

WHAT'S NEW AT LUX* RESORTS & HOTELS FOR 2017

Innovation and banishing thoughtless patterns are at the heart of LUX* Resorts & Hotels' initiatives to create a different kind of holiday experience.

A lighter, brighter way of celebrating life is the LUX* ideology, and having announced its new and exciting **Reasons To Go LUX*** for 2017, the luxury resort and hotel group strengthens its reputation as a fresh and inspiring travel brand. Paul Jones, CEO of LUX* Resorts & Hotels, says: "Our Reasons to Go LUX* affirm who we are as a brand and help us stand out. We think of them as a promise to our guests about the unique experience they will have with us."

PhotoFanatics

LUX* has created the ultimate guide to achieving the perfect holiday shots with the introduction of a photography studio and workshops.

In partnership with noted photographer Michael Freeman, LUX* has produced the PhotoInspire booklet to complement the new PhotoFanatics workshops, giving holiday snappers both technical and creative guidance on the best ways to capture the moments that matter, using a smartphone or a traditional camera or SLR. At any LUX* resort in Mauritius, Reunion or the Maldives, guests can hire the latest equipment and transform those precious memories into photobooks, calendars or printed gifts.

In every guest room, LUX* also provides a PhotoFinder – a practical guide to locating the best spots to capture the most breathtaking views, unique to each island.

Junkart Studio & Gallery

Escape from the rush of everyday life and revive a forgotten hobby or learn a new skill with the new Junkart Studio and Gallery at LUX* Resorts & Hotels. A holiday is a perfect time to explore something new or revisit old passions and guests of all ages are invited to bring their most creative ideas to art classes and workshops. Serious fun is to be had making one-off artworks and sustainable souvenirs from up-cycled materials.

Wanderlust Library

Appreciating the desire to try new things – especially on holiday – is a LUX* speciality, and this thought inspired the creation of the ultimate library of books and magazines for guests. The Wanderlust Library is a tranquil, calm and cool setting to stimulate the senses and expand horizons. Spanning a range of genres and topics, you don't have to be a bookworm to enjoy the Wanderlust Library.

Moreover, for 2017, LUX* invites its guests to try something new.

EXPERT-LED WORKSHOPS

For pleasure seekers hoping for a holiday filled with new experiences, LUX* is offering a unique calendar of expert-led workshops, curated to inspire curious minds. Connoisseurs in their profession, experts from all over the world, will be hosted by LUX* offering their experience in a variety of exciting activities for only a short period. Workshops for 2017 will range from yoga retreats to photography tutorials, art lessons, wine tasting and master chef cooking classes for the whole family to enjoy.

In true LUX* spirit, the guest experience at each and every resort is made richer with a new inspired set of Reasons To Go LUX* in 2017.

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For further information, contact Axelle Mazery, Group Press & PR Manager LUX* Resorts & Hotels
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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
