



How Pacific Beachcomber leveraged the E-Reo platform as part of its CSR Strategy

CONTEXT

Pacific Beachcomber, a leader in the hospitality industry in French Polynesia, is deeply committed to sustainable tourism that respects the environment and local culture. Their CSR strategy is based on three pillars: "We care for the environment | We care for nature and culture | We care for people." These guiding principles shape their actions, whether it's environmental conservation efforts, cultural preservation, or employee engagement. Pacific Beachcomber believes that luxury tourism can coexist harmoniously with the protection of the environment and culture, and they continually strive to create a travel experience that benefits both local communities and their guests, while preserving the region's natural and cultural heritage for future generations.



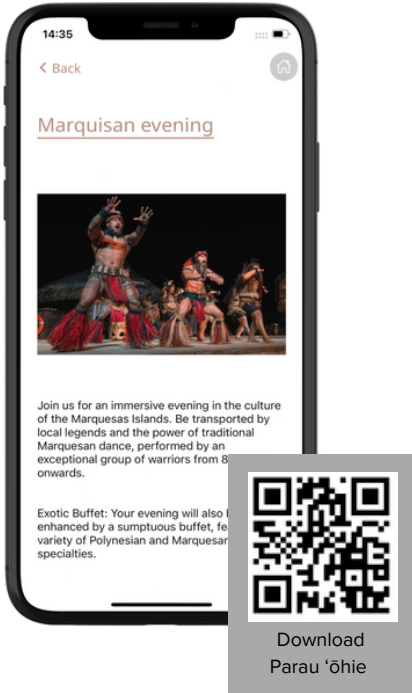
CHALLENGE

Aligned with their CSR pillars "We care for nature and culture" and "We care for people," Pacific Beachcomber wanted to deepen the appreciation of Polynesian culture among both their employees and customers. In an industry where employee turnover is high, they needed a way to foster a sense of belonging among their staff while offering international guests a more profound and authentic connection to Polynesian culture. The challenge was to create a tool that could enhance employee engagement, promote Tahitian culture, and align with their sustainability goals.



SOLUTION

Pacific Beachcomber leveraged the E-Reo platform to create an app designed for both their employees and customers. The app serves a dual purpose: promoting the Tahitian language and culture internally within the company and externally to their guests.



For Employees

The app includes a Tahitian language glossary and a memory game to help staff learn or refresh the vocabulary needed to greet and interact with guests in Tahitian. It also offers cultural content that helps employees reconnect with their heritage and share it with pride.

For Customers

The app introduces tourists to the rich culture of Tahiti, including traditional activities such as weaving, making flower crowns, and Polynesian dance performances. It also provides valuable information on local flora and fauna, highlighting Pacific Beachcomber's work with local associations dedicated to preserving coral reefs, birds, and marine turtles.

Collaborative Approach

Local Roots

Pacific Beachcomber collaborated with a Tahitian school to develop the app's language content, supporting a small local business and strengthening community ties. They also worked with environmental conservation groups to create content about the region's biodiversity

Employee Engagement

Before the app's public launch, Pacific Beachcomber presented it to their employees to gather feedback and make improvements, ensuring a truly collaborative effort. This approach not only increased employee engagement but also resulted in a product that reflects the staff's perspectives and expectations.





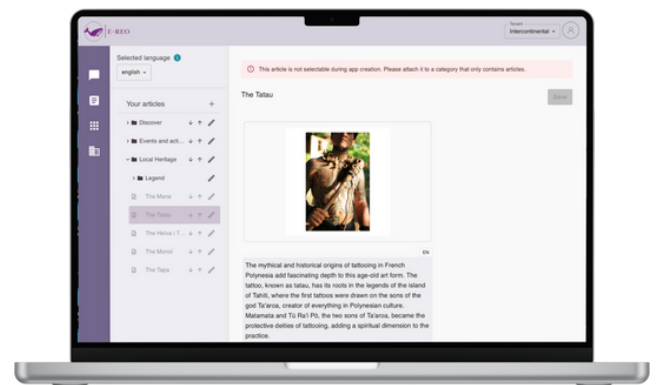
“The Parau’Ohie app has allowed us to support our teams in their desire to learn or relearn their native language. Employees from other regions can also discover and practice the Tahitian language. Additionally, it offers our visitors an immersion into local life. Beyond promoting Tahitian culture internationally, Parau ’Ohie adds real value to the experience we offer our employees and guests.”

Clara Joffre

CSR Manager, InterContinental Tahiti Resort & Spa

Continuous Improvement

One of the key strengths of the E-Reo platform is its interface, which allows Pacific Beachcomber to continually update and improve the app after its launch. Employees can suggest new content, and the app can evolve over time with additional linguistic and cultural data. This flexibility ensures the app remains a dynamic tool that continues to engage staff and offer guests new ways to explore Tahitian culture.



IMPACT

The app, downloaded more than a thousand times, has had a significant positive impact on both Pacific Beachcomber's employees and guests. Staff members have reported feeling more connected to their heritage and the company, which has strengthened their sense of community. Guests, meanwhile, can experience Tahitian culture in a more authentic and responsible way, enhancing their overall stay.



CONCLUSION

Pacific Beachcomber's use of the E-Reo platform demonstrates how companies can actively contribute to cultural preservation and environmental sustainability. This initiative highlights the potential of E-Reo to support CSR efforts. Whether in the tourism industry or other sectors, companies can use E-Reo to foster meaningful engagement with local communities and promote responsible business practices.

