

Smile, and the world smiles at you

LUX* Resorts & Hotels launches effective feel-good advertising campaign

LUX* Resorts & Hotels rethinks and redefines luxury around the themes of joy, happiness and time devoted to long cherished holidays, with creative agency BETC Paris, and launches its new 2017 advertising campaign.

The theme of the advertising campaign is Smile All The Stay, as LUX*'s goal is for guests to enjoy some genuine joie de vivre by keeping in mind that the simplest acts of generosity, connection and guest-care can offer the biggest rewards. It all starts with reconnecting to the moments that mean the most to its guests, and help them making the time to fully experience its magic.

Six advertisements represent the fun, dynamic and unexpected atmosphere and lifestyle of LUX* Resorts & Hotels. A bold, stylish, global campaign running in publications such as Condé Nast Traveller, Tatler, Harper's Bazaar, Monocle, FT How to Spend It, GQ and Vanity Fair, the images convey the simple, fun, light-hearted holiday moments that characterise a LUX* holiday.

Complemented by social media initiatives on Facebook, Twitter, WeChat, Weibo and Instagram, the campaign reinforces the brand's worldwide positioning and mission of helping people celebrate life and vision of making each matter. Through this, it is communicated that guests will 'Smile all the Stay'. The LUX* brand was founded in 2011 and now that it's established itself as a sophisticated, innovative five-star brand, the intention was to engage with consumers in a more playful tongue-in-cheek way.

"This campaign simulates the joy, happiness and smile of a stress-free LUX* holiday. This creative approach enables us to flaunt the values that create our brand's DNA, while helping guest celebrate life and enjoy the reasons to go LUX*," says Julian Hagger, Chief Sales & Marketing Officer at LUX* Resorts & Hotels.

The essence of the LUX* brand, communicated through this new advertising campaign is showcased by being fun, light hearted and surprising; eschewing luxury hospitality's déjà-vu style and traditional feel, and using messages and images suited to a young-spirited audience.

"With a creative territory which conveys a modern, innovative, fresh and premium brand image, LUX* gives a new sense of luxury and hospitality. This is something very proprietary to the LUX* brand. It's about lifestyle, mood, spirit, and not only about the product. We imagined a campaign to feature the client's aspiration of helping people celebrate life" says Caroline Penillard, Director at BETC Paris.

Link to the new "why LUX*" advert video: https://youtu.be/xke6nN39_g4

And, ultimately, what if a smile had the power to send you to LUX* Bodrum, Turkey, for 5 nights on business class flights? LUX* launches this new online competition, linked to its advertising campaign, to celebrate the opening of its latest property LUX* Bodrum, Turkey, this June. Click on the following link to access the competition platform: <http://smileallthestay.com>

The science behind a smile

Showcasing the LUX* lifestyle, the campaign not only seeks to be light-hearted and fun but conveys that ultimately what every consumer wants when holidaying —to be happy. Discerning travellers chooses LUX* because their experiences clearly make them feel something.

Smiling is universally recognised as being something our faces do which inspire positive vibes not only in the person who is doing the grinning but also those who are faced with our ear-to-ear displays of emotion. So go on, smile to the world and it will most certainly smile back at you!

–END–

About BETC

The French advertising agency founded in Paris in 1995 is a full-service agency. Clients include Air France, Evian and Canal+ but this is the first campaign for LUX* Resorts and Hotels.

LUX* Resorts & Hotels helps people to celebrate life by delivering consistently on the promise of a different kind of Luxury; hospitality that is Lighter.Brighter. LUX* stages exceptional experiences in different locales – whether on the Beach, in the City or in Nature – by banishing thoughtless patterns and being more simple, fresh and sensory than our competitors.

The resorts and hotels in the LUX* portfolio include LUX* Belle Mare, Mauritius; LUX* Le Morne, Mauritius; LUX* Grand Gaube, Mauritius; LUX* South Ari Atoll, Maldives; LUX* Saint Gilles, Reunion Island, LUX* Tea Horse Road Lijiang and LUX* Tea Horse Road Benzilan, Yunnan Province, China and LUX* Bodrum, Turkey.

Other new properties in the pipeline and opening soon LUX* Al Zorah, United Arab Emirates; LUX* North Male Atoll, Maldives; LUX* Sud Sauvage, Reunion Island, LUX* Dianshan Lake, China, LUX* Lakes Chengdu, China, LUX* Phu Quoc, Vietnam, LUX* Grand Baie Mauritius, and LUX* Tuscany Italy.

LUX* Resorts & Hotels is a member of Lux Island Resorts Co Ltd, which is listed on the Stock Exchange Market of Mauritius and is an affiliate member of IBL, a major economic player in the Indian Ocean, leader of the "Top 100" Mauritian companies. IBL is active in key sectors of the Mauritian economy, representing a portfolio of approximately 300 subsidiaries and associated companies.

Other properties managed by LUX* Resorts & Hotels are Tamassa, Bel Ombre, Mauritius; Merville Beach, Grand Baie, Mauritius and Hôtel Le Récif, Réunion Island, as well Ile des Deux Cocos, Mauritius, a private paradise island.

100% CARBON FREE HOLIDAYS AT LUX* RESORTS & HOTELS

LUX* Resorts & Hotels strongly believes in sustainable tourism development, and has embarked in a journey towards a carbon clean future through its project "Tread Lightly". Tread Lightly is the offsetting 100% of the carbon emissions emitted during guests stay. The carbon offsetting contribution is used to support various offsetting projects in developing countries within the regions where LUX* is operating. To learn more about the LUX* Tread Lightly €1 per day voluntary participation carbon-offsetting fee, please visit www.luxtreadlightly.com