

## A TRIUMPHANT YEAR FOR LUX\* RESORTS



November 2012 – The new ‘kid on the block’ hotel group LUX\* Resorts has won a succession of prestigious awards over the last few months, a great accolade from the industry following the brand’s launch only a year ago.

LUX\* Belle Mare, Mauritius, became the focus as it collected the Accommodation Excellence Award at the Tropical Sky Excellence Awards on November 6th, 2012. This award followed excellent feedback on the friendly and welcoming staff, comfort, facilities and value for money at the resort.

On November 4th, LUX\* Resorts were delighted to learn that they had been awarded several prizes at the International Hotel Awards. They were successful within the following: Best International Hotel Website, Best Hotel Website (Africa), Best Hotel Website (Mauritius) and Best Resort Hotel Mauritius (LUX\* Belle Mare). The year-long competition saw LUX\* Resorts face competition from across Asia Pacific, Europe, the Americas, Arabia, Africa and the UK, and finally took home the prizes at the gala presentation dinner at the London Marriot Hotel Grosvenor Square.

At this year’s World Travel Awards on October 18th, two LUX\* Resorts properties were successful. LUX\* Maldives was awarded ‘Indian Ocean’s Leading Hotel’, while LUX\* Ile de La Réunion, the island’s only five-star resort, was honoured to accept ‘Réunion Island’s Leading Hotel’.

On October 4th, 2012 LUX\* Resorts were presented with the 'Luxury Travel Supplier of the Year 2012' at the leading travel trade magazine TTG Travel Awards, held in London. This was a newly created category, and LUX\* Resorts were happy to be the first to accept it after overcoming the competition, following a two-step judging process.

LUX\* Maldives were proud winners once again on September 28th, as they became victorious at the Maldives Travel Awards 2012. The property collected the award for 'Leading Beach Resort' after scoring the highest number of online votes for Leading Family Resort and Leading Beach Resort.

LUX\* Resorts has properties in Mauritius, Ile de La Réunion and the Maldives offering a simpler, cleaner, fresher approach to luxury through spontaneous pop-up experiences recommended must do activities" to discover the splendour of each destination.

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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.