

LUX* RESORTS & HOTELS UNVEILS NEW “REASONS TO GO LUX*“

Renowned for surprising and delighting their guests at every opportunity, LUX* Resorts & Hotels is proud to unveil their new ‘Reasons To Go LUX*’ available at resorts in Mauritius, Maldives and Reunion Island.

Since their brand launch in 2011, LUX* Resorts & Hotels has strived to stand out from the crowd, turning the ordinary into something unexpected and injecting fun into the five-star holiday. Inspired by their spontaneous side and desire to celebrate life and create treasured memories, LUX* have created simple, fresh and sensory experiences to indulge and entertain guests during their stay. The exciting new ‘Reasons To Go LUX*’ join the likes of the LUX* Me Wellness Concierge, Message in a Bottle, pop-up ICI ice cream, the famous Café LUX*, Phone Home booths on the beach and the alfresco movie experience under the stars, Cinema Paradiso.

SO WHAT’S NEW?

PANAMA HAT STATION

LUX* Resorts & Hotels are situated in some of the world’s most idyllic locations, so it is no surprise their guests choose to spend the majority of their time outdoors. While LUX* encourages visitors to explore the spectacular surroundings, no one wants to be constrained in their rooms with unfortunate sunburn. Cue LUX*’s new Panama Hat Station. Sourced from the finest Ecuadorian manufacturers, using sustainable materials, this new and exclusive offering allows LUX* guests to personalise their own panama hat. Set in a suitably shady spot at each resort, LUX* staff will help guests select their perfect size, style and colour, before completing their design with a band from a selection of woven and printed grosgrain ribbons, created by local designers.

APERITIVO BAR

Aperitifs are often the most delicious and exciting part of a dinner party. Based on this, LUX* is introducing their new wandering Aperitivo Bar. An ideal spot for socialising and packed full of tasty tapas-style snacks, designed to tantalize taste buds before dinner, daily-changing, signature cocktails, designed by LUX*’s expert mixologists. Of course this is no ordinary Aperitivo Bar, the typical LUX* twist is that guests won’t find this bar in the same place twice. One night it might be spotted on the beach for barefoot nibbles in the sand, however the next night it could be found in the resort gardens, amongst intricately lit palm trees.

VEGGIE HEAVEN

Vegetarian diets are gaining in popularity, with 12% of UK adults following a vegetarian or vegan diet, according to research published last year. Millions more are flexitarians, cutting down on meat. These statistics, paired with LUX* Resorts & Hotels dedication for promoting a healthy lifestyle, have prompted LUX* to give the vegetable the attention it deserves, with a dedicated menu that promises to convert even the most avid carnivore. LUX* aim to excite and inspire all vegetarian and vegan guests with veggie delights, inspired by seasonal island flavours. Take the Pulled Jackfruit Burrito made with ginger, turmeric rice, smoky barbecued jackfruit, black beans, roasted sweet potato cream, guacamole, seasonal greens, and apple slaw for instance, where guests can expect an explosion of flavour in every bite. Quinoa spaghetti made with fresh herbs and cold-pressed extra virgin olive oil and cumin-infused vegetable korma with an array of chutneys are also on offer.

TREE OF WISHES

Inspired by ancient Japanese Tanabata festival wishing trees and Brazil’s Bonfim wish ribbons, LUX*’s Tree of Wishes adds extra magic to the perfect stay. On arrival, LUX* guests are handed personalised ribbons marked with their initials and the date of their stay, to tie around a branch on a LUX* Tree of Wishes, close their eyes and make a wish. Each year, one ribbon will be picked at random and the lucky owner will win a free holiday. Once visitors have tied their ribbon to the Tree of Wishes, they are encouraged to spread their own joy by throwing coins of any currency in a nearby well: all donations raised go to local charities.

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

The resorts and hotels in the LUX* portfolio are: LUX* Belle Mare, Mauritius; LUX* Le Morne, Mauritius; LUX* Grand Gaube, Mauritius; LUX* South Ari Atoll Maldives, LUX* Saint Gilles, Réunion and LUX* Tea Horse Road Lijiang, Yunnan, China.

New hotels opening soon are: LUX* Tea Horse Road Benzilan (2015); LUX* Al Zorah, UAE (2016); LUX* Sud Sauvage, La Reunion (2016); LUX* North Malé Atoll Maldives, and LUX* Dianshan Lake, China (2017).

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