

LUX* Resorts & Hotels ranked among the 25 Top Hotel Brands Worldwide in the ReviewPro 2016 Top Luxury Hotel & Brand Report

LUX* Belle Mare, Mauritius, Ranked 11th in the World

LUX* Resorts & Hotels is proud to announce that **LUX* Resorts & Hotels** and several of its properties in Mauritius and Maldives have been recognised among the 25 top brand and resort performers in the world for luxury, service, value and location.

Based on over 2.7 million online guest reviews published during 2015, the **ReviewPro 2016 Top Luxury Hotel & Brand Report** ranks the LUX* brand and its hotels in the following categories:

Top Small Luxury Brands. **LUX* Resorts & Hotels** is ranked 25th among the Top 25 Small Luxury Hotel Brands in the World.

Top Small Luxury Brands for Service. **LUX* Resorts & Hotels** is ranked 20th in recognition of its exemplary service standards.

Top Small Luxury Brands for Value. **LUX* Resorts & Hotels** is ranked 6th in the world with a Value Index of 88.8%.

Top 25 Worldwide Individual Luxury Hotels. **LUX* Belle Mare** in **Mauritius** is ranked 11th in the world with a Global Review Index of 97.5%.

Top 25 Worldwide Individual Luxury Hotels. **LUX* South Ari Atoll** in the **Maldives** is ranked 16th in the world, with a Global Review Index of 97.3%.

Top 25 Worldwide Individual Luxury Hotels for Value. **LUX* Belle Mare** and **LUX* Grand Gaube** in Mauritius are ranked 12th and 18th, with a Value Index of 93.2% & 92.7% respectively.

Many hoteliers are already monitoring and measuring online reputation and collecting guest feedback – but this is no longer enough. The real challenge is knowing how to use this insight to enhance the guest experience and exceed expectations. There has been a recent shift from reputation management to overall guest satisfaction improvement where hoteliers are implementing strategies to make the necessary changes to ensure their hotels exceed guest expectations. In this direction, the LUX* Group is continuously upgrading the experience at its existing hotels in Mauritius, Reunion Island, the Maldives and China, as well as in preparing for the opening of new properties in Turkey, Maldives, Vietnam and the UAE.

Paul Jones, CEO of **LUX* Resorts & Hotels** comments, “This third edition of the ReviewPro Report, which analyses millions of online guest reviews, demonstrates how the hospitality landscape has evolved since the previous report. At LUX*, our purpose and vision is to help people celebrate life by making each moment matter. Our group is focused on creating a guest-centric culture, where all our team members join forces to deliver outstanding experiences for all our guests.”

LUX* Resorts & Hotels, with an award-winning history spanning more than two decades, describes itself as a luxury hotel brand that helps people celebrate life by consistently delivering on the promise of a different kind of Luxury – hospitality that is Lighter and Brighter. LUX* goes beyond providing a routine hotel experience with its exceptional innovations and by being genuine and simple, giving a fresh feel to holidays.

About ReviewPro

ReviewPro enables hoteliers and restaurateurs to increase guest satisfaction and grow revenue by proactively managing and improving their online reputation. The company's suite of web-based tools provides analysis, customer intelligence, competitive benchmarking and reporting to help hospitality professionals maximise their organisation's performance. ReviewPro aggregates hundreds of millions of reviews in 40+ languages from more than 100 review sites, online travel agencies (OTAs) and all major social media platforms. The company has thousands of clients in over 90 countries. www.reviewpro.com

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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 part 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 and LUX* Phu Quoc, Vietnam.

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