are in the spotlight and the products come mainly from the region. This gastronomic journey, which combines the flavors of ancestral China with those of Africa, passing through India and its infinite variety of fragrant and colourful spices, unveils the local gastronomic talents while avoiding polluting transport of food products. In addition, guests can enjoy different varieties of tea at TeaBaz, an ideal space for a tea break (created in collaboration with Corson, one of the main producers of Mauritian tea).
- **Otentik Dinner:** this experience enabled more than 1500 guests (during the year 2017-2018) to spend time getting to know a local family. Rani, Veeren, Soveeta, Ved, Manuella and other Family Members regularly invite guests who wish to come and sit at their table, to experience a unique moment of conviviality and sharing in the heart of Mauritian culture. In the privacy of a local family home, our guests can mix the curry spices, knead the farata dough, fry chili cakes and then enjoy dinner with the hosts.

- **Otentik Bazar:** in each hotel, local farmers’ markets (which brought in Rs 500,000 to artisans in 2019) make it easier for travellers to discover true Mauritian craftsmanship.
- **Otentik Music:** since a Mauritian stay cannot be complete without music, each hotel in the Group offers guests a weekly chance to take part in a sega performance, the island’s traditional dance and music.
- **Otentik Discovery:** Otentik Discovery is a mobile app developed by Attitude, which you can download for free from Google Play and the App Store. The app allows you to discover Mauritius off the beaten track. On foot, by bike or by car, many itineraries with various themes are offered from each hotel, including an incredible street food tour of Port Louis.

What guests said about our Otentik experiences

The guests staying at Attitude are increasingly aware of the authentic and local experiences that they can enjoy during their holiday.

“When you’re staying here, you must try the Otentik Dinner. It’s a dinner in a local home, where they explain about their culture, house and cooking. You get a lovely meal!”

“We especially liked the Otentik Dinner experience at Rani’s house.”

“We can highly recommend the hotel’s TABA-J for an Otentik lunch and afternoon tea.”

3.2 Engaging in the commitments

To preserve the cultural and environmental heritage of Mauritius, Attitude wishes to raise awareness and motivate change. Projects such as the Marine Discovery Centre, the blue nets project or the Pack for Purpose initiative (gifts from guests for needy children of the community) are a step in this direction.

The elimination of single-use plastic in the hotels, initiated by Lagoon Attitude, has made it possible to better involve customers: the comments of the guests at the end of their stay have been very positive and demonstrate their interest in concrete actions in favour of sustainable development:

“The best initiative is the plastic-free concept. Grab your water bottle from the room and fill it up as much as you want from the hotel’s water dispenser. No need for plastic bottles in the room! Same goes for the removal of single-use paper, which is great. Make it a must to attend the up-cycling class!”

“Love their ecological awareness and environmental campaigns and changes they have made to reduce the use of plastic. The snorkelling marine park track is a must-do if you can swim.”

“They provide every guest with an aluminum refillable water bottle to keep and refill for free at several water stations. They provide free reef safe suntan lotion to protect the fringing reef and have a Marine Centre which helps educate those who want to know about the underwater environment.”

In 2019, Attitude reinforced its strategy in favour of sustainable development by encouraging all of its stakeholders to join its Movement for Positive Impact. The Group is convinced that this is the way to go in order to keep the promise of its slogan: “For holidays that continue to do good, even when they are over.”

By offering customers the chance to join this movement, Attitude wishes to share with them the values around which tourism in Mauritius should develop. The Group therefore offers its customers a commitment written charter, inspired by the brochure “Practical advice for being a responsible traveler” (By the World Code of Ethics for Tourism in 2017). This charter will be rolled out in all hotels in 2020, the guests are welcomed to signed symbolically it.



Guests commitments for a Positive Impact

I commit to educate myself

Information is the key to a successful trip, for me and for Mauritius! By educating myself on the habits and customs of Mauritians, on their way of greeting each other, on their values and their eating habits, and with the help of my travel guide app, Otentik Discovery, I am prepared for a responsible and enriching stay. During my holiday, I will remain curious and open to the extraordinary cultural and creative effervescence of the island.

I commit to honour my hosts

To be a citizen of the world, I must be interested in the customs and local traditions of Mauritius, as well as the social conditions of the people who live here. I will not hesitate to ask questions to Family Members who will be happy to help me to better understand the island and its culture.

I commit to protect the planet and to respect nature

Here, nature is beautiful but fragile. It is a fact: the natural habitats, biodiversity and marine life of Mauritius are threatened. I will leave a minimal footprint, respect the wildlife, keep the local environment clean, taking care not to leave any litter, and ensure a fair use of natural resources. I will pay particular attention to the corals, which are extremely fragile: standing on them, walking on them or even inadvertently touching them can be enough to decimate an entire colony.

I commit to support the local economy

The people of Mauritius are at the heart of my experience of the island. I will actively support the local economy so that my holiday also benefits the community, by choosing local products, buying locally made handicrafts at a fair price, or by using certified local guides.

I commit to be a respectful traveller

To be a respectful traveller is first of all to know and respect national laws and regulations. I will not take protected cultural artefacts or extracts from the local flora or marine fauna as a souvenir, and be satisfied with only photographs from my trip. I understand respect doesn't stop at the end of my stay: when I return, I will post honest travel reviews and share my positive experience.



attitude