



TOUR OPERATOR TOOL KIT

Season 2018/2019

**We believe in
meaningful travel.**

**That's travel
that takes
you to people,
not just places.**

ABOUT US

Meaningful travel satisfies curiosity and connects you to genuine locals and their way of life. You're listening to and tasting local. You're out there exploring. You're in it, not beside it.

So we design beautiful bases that give you everything you need to discover the place you are in. But also everything you need to relax, escape, and recharge.

Even better, you're part of a good thing. We give back to the local communities we're part of and do all we can to protect their environments. Sustainability starts there. We boost economies by employing, sourcing, and collaborating locally. This celebrates culture and it makes for smiles.

We keep it simple. We remove the obstacles to your being in the place you're in. That's luxury in our book. It's all about inspiration, adventure, and positive impact.

**Inspiring
the world's
explorers by
connecting
with local people
and places.**

HOW TO USE THIS TOOLKIT

THIS TOOLKIT HAS BEEN DESIGNED TO PROVIDE
EDITORIAL INFORMATION AND IMAGERY ON SALT
FOR PUBLICATION BY TOUR OPERATORS

The information provided for Salt of Palmar includes
a full description and comprehensive Fact Sheet.

The image Selection consists of captioned
photographs for the resort that correspond
to the Fact Sheet.



SIMPLE

Life's pretty hectic.
That's why we keep it
simple. We're stripped
back. Easy. Down to earth.
A refreshing alternative.

LOCAL

We put homegrown and homemade at the centre of everything because homegrown is better for everyone. It's a natural fit and a positive contribution. It's the right way to go. Communities and economies benefit, and it leaves a smaller footprint. But there's more. It means we're giving you what you came for – a real taste of local.





CURIOUS

Curiosity is a wonderful thing. It leads you places, stretches your horizons and makes life richer - while you travel, and in the future. It's what bonds people together. Like our guests and us.

HUMAN

Being human is about being in relationships. It's give and take, listening and learning, putting yourself in other shoes and keeping an open mind. That's Salt's code for life. Guests, suppliers, locals and staff are all given the same respect.



We're down-to-earth. That's the truth.

**We have big ideas, passionate beliefs,
and serious intentions but no pretensions.**

**We want to make people feel comfortable,
looked after, and at home.**

So we're approachable. Always.

**And we want to inspire people to explore
and connect with the world in new ways.
So we show our love for the wonder of culture.**

We're:

Easy to read

Not afraid to show emotion.

Helpful

Inspiring

Grateful to be able to do what we do

**And everyone should be able to hear
that in our voice.**

SALT LOGOS



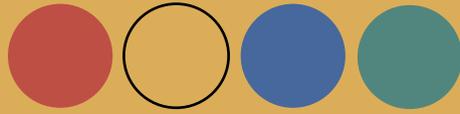
sait

sait

of Palmar, Mauritius



SALT LOGOS



salt

salt

of Palmar, Mauritius



SALT TAGLINE

We are Salt.



SALT TAGLINE

We are
salt



HEADING

**WE'RE TAKING
TOURISM BACK
TO WHERE
IT STARTED**

PRIEST CONDENSED

HEADING & BODY TEXT

**Inspiring
the world's
explorers by
connecting
with local people
and places.**

FORTESCUE - BOLD & REGULAR

HEADING & BODY TEXT

**Urban or rural, iconic or
obscure – we put roots down
anywhere in the world and in
any landscape. As long as it's
incredible. Not predictable.**

**That's important because
that's what makes us alternative.
We don't open hotels where
people tend to go. We open
hotels where people want to go.**

Boing - FONT FAMILY

SALT OF PALMAR, MAURITIUS

salt
of Palmar, Mauritius

SALT OF PALMAR, MAURITIUS



**THE HOMEGROWN
HOTEL WITH A
HUGE HEART.**

SALT OF PALMAR, MAURITIUS



Designing local style

When designer Camille Walala saw our bright blue skies, pink sunsets, green sugarcane fields, and the explosion of diverse paint colours used to decorate the buildings in our village, it was love at first sight. She was full of inspiration when she collaborated with local architecture studio JFA on the design of SALT of Palmar. Camille's bold style meets Mauritius' soulful style. And with local makers creating the furniture, art, and finer details, the Mauritian influence comes through loud and clear. It makes the hotel completely unique. It's inspiring. And it's a very happy place to be.



Getting out there

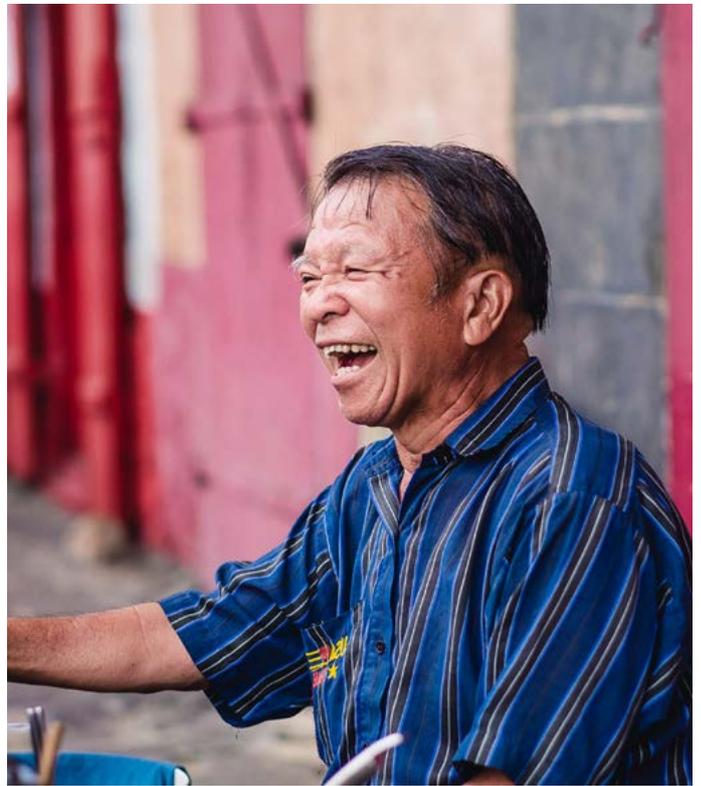
The Mauritian great outdoors is greater than most outdoors. And, we don't take it for granted. Sunrise run club and Sunset swim club say it all. Bike and hike, if you like. Take a Segga dance or yoga class. It's all about moving and being in the fresh, open air, increasing focus and decreasing stress. Head to the nearby forest. Shinrin-yoku – just being in a forest – is medicine. Or take it further. We have a fleet of convertible cars for hire. Independent exploration of the island's open roads is yours. Take one of our SIM cards and follow the map using our app or guidebook. Or if you're feeling fit, we have bicycles you can borrow. Several neighbouring villages, temples, Flacq market, and our farm are all bikeable.

Being in the know

Talented locals created our guidebook THIS IS MAURITIUS. They are the ones who know who there is to know and where we should all go. It's about the people and places that make the island tick.

Showcasing island sounds

The island pulses to the lively rhythm of Segga music. It comes from Madagascar. And Africa. It's joy and happiness. Love and peace. Music with heart and soul. Our playlists for the beach bar and restaurant never miss a beat. And we invite local artists to come and play it live. They might play it pure. They might add a twist. They'll never play it with a frown.



Loving learning

Every day is learning day at SALT of Palmar. Let our chef teach you how to prepare fish vindaye and chicken curry. It'll stir your cooking up. Master the maravanne rattle and moutia drum. It's an interactive percussion discussion. Get out into the farm and see how locals grow, maintain, and harvest the sustainable way. Choose to do something new from our Learn Local platform. Ceramics with Janine in her Pamplemousse studio? Early morning fishing with Kishor? Coaching the local football team with Fabrice? Or basket weaving with Tombeau? It's taking home more than a tan.

Stocking relevant reads

Local authors set the tone for our library. They pack it full of the best Mauritius-related literature. Books documenting the incredible story of the island's heritage. Books celebrating our food, music, craft, culture, and nature. Photography books. Illustrated books. Fiction, fact, fantasy, and folklore. We'll have it – your perfect holiday read.

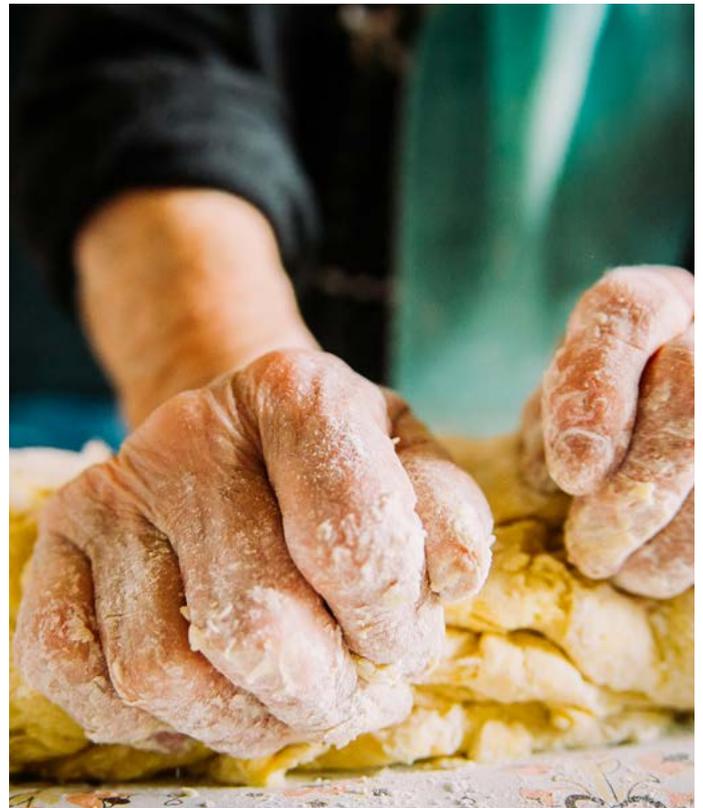
Being balanced

Holiday time. It's a good time to focus on you being soothed, hydrated, detoxified, and energised. That's why we created SALT Equilibrium. It's a concept, but it's not lofty (or compulsory). It's simple. And salt – humble salt – plays a big part in it. In our spa, different salts bring different benefits. And it's an island first, our room made of salt. In its warm crystal glow, you breathe deeply while salt vapour boosts your respiratory system, skin, immunity, and energy levels. It's entirely natural and very ancient. Stress is reduced. So are bacteria, muscular tension, and inflammation. It's called halotherapy. Equilibrium is also about embracing nature and eating raw, organic plant-based food. You'll be balanced in no time.



Farming forever

Our pesticide-free farm is our own source of organic ingredients. We have hydroponic greenhouses full of fruit and vegetables cultivated without soil. Instead, we use sand from the beach. The plants absorb nutrients faster that way. It's clean, effective, sustainable, organic, and incredible. In the greenhouse, our rustic, vegetarian restaurant connects you to the agricultural context. You're seeing what you're eating at all stages of its life. And our farm workshops share the secrets of making delicious plant-based dishes. And beautiful green juices. Wellness talks and yoga tuition go hand-in-hand with it. You'll be thinking, moving, and eating purer than pure.



Making a difference

Some Mauritian communities need help. Non-profit organisation Island Bio does it by empowering them through three-year skill-building programmes followed by training in permaculture and agro-ecology. We've given part of our farm over to help the cause. We've set up a farm school in the neighbouring village through which our farmers share their knowledge. It's a partnership based on the shared belief that fresh, high-quality organic food is the right of each and every Mauritian citizen.

SALT OF PALMAR, MAURITIUS



SALT OF PALMAR, MAURITIUS

The first SALT had to be in Mauritius. It's our home, our love, and our pride and joy. It's an undeniable, exotic beauty. Volcanic, white, blue and green. It's Indian, French, Creole, Chinese and African. Its colours, stories, customs, sounds, and flavours form a brilliant, heady mix that is impossible to ignore or forget. If you experience it.

That's why we created SALT of Palmar. Mauritius is ripe for exploration, drenched in history, and bursting with humbling heritage and modern culture. And we want to show you the real Mauritius.

We'll do that by giving you convertible cars, bikes, and the gen on hidden gems (people, not just places). But, you'll find it in our hotel too. Locals designed, built, and furnished SALT. Locals manage and run SALT. They also make the food and the music.

We're right on the beach. We fit the Mauritius bill. But, our 59-room hotel does things differently. Our organic farm supplies our restaurant. There's a salt room in the spa. There are no buffets, fixed TV screens, or single-use plastics. Just everything you need. Or didn't know you did.

Stay. Visit. Get to know Mauritius with SALT.

SALT OF PALMAR, MAURITIUS



S L E E P

Each of our rooms is kitted out with only the finest of things. A handmade, king size Carpe Diem bed, developed with physios, so you get the best sleeps. 100% organic cotton bedding. A rain shower. A Yogi Bare yoga mat and block. A Roberts radio. And all-natural, locally produced toiletries. Amenities are 95% natural and refill containers are made in Mauritius.

Different vibes but the same SALT soul and all for the unwinding and recharging of you.

Garden View

Gaze over a tranquil, verdant landscape to the turquoise lagoon. Listen to the Filao trees as they sway in the breeze.

Poolside

You're just seconds from the pool. It's a daily blessing. Grab a cooling midday dip or settle in for a serious lounge session.

Bang on Beach

This is the beach life. Open your doors onto pristine sand. Be lulled into a perfect night's sleep by gently lapping waves.

Pool Plus

Dive in. Here's your plentiful poolside room, big enough for additional beds.

Best on Beach

Generously accommodating. This beachside room can sleep three.



Bye-bye buffet. This is fresh, local, and tasty.

Bye-bye buffet. This is fresh, local, and tasty. We know our farmers, fishermen, and growers by name. But, here, the ingredients are the stars. Our herb wall and a vegetable cellar show off our bounty. In the kitchen, we look to simple, ancient cooking methods. The wok, the tandoor oven and the charcoal grill are our trinity, and we smoke anything and everything to release and enhance flavour. We marinate for hours and slow-cook over wood overnight. For the dishes, Mediterranean, Middle Eastern, and Mauritian flavours all play a part, but we won't be pinned down by fixed menus. We are free to create. And you are free to join us in our kitchen anytime.

Opening hours

Breakfast 7:30 a.m. - 10:30 a.m.

Lunch 12:30 p.m. - 3 p.m.

Dinner 7 p.m. - 10.30 p.m.



Being balanced

Holiday time. It's a good time to focus on you being soothed, hydrated, detoxified, and energised. Our SALT Equilibrium has what you need. And salt – humble salt – plays a big part in it. Dead Sea salt brings the nutrients. Lava Rock salt rebalances and takes cramp out of the picture. Epsom relaxes and hydrates. Fleur de Sel regulates and helps you absorb potassium. Tailored treatments and sensory experiences. You'll be balanced in no time.



Breathing and healing

It's an island first, our room made of salt. In its warm crystal glow, you breathe deeply while salt vapour boosts your respiratory system, skin, immunity, and energy levels. It's entirely natural and very ancient. Stress is reduced. So are bacteria, muscular tension, and inflammation. It's called halotherapy. You'll never see salt the same way again.

Opening hours

9 a.m. - 8 p.m.

PICTURE AND CAPTION RESOURCE
SALT OF PALMAR, MAURITIUS



05 - SOP Bang on Beach - 2018.07.26



06 - SOP Best on Beach - 2018.07.26



01 - SOP ENTRANCE - 2018.07.26



03 - SOP RESTAURANT - 2018.07.26



02 - SOP POOL - 2018.07.26

saltresorts.com