

## LUX\* RESORTS CELEBRATES ONE YEAR



*07 December 2012*

LUX\* Resorts is celebrating its first year anniversary this week, following the launch of their new resort brand and Island Light concept in December 2012.

One year and several awards later, LUX\* Resorts is at the forefront of all trends, offering a personal, warm service away from the elaborate and ostentatious; LUX\* celebrates island life through its nature, flavours, culture and wares. With pop up ice cream parlours, film screenings on the beach, special treats such as messages in bottles and honesty secret bars or unforgettable experiences such as wellbeing safaris or market day outings to discover the local street food, LUX\* provides guests with an authentic taste of the Islands.

Support for LUX\* Resorts has travelled beyond guest satisfaction over the past year. The Resort group has received extremely positive support and acknowledgement from various trade partners and the press:

- TTG Travel Awards recognised LUX\* Resorts as 'Luxury Supplier of the Year 2012'
- LUX\* Maldives were awarded 'Leading Beach Resort' at the Maldives Travel Awards 2012
- LUX\* Ile de La Réunion and LUX\* Maldives were awarded at this year's World Travel Awards
- TripAdvisor awarded their 2012 Certificate of Excellence to each individual LUX\* Resort.

LUX\* Resorts new concept was developed to put forward the uniqueness and authentic energy of island life. Light-hearted and light-footed LUX\* Resorts presents an altogether brighter performance, celebrating the nature and flavour of the world's most breath-taking tropical settings home to its resorts, animated by riche and exotic human cultures.

Very original and flexible, LUX\* Resorts new concept can be adapted to different environments – of idyllic islands in the arid oases, by way of emblematic cities – by concentrating on the originality of each destinations to enrich guest's experience.

For more information please contact:  
[media@luxislandresorts.com](mailto:media@luxislandresorts.com)

---

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.