

CEO'S INTERVIEW

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Can you tell us about the key financial highlights for SUN for the 2023 financial year?

The 2023 financial year has indeed been exceptional for SUN. Our turnover increased by more than 30% compared to the pre-Covid period in 2019. Our Group occupancy stood at 74%, up from 72% in 2019, and our Average Daily Rate (ADR) grew by a remarkable 42% compared to the same pre-Covid period.

Can you tell us more about the strategies and initiatives that played a significant role in achieving such remarkable financial results, especially in terms of EBITDA and PAT?

We attribute our remarkable EBITDA of Rs 2.4 billion, a substantial 68% surge compared to the pre-Covid financial year of 2019, and an unprecedented PAT of Rs 1.5 billion to the solid execution of our strategic and operational initiatives. These accomplishments are a direct result of Sunlife's expanding market presence and our focused cost management strategies, effectively mitigating the challenges posed by soaring inflation in operational expenses.

Moreover, our ambitious rebranding and transformation endeavour has yielded exceptional visibility across all markets, and we are delighted with the enthusiastic response to the revitalised Sunlife brand. As customer satisfaction remains paramount for Sunlife, we've introduced 25 new immersive customer experiences under the "Come Alive Collection". These innovations have garnered considerable praise from both our valued partners and discerning guests. These ventures have not only elevated our brand's reputation as innovative and dynamic but have also significantly contributed to the exceptional levels of customer satisfaction we consistently achieve.

SUN has been active in enhancing its properties. Could you elaborate on some of the recent product enhancement initiatives?

We've embarked on numerous product improvement endeavours, encompassing room transformations at Long Beach and the rejuvenation of all our Children's Activity Centres. The expansion of the Buddha Bar Beach Restaurant at Sugar Beach has notably elevated the overall guest experience, and our commitment to enhancing our offerings remains steadfast. At the Shangri-La Le Touessrok, Sega Bar and Saffron Restaurant have been renovated for the high season of 2023. These improvements have been pivotal in preserving our competitive advantage and ensuring that our properties consistently surpass the expectations of our discerning clientele.

Could you share some insights into Sunlife's commitment to sustainability, particularly the progress made on the digitalisation and sustainability roadmaps?

Our ESG initiatives are guided by our vision of "For a World where Kindness Shines". This reflects our dedication to making a positive impact on the world and leaving a legacy of sustainability and benevolence.

To actualise this vision, we've implemented an all-encompassing ESG framework aimed at gauging and mitigating our carbon footprint. Furthermore, we've successfully implemented our complete phasing out of all single-use plastics across our hotels, underscoring our resolute dedication to fostering a more sustainable and responsible future.

On the digital transformation front, we've made substantial headway along our digitisation journey. We have implemented several digital tools enhancing the customer experience and our internal efficiencies such as Mobile Applications, digital booking systems for restaurants, Spa and Golf.

By integrating cutting-edge digital tools such as OPERA Cloud, a cloud-based hotel software renowned for its efficiency, security, automation, seamless integration and data accessibility, we are fortifying our foundation for innovation, heightened efficiency and enriched customer interactions.

Looking ahead, what are the key priorities and outlook for Sunlife in the upcoming year?

Our roadmap for 2023/24 is carefully crafted to ensure our sustained success and growth. We intend to fast track our property on a "low risk basis". We will achieve this by completing the La Pirogue Residences property project, executing the Ile aux Cerfs Regeneration Master Plan, and further addressing the industry's widespread challenge of a skilled labour shortage through our employee experience enhancement program. These initiatives are integral to our ongoing prosperity.

Additionally, we remain committed to expanding our market presence and advancing our ADR growth strategy. These complementary pursuits will fortify our position in the market and contribute to our overarching objectives.



Francois Eynaud
CEO