

The Sunlife logo features the word "sun" in a bold, orange, sans-serif font, followed by "life" in a lighter, orange, script font.

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Luxury Mauritian Hotel Group, Sun Resorts enters a new era as “Sunlife”

Mauritian hotel brand formerly known as Sun Resorts unveils its exciting rebrand and rebirth, Sunlife.

Mauritian hotel group, Sun Resorts has announced an exciting new rebrand, unveiling the new **Sunlife**, not just a new name but a reimagined philosophy and culture across all areas of the guest experience, building on the brand's 45 plus years of history and heritage. The rebrand includes the newly launched 'Come Alive Collection' – a range of unique in resort experiences for guests to enjoy including Energy Gym, Sega Zoomba and Putting on the Ritz to name just a few.

Made up of four luxury hotels in Mauritius: five-star **Sugar Beach**, five-star **Long Beach**, four-star **La Pirogue**, and four-star **Ambre**, along with private island **Ile aux Cerfs**, home to the world-famous golf course, **Ile aux Cerfs Golf Club**, **Sunlife** has undertaken a transformation across its whole portfolio. With a carefully defined Vision, Purpose and Values the **Sunlife** rebrand is more than skin deep, breathing new life not just into the resorts but across the entire organisation.

The renowned hotel group has carved out a reputation as one of the leading hospitality brands in Mauritius and the Indian Ocean. The rebrand, spearheaded in partnership with specialist agency, Luxury Branding recognises the importance of the company's history and service culture.. With **Sunlife**, the rebrand has taken the familiar 'Sun' element representing the long-established, trusted brand and added the element of 'life' embodying the new energy and lifestyle.

A sunset sunbeam has been casted in the logos that interacts with the logo illustrating the dynamic relationship between the **Sunlife** brand and the resort.

The **Sunlife**, rebrand has gone much deeper than a name change, reinvigorating the soul and spirit of Sun and its resorts with a new-look and function website and an in-resort app bringing guests' stays alive through their smartphone, right the way from the inspiration and booking stage through to the in-resort details and unique experiences.

The transformation has seen the hotel brand focus on spreading the spirit and kindness of **Sun** and boosting the energy and passion of its teams, **radiating the magic of Mauritius** in everything they do.

Francois Eynaud, Sunlife's Chief Executive Officer commented on the rebrand:

“With over 45 years’ of heritage, we have pioneered luxury tourism in Mauritius, positively impacting our environment and local communities. I am extremely proud to introduce Sunlife, a revival of the soul and spirit of Sun whilst creating exciting, new holiday experiences, all celebrating Mauritian culture and each of our hotels’ unique identities. We aspire to being a strong employer brand with an inspiring purpose that attracts new talents and motivates existing teams. Sunlife is looking to the future celebrating a life in the sun, and a life enjoyed with the inherent magic of our beautiful island.”

Joelle Edwards-Tonks, Chief Sales and Marketing Officer for Sunlife pioneered the rebrand and said:

“For the last 24 months we have worked diligently with our partner agency, Luxury Branding to mastermind a brand-led transformation of our company. This was always more than just a conventional rebranding exercise and more a process of change, injecting new life into a long-established brand. The rebrand exercise was underpinned by a new Vision, Purpose and Values forming the foundation of our transformation and we are delighted to share our transformation and to see the Sunlife brand rise glorious.”



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The newly launched **Come Alive Collection** is a part of the transformation, introducing a range of special experiences available across all the **Sunlife** resorts with clear messages around the core values of **Sunlife**.

The project has also worked across all the resorts optimising each sub-brand with the **Sunlife** philosophy and undertaking an evaluation to identify each resort's unique core cohorts and lifestyles so hotel guests can be matched to their most suited resort with the **Come Alive Collection** offering tailored experiences, unique to each resort.

The **Come Alive Collection** of experiences include **Energy Gym** combining exercise with sustainability, the **Beach Squad** where a team bring innovative experiences to the beach and **IZZY the Bee**, the newest member of the team and **Sunlife** mascot.

The **Come Alive Collection** exclusive to each resort include **Sega Zoomba**, a fiery Mauritian fusion of Segga and Zumba, **Santé** promoting an imaginative new cocktail collection with medicinal healing properties – for the head, the heart, body or soul, from calming minds to soothing sunburn, and **Putting on the Ritz**, a return to the days of glamour and dressing up for dinner with head-to-toe makeovers and a fashion rental service with dozens of show-stopping gowns.



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Five-star **Sugar Beach** has created a fusion of the past and present, bringing together the glamorous pleasures of yesteryear with the luxurious indulgences of today, creating an opulent and glamorous holiday experience. In keeping with the rebrand, the resort has also undergone a complete renovation with all rooms and suites stylishly remodelled, and restaurants and public area redesigned and updated, adding a distinctive touch of west-coast glamour.

Five-star **Long Beach** represents the modern Mauritius, embracing the concept that guests are looking for something different, discovering Mauritius through a new lens and looking for new exciting and innovative experiences. Long Beach is also benefitting from a soft of the rooms and suites by June 2023 keeping in theme with the general airy and fresh feel of the resort, along with a new-look Tides Restaurant.

At four-star superior **La Pirogue** the emphasis is on exploration with guests encouraged to dive deeper and experience a real and authentic Mauritius with a village vibe being the theme within resort, embracing the colours and vibrancy of the island.

Sunlife's sustainability program is committed to leading the way in terms of sustainable and impact-driven travel experiences and ensuring **Sunlife's** properties function sustainability and responsibly.

Embodying the **Sunlife** vision 'we see a world where kindness shines'. The ethos behind our sustainability program focuses on leading with kindness and showing that same kindness to the land, resources and people as experienced by **Sunlife** guests.

Finally we are delighted to announce an exclusive collaboration with the famous Mauritian singer 'Annega' who launches her single in Mauritius today : '**Dance until the Rise**' which was produced in partnership with **Sunlife**.



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For full details on the **Come Alive Collection**, visit:

<https://www.yoursunlife.com/experiences/>

For more information about **Sunlife**, visit: www.wlh.co.za

About Sunlife:

Sunlife has over 45 years' experience in the hospitality industry since the opening of its first resort, La Pirogue in 1976. Formerly, Sun Resorts, the luxury hotel group boasts four luxury resorts: Sugar Beach, Long Beach, La Pirogue and Ambre and the award winning, Ile aux Cerfs Golf Club. The group Sun Limited also owns Shangri-La's Le Touessrok Resort & Spa and the Four Seasons Resort Mauritius at Anahita. The group has established a solid partnership with these two internationally renowned brands.

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