

**LUX\* Resorts launches new online training program tool for the travel trade 'EXPERT', and trade online tool box extranet 'EXCHANGE'**

31 January 2013 – Today LUX\* Resorts launches their new B2B platform for the travel trade, LUX\* Exchange. The tool provides agents with unlimited access to all the necessary information and the latest news from LUX\* Resorts in Mauritius, the Maldives and Ile de La Réunion, as well as the new LUX\* EXPERT programme which tests knowledge to win a stay at any of the LUX\* properties.

EXCHANGE has been developed to give concise, manageable and easily accessible information on the LUX\* Resorts concept, properties and destinations so agents never miss an opportunity to finalise a sale. Operators have access to the live travel trade helpdesk via the live chat service, detailed property information including resort maps, fact sheets, digital brochures, restaurant and spa menus, and the visual library where images, videos and 360° interactive views can be downloaded in high and low resolution. Special offers from the resorts will be listed alongside the terms and conditions, as well as the latest company news and press releases.

In addition, a new LUX\* EXPERT travel agent programme has been created as a training tool to perfect agents' knowledge on the LUX\* Resorts concept and product and will be officially launch on Feb 21<sup>st</sup>. After exploring the EXPERT online learning, operators take a test to qualify as a LUX\* EXPERT. After successfully completing the test, agents win a two-night stay in the LUX\* Resort of their choice and are sent a LUX\* EXPERT certificate.

Julian Hagger, Chief Sales & Marketing Officer commented: “In our changing industry people have less time, more product to know, and clients need information instantly. LUX\* EXPERT is a fantastic new tool for online distance training which is directly hosted on our B2B platform Exchange – itself a very helpful toolbox for our partners to find sales elements and news in a one-stop shop.”

For further information on the winning company above please contact:

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For further information on the International Hotel Awards and International Hotel Awards Showcase at the World Travel Market please contact the events team:

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LUX\* Resorts is a collection of premium hotels in the Indian Ocean where guests can celebrate island life and enjoy light living; it is the new name and consumer brand for the luxury hotels previously operated under the “Naiade Luxury Resorts” umbrella. The five resorts in the LUX\* portfolio are LUX\* Belle Mare, Mauritius; LUX\* Le Morne, Mauritius; LUX\* Grand Gaube, Mauritius; LUX\* Maldives and LUX\* Ile de la Réunion.

The remaining properties previously operated by “Naiade Resorts” will be part of the “Produced by” LUX\* Resorts portfolio. These resorts will continue to be known as Tamassa, Bel Ombre, Mauritius; Merville Beach, Grand Baie, Mauritius and Hôtel Le Récif, Ile de la Réunion as well as Ile des Deux Cocos, Mauritius, a private paradise island.

In a world where time is precious, each moment matters, experiences and emotions are more valuable than material things. The brand’s Island Light concept is inspired by the nature, culture, flavours and wares of island life, presenting a true taste of Mauritius, La Réunion and the Maldives. Clear rather than cluttered, free rather than formal, spontaneous rather than predictable, LUX\* Resorts are simpler and fresher, lightening, brightening and heightening the island resort concept.