

Introducing... LUX* Bodrum

LUX* OPENS ITS FIRST MEDITERRANEAN RESORT WITH LUX* BODRUM

- Luxurious and comfortable with signature LUX* hospitality
 - Award-winning Reasons to Go LUX*
 - Innovative wellness and beauty
- Incredible Aegean Sea views from every angle
 - Beach Rouge beach club
 - Award winning design

Opening this Spring 2017 | LUX* BODRUM is a spellbinding new addition to Turkey's Aegean Riviera and the first LUX* resort in the Mediterranean region. From this summer season, 85-key hotel, 19 residences and a grand beach villa invite discerning style-seeking guests to discover an intoxicating cocktail of beauty, culture and history that is the Bodrum Peninsula.

Set in an area of pine-clad hills dotted with sugar-cube homes and exotic landscaped gardens, LUX* Bodrum Resort & Residences has already won Silver in the A'Design Awards for Architecture, Building and Structure Design. Located on a peninsula and surrounded by radiant turquoise blue waters, all of the rooms, chic residences and beach villa at this intimate resort have panoramic sea views in high definition.

By combining a soul-stirringly welcoming part of the world with spectacular nature and geography and a lighter, brighter way of delivering hospitality, hotel lovers are guaranteed an unrivalled LUX* experience.

"For us, this is a major step in our global expansion and our first venture in the Mediterranean region. We have managed to bring our "Lighter and Brighter" concept all the way to the Turkish Riviera. We are very excited to establish the LUX brand in Turkey after the Indian Ocean islands, China and UAE."*

—Paul Jones, CEO, LUX*

With its contemporary, cosmopolitan spirit, LUX* Bodrum Resort & Residences is a breath of fresh air amid exceptional natural beauty. Soft, white sand on an exclusive bay is teamed with luxury facilities including unique wellness services, spacious indoor and outdoor pools and private dock for yachts ensure all the signature notes of the LUX* experience and more.

At LUX* Bodrum, the gastronomy makes a strong statement. At Stella, the main restaurant, executive chef Baris Torcu uses highest-quality seasonal and organic ingredients including aromatic local herbs and vegetables, to create simple but delicious Italian dishes for lunch and dinner. Paying tribute to Turkish dining culture is a moreish meze menu (best washed down with a glass of raki, Turkey's iconic aniseed aperitif). Breakfast is equally impressive, with a wide variety of freshly squeezed juices matched with a cornucopia of local cheeses, pastrami, olives and honey.

For those who feel sociable, the Beach Rouge beach club will be as atmospheric for lunch as it is for late-night cocktails, with live DJs, international music guests and leading mixologists.

The resort will have a kids' club for little ones to have fun in the fresh air while parents recharge their batteries knowing their youngsters are happy and entertained. Play tennis or golf, go hiking, practice yoga, or soak up those rays from a sunlounger. Hidden beaches and crystalline waters call for a little bay-hopping aboard a traditional gulet boat, and easy-to-reach ancient Greek and Roman relics and cultural experiences beg you to explore the history and entertainment.

“We take great pride in the inspiration and motivation this partnership has brought to the tourism sector of Turkey. It's important to us to be able to contribute to both the tourism sector and the Turkish economy on such a large scale, through a remarkable partnership during a period of much-needed investments. LUX Bodrum will create many precious job opportunities in the hospitality sector.”*

Dr. Akdoğan, Chairman, MYC Partners

Bringing a fresh breath of easy-going island-life to one of Turkey's most scenic and cosmopolitan destinations, LUX* Bodrum offers travellers more than just an idyllic location in which to unwind. Thanks to a chic beach club, à la carte modern Mediterranean cuisine, a LUX* Me spa and Café LUX* coffee shop, this Lighter, Brighter boutique resort is an exciting new concept for the region.

—ENDS—

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, Yunnan Province, China, and LUX* Tea Horse Road Benzilan, Yunnan Province, China. LUX* Lijiang and Benzilan hotels are start of a collection of six luxury boutique hotels along an exciting new circuit of distinctive stays allowing guests to discover the legends of the Tea Horse Road first hand.

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* Bodrum, Turkey, LUX* Dianshan Lake, China, LUX* Phu Quoc, Vietnam and LUX* Grand Baie Mauritius

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