

### **LUX\* South Ari Atoll Maldives receives prestigious International Travelife Gold Certification**

**LUX\* South Ari Atoll** in the Maldives has received international recognition for its sustainable tourism efforts by being awarded prestigious Travelife Gold Certification. Travelife – the international sustainability certification scheme – assesses a hotel’s performance in managing its social, environmental and economic impacts, and in supporting sustainability as part of its hotel marketing and operational strategies.

Travelife’s sustainability certification is a non-profit flagship programme that supports tourism destinations, businesses and travellers in implementing innovative solutions for the continuous development of sustainable tourism. To gain Travelife Gold Certification, a resort must meet 150 sustainability criteria. This includes environmental issues, such as minimising waste and the use of energy, water and chemicals, as well as the taking of positive action on social issues, employee welfare, the protection of wildlife and in the support of the local community and local businesses.

In the process of this sustainability certification, all of the island-resort operations were assessed, including operational practices and procedures, guest communications and environmental management policies. The strong points in the assessment included the LUX\* Resorts & Hotels carbon offsetting programme and the whale shark and marine protection programme, as well as the Resort’s energy, waste reduction and water saving measures. The Resort goes further in protecting the environment by hosting its own on-site marine biologist, who works closely with the Maldives Wildlife Protection Authority. **LUX\* South Ari Atoll** also encourages its guests to get involved in conservation activities, such as sponsoring the wildlife protection programme and joining in the volunteer tree-planting programme.

As Glenn Daniels, the Resort’s General Manager, says, “This certification rewards the dedication of the team at **LUX\* South Ari Atoll**, who put all their energy and passion into daily tasks on the island. Being a one-island resort, we can operate as a family community here at **LUX\* South Ari Atoll** and this award is testament to the team’s continued commitment to sustainability. By collaborating with an organisation such as Travelife, **LUX\* South Ari Atoll** continues to focus on helping people celebrate life and making each moment matter during their stay.”

Travelife Gold Certification is an operational standard that reflects the values and convictions of LUX\* Resorts & Hotels with regards to sustainability. Last year, all LUX\* resorts operating in Mauritius (LUX\* Belle Mare, LUX\* Le Morne, LUX\* Grand Gaube, as well Tamassa and Merville Beach which are Managed by LUX\* hotels) also received Travelife Gold Certification. They continue to monitor the impact of their sustainability efforts, report on results and plan improvements to continuously help protect the unique natural and cultural characteristics of their resorts and the surrounding areas.

### About Travelife

Travelife is an international certification system promoting sustainability within the tourism industry. It helps tour operators, hotels and accommodations to manage and monitor their social and environmental impacts, as well as communicate their achievements to stakeholders. Travelife for Hotels and Accommodations is the only certification scheme that works in partnership with tour operators, both in the UK and internationally, for these purposes. It is an easy-to-use sustainability system which provides members with a practical framework to improve their businesses. Travelife also provides a range of supports to help its members prepare for their independent audits. Hotel and accommodation members whose on-site audit shows they fulfil the requirements of the Travelife sustainability criteria will achieve a Gold award. For more information about Travelife for Hotels and Accommodations please visit: [www.travelifecollection.com](http://www.travelifecollection.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 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 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](http://www.luxtreadlightly.com)