

MONTE  
CARLO  
BEACH

MONTE-CARLO  
SOCIÉTÉ DES BAINS DE MER

*Sharing Authentic Moments  
Is in Our Nature*

Press Kit 2025



*Sharing Authentic Moments Is in Our Nature*

# MONTE CARLO BEACH

*Sharing Authentic Moments  
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*Sharing Authentic Moments Is in Our Nature*

# MONTE CARLO BEACH

## Monte-Carlo Beach An Icon in Full Renaissance

A new chapter is being written for Monte-Carlo Beach following the arrival of Stéphane Valeri as head of Monte-Carlo Société des Bains de Mer. The hotel is undergoing a revitalization that began in 2024 with the arrival of René Blino, and which will unfold in successive waves throughout the 2025 season and continue through to 2027.



René Blino joined Monte-Carlo Société des Bains de Mer in January 2024, succeeding Danièle Garcelon as head of Monte-Carlo Beach. She passed the torch at the end of a long and distinguished career.

René Blino has made his mark in the world of luxury and niche hospitality, from Bangkok to Paris, via Cannes, Kuala Lumpur, and Courchevel. He most recently came from Paris, where he had been managing the Hotel Madame Rêve since its opening in 2021, a property particularly acclaimed for its two-starred dining.

Well-versed in the new expectations of an ultra-luxury clientele, René Blino now takes on the challenge of not only upholding but further developing the legend of this iconic hotel, born in 1929. With experience in roles ranging from Director of Human Resources, Director of Rooms, Director of Food & Beverage, and Hotel Manager at prestigious international establishments, René Blino brings a 360-degree understanding of luxury hospitality. Backed by this rich background, he now leads Monte-Carlo Beach.

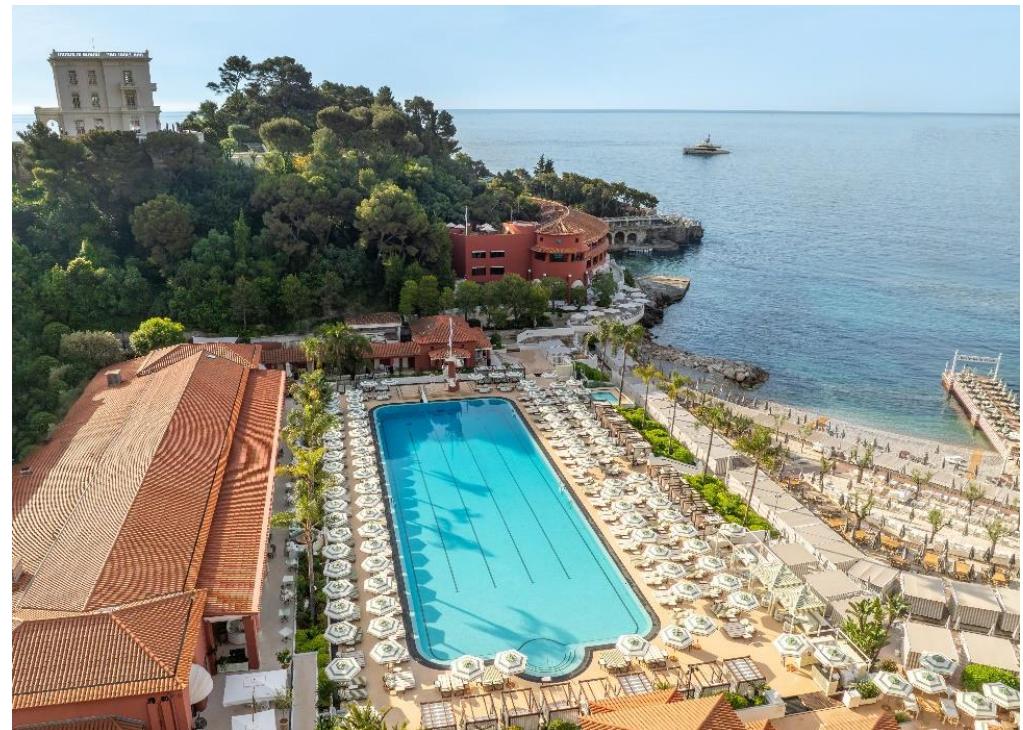


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# MONTE CARLO BEACH

## *The Spirit of a "Social Club" Between Sea and Pine Forest*

Monte-Carlo Beach embodies a timeless yet contemporary art of living: a villa set on the sea, ideal for breathing, slowing down, and enjoying life in a protected, inspiring setting. Connected to the vibrant heart of Monaco yet sheltered from the world's hustle and bustle, Monte-Carlo Beach offers guests an intimate and elegant retreat, deeply rooted in nature with breathtaking views of the Mediterranean. A soothing experience in perfect harmony with its environment, this sunny summer destination invites rest, activity, and rejuvenation. This little paradise between sky and sea is welcoming to all: La Vigie Point and its beautiful pine forest overlooking the beach are designated an LPO (Bird Protection League) sanctuary.



Monte-Carlo Beach is also the result of a mythical history that defines its soul: a dream born in the Roaring Twenties, of a palace "with its feet in the water," built around an Olympic-sized swimming pool. Its luxurious services and legendary summer parties would define its fame throughout the 20th century. At its inception, the hostess of the venue was the famous American journalist Elsa Maxwell, a leading figure of the high-society scene of the era, and the namesake of the hotel's Michelin-starred restaurant: Elsa.

In 1928, the opening of Monte-Carlo Beach was marked by a memorable launch party. The event was covered in every social column, establishing the hotel as the new meeting place for the artistic, musical, and cultural elite. In 1929, the final construction was completed by Roger Séassal. The hotel was designed in the style of Californian villas, with a pure Art Deco aesthetic.



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The curved geometry of Monte-Carlo Beach follows the coastline, nestled in the shade of the pine forest. The refined simplicity of its lines gives the hotel its charm—discreet, elegant luxury.

In addition to its hotel and dining offerings, Monte-Carlo Beach functions as a private club: social, seaside, and athletic. This spirit is reinforced this season with wellness offerings (group classes and on-demand sessions), the creation of two padel courts, renovation of the fitness room and changing rooms, and a lively program of activities (Easter weekend, inter-member padel tournament, parent-child yoga sessions, and more).

## Practical Information

Monte-Carlo Beach Relais & Châteaux

40 rooms, including 5 Junior Suites, 6 Suites, 1 Suite Duplex 1 Double Suite, 1 Diamond Suite with terrace, and 1 villa (Villa La Vigie, with 6 bedrooms)

Terrace Lobby Bar

3 restaurants: Elsa Marcel Ravin\*, Le Deck, Maona Monte-Carlo  
Eileen Gray conference room

Spa

Gentle and motorized water activities, heated seawater Olympic pool

Group fitness classes

Cabanas

Private beach and seaside tents

Monte-Carlo Kids Club by Petit VIP

Open from April 13 to October 11, 2026

<https://www.montecarlosbm.com/en/hotel-monaco/monte-carlo-beach>



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# MONTE CARLO BEACH

*A Michelin Star for Elsa,  
Chef Marcel Ravin's Seaside Garden*



Tucked away in the intimacy of Monte-Carlo Beach, the restaurant Elsa is a true jewel on the Riviera. Its elegant ambiance, inspired by 1930s chic, offers a Mediterranean art de vivre escape. The dining room evokes an underwater world, where azure tones subtly mirror the curves of the coastline. A setting bathed in blue and light, ideal for a timeless lunch or dinner. The expansive terrace, with the sea as the only horizon, invites guests to a captivating sensory experience, gently lulled by the sound of the waves and the caress of the sea breeze.



Elsa was awarded a Michelin star by the Michelin Guide France 2025, marking a significant milestone for Chef Marcel Ravin, Chef Domenico D'Antonio, who was entrusted with leading Elsa's kitchen, and the entire Monte-Carlo Beach team—just one year after Chef Ravin began developing a bold "marine garden" concept at the restaurant.

Hailing from his native Martinique, Chef Marcel Ravin, now with three Michelin stars to his name (two stars at Blue Bay Marcel Ravin and one at Elsa), brings with him a deep respect for the sea and maritime culture. He chose to celebrate



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this heritage through Elsa's menu by creating a true marine garden—where the treasures of the sea are harmoniously combined with the bounty of the land. Bold pairings create a delightful symphony of flavors, showcasing the richness of the marine environment. Here, seawater steaming; there, a marine and plant-based broth. Each seafood element is used to elevate land-based ingredients in a dining experience that is both ethical and flavorful.

The establishment signed, for the second consecutive year on March 21, 2025, the Mister Goodfish charter, which promotes more sustainable consumption of seafood by focusing on species and seasonality, helping to prevent overfishing.

Elsa was also honored in 2023 with the "Ethical and Environmental Responsibility Award" by La Liste, reflecting its commitment to culinary excellence driven by a sustainable vision of fine dining.

## Practical Information

Open from April 13 to 27 September 2026 – Closed Mondays and Sundays

May, June, September: Lunch 12:15–1:30 PM / Dinner 7:15–9:30 PM

July and August: Dinner only, 7:15–9:30 PM

Information and reservations: +377 98 06 50 05

<https://www.montecarlosbm.com/en/restaurant-monaco/elsa>



# MONTE CARLO BEACH

*A Way of Life  
With a Taste for the Beautiful and the Unique*

Monte-Carlo Beach is an essential Riviera destination, attracting both loyal club members and international travelers from around the world.



## Monte-Carlo Beach Club

Reserved for club members, Monte-Carlo Beach guests, and guests of Hôtel de Paris Monte-Carlo and Hôtel Hermitage Monte-Carlo, the Monte-Carlo Beach Club is the soul of the property. With its Olympic-sized seawater pool, 1,000 m<sup>2</sup> private beach, 179 waterfront tents, and gentle watersports club (pedalo, paddleboarding, kayaking), it offers a one-of-a-kind experience. Not to mention the legendary jetty, featuring stylish Jacquemus-designed sun loungers facing the sea.

Generations come and go at the Monte-Carlo Beach Club, returning each year with family and friends to share timeless moments together.

## Jacquemus Arrives at Monte-Carlo Beach

After the transformation of Le Deck and the pool area, the Michelin star awarded to Elsa, the addition of padel courts, and upcoming new restaurant opening, Monte-Carlo Beach continues its elegant and gentle metamorphosis, always staying true to its DNA with a collaboration with Jacquemus.

This Riviera DNA infused with Southern light and irreverent charm, has defined the French brand since 2009.

The collaboration, a natural fit, brings an entirely new design to the Beach Club's jetty, coordinated elegantly with the Pool Bar, and introduces two Jacquemus boutiques.



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Jacquemus colours can be found on the jetty, sunbeds, umbrellas, and beach towels. The same striped aesthetic appears at the Pool Bar, on umbrellas and soft cushions, offering a chic break between laps in the Olympic pool and a little shopping session.

Just a few steps away, the boutiques welcome visitors as if into the designer's own home. On the walls, a Renoir sketch, a Matisse drawing... The furniture and books evoke the beloved Provence of the designer.

Welcome to Jacquemus at Monte-Carlo Beach.

## Practical Information

Jacquemus at Monte-Carlo Beach

Monte-Carlo Beach, Av. Princesse Grace, 06190 Roquebrune-Cap-Martin

Boutiques open daily from 10 AM to 7 PM



# MONTE CARLO BEACH

## A Mediterranean Villa by the Sea with Contemporary, Poetic Design

Singular and timeless, Monte-Carlo Beach has been reimagined under the pencil of architect and designer India Mahdavi, who has elevated the property by restoring the spirit of Mediterranean villas—blending the beauty of the site with the modernity of French Riviera lifestyle. The interior design is understated and delicate. Enhanced by the maritime poetry of colors and playful shapes (stripes, diamonds...), the atmosphere is both contemporary and chic.



*« For Monte-Carlo Beach, I imagined a romance, a timeless love story inspired by Riviera imagery and the spirit of the golden age of the 1930s—to bring this mythical place back to life with modernity and elegance », India Mahdavi*

The 40 rooms and suites, including 6 adjoining loft suites, reflect a harmonious style while remaining distinct. The sea and the light flow into each space, creating a feeling of openness and ease. From architecture to furniture to wall frescoes by Aurore de La Morinerie, the elegant curves lend each room its own unique personality.



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## The Diamond Suite Sunshine

A true escape into simplicity and nature, the Diamond Suite Sunshine invites guests to embrace the sweet life. A few baroque accents pay tribute to nearby Italy, blending elegantly with a discreet and refined modernity.

A harmonious journey where Caliza Capri stone floors and exotic wood terraces invite barefoot strolls... All within a lush green setting designed for complete relaxation.



The Diamond Suite Sunshine offers 200 m<sup>2</sup>, including a 100 m<sup>2</sup> rooftop terrace with views of the sea, the mountains, and Monte-Carlo Beach's stunning Olympic pool. The suite features 2 bedrooms, a living area, and a private Jacuzzi, and enjoys the exclusive "haute couture" services of the Resort's Diamond Suites.



More information:

<https://www.montecarlosbm.com/en/inspiration/diamond-suites-collection-monaco>



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## Villa La Vigie

Located on the cape at Monte-Carlo Beach and nestled in a lush private park, Villa La Vigie boasts breathtaking panoramic views of the Mediterranean, the Principality, and the Bay of Roquebrune-Cap-Martin.



Spanning approximately 600 m<sup>2</sup> over three levels, the villa offers 6 bedrooms, 4 bathrooms, 1 shower room, 2 walk-in closets, 2 offices, and a refined, understated decor. A magnificent 237 m<sup>2</sup> terrace, along with marble, columns, fireplaces, parquet floors, and high ceilings, creates a modern, sophisticated ambiance. **The villa now features a new highlight: a 14-meter heated pool with a relaxation area.**

**Groundfloor** - A monumental entrance hall with a grand staircase sets the tone: space, light, and luxury. The hall leads to the dining room and a large living area that opens onto the terrace. Also on this floor: a billiard room/library and a fully equipped modern kitchen.

**First floor** - Two spacious double bedrooms with en-suite bathrooms, a smaller double room with a shower, a private office, and a walk-in closet.

**Second floor** - One double bedroom with a bathroom, and two additional double rooms (one slightly smaller) that share a large bathroom, plus a private office and walk-in closet.

### Included Services:

- . Dedicated contact with our Guest Relations Manager.
- . Personalized butler service throughout your stay.
- . Daily breakfast prepared by our Head Chef for all guests staying at the villa.
- . Return transfer from Nice Côte d'Azur International Airport (one per stay)
- . Housekeeping staff.
- . Housekeeper (unpacking and packing upon arrival and departure).



# MONTE CARLO BEACH

- . Limousine with driver available for transfers within the Monte-Carlo Société des Bains de Mer Resort (except to the Monte-Carlo Golf Club).
- . Complimentary access to the Thermes Marins Monte-Carlo wellness complex (excluding annual closure period).
- . Preferential rates on green fees at the Monte-Carlo Golf Club and Monte-Carlo Country Club (excluding Rolex Monte-Carlo Masters).
- . Express laundry service (additional charge).
- . Organization of events, private lunches or dinners by our chefs (on request, additional charge)

## During the summer season:

- . Access to Monte-Carlo Beach Club and Monte-Carlo Kids Club by Petit VIP
- . Priority access to cabanas at the Monte-Carlo Beach Club (for villa guests)
- . Priority booking for padel courts at the Beach Club
- . Electric cart available for Villa–Beach Club transfers
- . Boat shuttle between Monte-Carlo Beach Club and Port of Monaco

## Practical Information

Available for booking year-round

Information and reservations: +377 98 06 86 84 - [diamondsuite@sbm.mc](mailto:diamondsuite@sbm.mc)  
<https://www.montecarlosbm.com/en/hotel-monaco/residences/villa-la-vigie>



# MONTE CARLO BEACH

## Le Deck

Monte-Carlo Beach is, above all, a feeling—an ambiance, a sense of belonging shared across generations. That's why Monte-Carlo Société des Bains de Mer entrusted the redesign of the Deck brasserie and Olympic pool surroundings to Dorothée Delaye.

The interior designer has drawn inspiration from the site's storied past, enhancing it with the comfort and lifestyle elements essential to today. Her reimagined spaces are both timeless and elegant, a blend of boldness and chic. Her work includes prestigious projects like the renovation of Gabrielle Chanel's historic apartment, the Mimosa restaurant at Hôtel de la Marine in Paris, Langham Palace in London, and a collector's home in Hossegor for Iconic House. Several luxury hotels in the South of France are next on her list.

For Monte-Carlo Beach, Dorothée Delaye has redesigned the outdoor furnishings of Le Deck to foster convivial dining, and the Olympic pool surroundings to create spaces of timeless relaxation. With enveloping lines, robust wood structures, soft comfort, authentic colors, and striped patterns, the sunbeds, cabanas, tables, and chairs all capture the chic seaside club spirit that has defined Monte-Carlo Beach for nearly a century.



### Practical Information

Open from April 13, 2026 to September 27, 2026

May, June, September: open every day, from 12 p.m. to 3.30 p.m.

July and August: open every day from 12 p.m. to 4 p.m.

Information and reservations: +377 98 06 51 00

<https://www.montecarlosbm.com/en/restaurant-monaco/le-deck>



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# MONTE CARLO BEACH

## Maona Monte-Carlo

The Maona Monte-Carlo concept – From Mykonos to Monte-Carlo – is located in the heart of the Monte-Carlo Beach. Designed as a festive summer restaurant under the sun, this experience promises moments of sharing, as delicious as they are light-hearted, centered around Greek cuisine. Lunch continues with music all afternoon. Greek flavors elevate local products, complemented by cocktails and a lively playlist—this fourth season of Maona Monte-Carlo is more festive than ever and is to be savored without moderation.



## Practical Information

Open from May 13 to September 27, 2026

May, June, September: open Thursday to Wednesday, from 1 p.m. to 6 p.m.  
(2 seatings: 1 p.m. / 3 p.m.)

July and August: open Wednesday to Sunday from 1 p.m. to 6 p.m.

Information and reservation: +377 98 06 56 00

<https://www.montecarlosbm.com/en/restaurant-monaco/maona-monte-carlo>



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## Monte-Carlo Kids Club by Petit VIP

As the warmer months arrive in Monaco, Monte-Carlo Beach offers families a privileged setting for a summer stay by the sea. Conceived as a seaside interlude, the property unveils a dedicated family experience combining child-friendly services, dining tailored to younger guests, and supervised activities designed for carefree holidays.



### A thoughtful welcome, from room to table

From the moment they arrive, children are given special attention, with amenities thoughtfully adapted to their age. To make family life easier, a range of equipment is either provided in-room or available upon request, including wooden cots, baby bathtubs, and age-appropriate bath products and linens, ensuring families are comfortably supported throughout their stay.

Gastronomy plays a central role at Monte-Carlo Beach, with particular care devoted to the pleasures of young gourmets. Each morning, the menu reveals a delightful array of sweet treats: fluffy pancakes, golden waffles, delicate crêpes and indulgent cookies... a tender, sweet interlude to start the day gently.

The Monte-Carlo Kids Club by Petit VIP offers:

- Engaging activities such as art workshops, sports tournaments and even open-air performances;
- On selected days, playful and captivating themed evenings.
- Outside Kids Club opening hours, a babysitting service is available upon request.



A true haven of wellness nestled between the pine forest and the Mediterranean—perfect for reconnecting with oneself and the elements.

### The Monte-Carlo Beach Spa

A true haven of wellness nestled between the pine forest and the Mediterranean—perfect for reconnecting with oneself and the elements. Harmony with oneself, with others, and with nature lies at the heart of the Monte-Carlo Beach's lifestyle—a harmony that flourishes in a place deeply connected to the elements, where the sun's warmth, the pine forest's authenticity, the dazzling blue waters, and the gentle climate invite total rejuvenation.

The Monte-Carlo Beach Spa promises an enchanting escape and deep relaxation, just steps from the hotel's legendary Olympic pool. The spa offers body treatments and massages, facials, and beauty services in partnership with PAOMA.



In 2022, PAOMA became the spa's prestigious partner. Envisioned as a natural, effective, and sustainable beauty ritual, PAOMA draws from the best of nature and creates exclusive, certified organic and vegan formulas that pamper all skin types and promote well-being. The full PAOMA line is made in France, COSMEBIO-labeled, and COSMOS Organic-certified by ECOCERT, with 99–100% natural ingredients.



# MONTE CARLO BEACH

In 2023, two new men's treatments were launched at the spa by Cellcosmet.

## *PAOMA treatments*

- . Custom body rituals and massages (30 to 90 minutes): from €100
- . Deep Tissue Massage (30 to 90 minutes): from €110
- . Sports Massage (30 to 90 minutes): from €110
- . Add-on modules (15 minutes): €50
- . Facial Ritual "Awakening the Senses" (30 min): €115
- . Facial Ritual "Beauty Revealer" (60 min): €195
- . Men's face & body rituals (30 to 90 min): from €100
- . Targeted facial ritual (15 min): €50
- . Etc.

## Practical Information

Open daily from April 14 to October 7, 2025

From 10 a.m. to 7 p.m. (until 8 p.m. in July and August)

Information and reservation: +377 98 06 51 05

[spamontecarlobeach@sbm.mc](mailto:spamontecarlobeach@sbm.mc)

<https://www.montecarlosbm.com/en/wellness/monte-carlo-beach/paoma-bring-out-the-beauty-ritual>



# MONTE CARLO BEACH

## A wide range of sports and water activities

Well-being also thrives on movement and relaxation, with a seawater Olympic pool heated to 28°C and ozone-filtered. The pool now includes a paddling area for toddlers to enjoy the water safely.



A gentle water sports center offers pedal boats, paddleboards, and kayaks. Sports and fun continue in a fitness room with state-of-the-art Technogym equipment, and at the nearby Monte-Carlo Country Club and Monte-Carlo Golf Club.



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A programme of group classes is available, including yoga, Pilates, circuit training, sound healing, aquadance and meditation. The programme varies each week.

Classes are complimentary for guests staying at Monte-Carlo Beach, and private sessions are also available upon request.



More information: <https://www.montecarlosbm.com/en/wellness/monte-carlo-beach/group-classes-monte-carlo-beach>

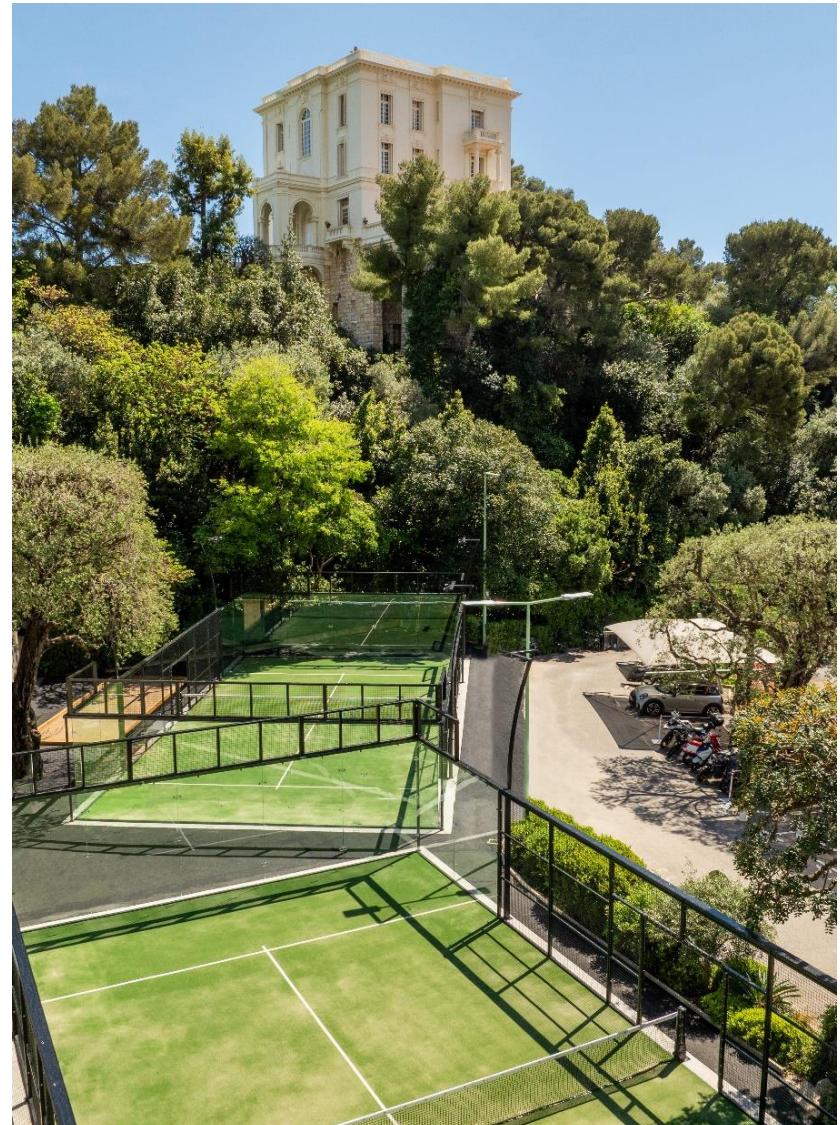


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# MONTE CARLO BEACH

## Padel at Monte-Carlo Beach Hotel

Derived from tennis and squash, padel has experienced rapid growth in recent years. Fun and accessible regardless of age or skill level, it is played by four players, making it a particularly social and convivial sport. Padel perfectly embodies the spirit of Monte-Carlo Beach as a seaside social club.



### Practical Information

2 padel courts

Open daily from March, 9 a.m. to 7:30 p.m.

Rates: €20 for members and €30 for day guests

Courts are exclusively reserved for Monte-Carlo Beach hotel and club guests, as well as guests staying at Hôtel de Paris Monte-Carlo and Hôtel Hermitage Monte-Carlo

Equipment rental included: racket, balls, small towel and access to changing rooms

Accessible to children during time slots specifically dedicated to Kids Club activities



# MONTE CARLO BEACH

## A strong environmental commitment

Monte-Carlo Beach has been Green Globe certified since 2014, an internationally recognised certification designed for the luxury travel and tourism industry. In 2023, the property achieved Platinum status, the highest level of the programme, rewarding over ten years of continuous certification. Within this framework, the hotel implements an action plan aligned with the commitments set out in the 4th Sustainable Development Charter of the S.B.M. Group.



Among the initiatives undertaken, in terms of responsible purchasing, guest rooms feature welcome amenities from an organic skincare line made with Corsican maquis plants. The hotel also uses eco-labelled cleaning and laundry products, serves organic and fair-trade coffee, and operates French-made, eco-designed and recyclable coffee machines.

The hotel is also committed to energy efficiency. Beyond promoting eco-friendly habits, the property now purchases the equivalent of its total electricity consumption in renewable energy.

In terms of waste management, all recyclable waste is subject to systematic sorting. In bathrooms, partially used soaps are recycled by the SapoCycle association, which redistributes them free of charge to families in need. Organic kitchen waste is dehydrated and processed through a specialised recovery channel.



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To combat food waste, Monte-Carlo Beach joined the initiative “Monaco Takes Action Against Food Waste” in 2017, launched by the City of Monaco and the MC2D association. The “My Gourmet Box” has been introduced in the restaurants, allowing guests to take away uneaten dishes.

Committed to responsible gastronomy, the restaurants Elsa, Maona and Le Deck are members of the Mr.Goodfish programme, which promotes seafood diversity and helps protect species affected by overconsumption.

In 2022, Monte-Carlo Beach was awarded the “Green” Special Prize at the Hôtel & Lodge Awards, presented by France’s leading tourism magazine Hotel & Lodge. This distinction recognises the editorial teams’ and tourism professionals’ favourite hotel for its strong commitment to eco-responsibility and sustainable development.

## Deeply connected to nature

Closely connected to its natural environment, Monte-Carlo Beach is strongly committed to preserving local biodiversity.

In 2021, a positive-biodiversity reef breakwater was created as part of the hotel beach renovation works. Located 100 metres offshore, this underwater structure was designed to protect the beach while encouraging the development of marine life. The newly created area resembles a lagoon, with a sandy seabed bordered by Posidonia seagrass meadows and rocks, offering swimmers an exceptional natural observation area while respecting marine ecosystems.



In October 2022, an environmental impact assessment conducted by an independent consultancy confirmed the stabilisation of Posidonia, as well as rich marine life, with 22 different fish species recorded near the breakwater, including two protected species listed on the European Red List of threatened species: the brown grouper and the corb. The observed increase in black sea urchins is a sign of the vitality of this natural refuge.

The La Vigie Headland and its magnificent pine forest overlooking the beach have been classified as an LPO Bird Refuge (French League for the Protection of Birds) since 2019, making Monte-Carlo Beach a key sanctuary for local biodiversity. Several nesting boxes have been installed to welcome both nesting and protected bird species.

In 2023, the LPO refuge area was expanded fourfold, creating a vast natural nesting area of nearly 20,000 m<sup>2</sup>. Educational trails are offered to children for a playful discovery of the site's natural richness, while adults can enjoy guided tours led by a naturalist around the property.

Green spaces are managed according to a "Zero Phyto" approach, favouring biological pest control, supported by specific training for gardeners and monitoring by the Group's Environmental Department experts.

## Sustainable mobility and awareness

In terms of soft mobility, Monte-Carlo Beach operates electric vehicles and has introduced a 100% electric inter-hotel shuttle service. Free electric charging stations are also available in the hotel car park. The property supports sustainable mobility in the Principality through the installation of a MonaBike electric bike station located on the hotel grounds. Since 2025, six high-end bicycles have been available to guests, including four adult bikes and two balance bikes to help younger children learn to ride.

Finally, the property actively communicates its commitments and initiatives to all stakeholders. Guests are informed and encouraged through the display of the 4th Sustainable Development Charter and the availability of in-room information leaflets. Employees benefit from training initiatives and ongoing awareness-raising through internal tools such as forums, e-newsletters and an internal blog. Partners are provided with an ethical charter to be respected.

## *Awards & Distinctions*

Monte-Carlo Beach joined the Relais & Châteaux collection in 2009, recognizing the core values and high standards shared by all Monte-Carlo Société des Bains de Mer hotels.

It was awarded its fifth star in 2010, meeting the highest international hospitality standards.

Numerous awards have acknowledged Monte-Carlo Société des Bains de Mer's commitment to guests and its vision of responsible, authentic luxury at Monte-Carlo Beach:

- . Ethical and Environmental Responsibility Award, La Liste Méditerranée to Mélanie Serre, Head Chef at Elsa, 2023
- . "Grand of Tomorrow", Gault & Millau 2023, for Mélanie Serre
- . 1st Green Special Award, Hôtel & Lodge Awards 2022
- . Green Globe Gold Standard certification since 2014; upgraded to Platinum in 2023
- . 100% Organic and Wild-Caught Certification for restaurant Elsa by Ecocert, renewed annually from 2013 to 2022



## *About Monte-Carlo Société des Bains de Mer*

Monte-Carlo Société des Bains de Mer embodies a new, unique lifestyle defined by beauty, excellence, and well-being. Its resort offers:

- . World-class gaming at the Casino de Monte-Carlo and Casino Café de Paris, with innovative, inclusive offerings and premium service
- . Haute-couture hospitality in its iconic palaces and Diamond Suites: Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Bay Hotel & Resort, Monte-Carlo Beach
- . Creative, healthy, local, and responsible cuisine in Michelin-starred restaurants like Le Louis XV – Alain Ducasse\*\*\*, Le Grill\*, Blue Bay by Marcel Ravin\*\*, and new international concepts: Pavillon Monte-Carlo\* and L'Abysse Monte-Carlo\*\* by Yannick Alléno, Amazónico Monte-Carlo, Em Sherif, and Café de Paris Monte-Carlo
- . Top cultural and artistic experiences, both seasonal and in collaboration with Monaco's institutions
- . Luxury lifestyle activities: Monte-Carlo Shopping Promenade, Thermes Marins Monte-Carlo wellness center, vibrant bars, concert venues, and legendary nightlife at Maona Monte-Carlo, COYA Monte-Carlo, Buddha-Bar Monte-Carlo, Selva Monte-Carlo, and the iconic Jimmy'z Monte-Carlo, which celebrated its 50th anniversary in 2024

Monte-Carlo's new lifestyle is evolving toward increasingly ethical and sustainable luxury. Since 2007, Monte-Carlo Société des Bains de Mer has championed energy transition, resource conservation, local cuisine, and natural heritage preservation.

As Monaco's largest private employer, the group launched its 4th Ethical Charter in 2023, promoting integrity and responsibility across its professions.



# MONTE CARLO BEACH

## Press Contact

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## Practical Information

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Avenue Princesse Grace  
06190 Roquebrune-Cap-Martin  
France

## Hotel

T. + 33 4 93 28 66 66  
monte-carlo-beach.com  
bh@sbm.mc

## Villa La Vigie

diamondsuite@sbm.mc

## Reservation

T. +377 98 06 25 25  
resort@sbm.mc



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