

LUX* Resorts & Hotels opens LUX* Lijiang in the heart of the Ancient Town

Lijiang, China – September 9, 2014

Having recently unveiled **LUX* Tea Horse Road** as the cornerstone of its expansion in China, **LUX* Resorts & Hotels** is delighted to announce the opening of boutique hotel **LUX* Lijiang** today, September 9, 2014.

Located at the heart of the Ancient Town of Lijiang, a UNESCO World Heritage Site, LUX* Lijiang captures the essence of the extraordinary Shangri-La region, an unspoiled landscape in history-steeped western China. Sheltered by the traditional timber-frame structures of Naxi architecture, rooms are luxurious and contemporary, with views over tranquil courtyards and picturesque rooftops. Fusion Naxi cuisine is on offer in the restaurant; in the tea house, guests can linger and sample some of the best Pu'er teas of the region.

At the foot of the Jade Dragon Snow Mountain, LUX* Lijiang makes a lighter and brighter base for those seeking off-the-beaten-track adventures. Personalised excursions invite guests to experience the region in depth – a holiday to stimulate mind, body and soul. Explore nature trails on foot, on bikes and on horseback and learn about tea ceremonies inspired by the tales of the Tea Horse Road. Dedicated LUX* tour guides can even arrange a private audience with genuine Dongba Shamans, China's forgotten priests.

Inspired by age-old traditions, LUX*'s award-winning take on luxury sets the tone in the hotel. Embark on a treasure hunt around the Ancient Town. Experience an authentic tea ceremony in the **Tea House**. The **Cha Ma Dao Library** invites you to discover a fascinating culture, or to share stories of your adventures with free international phone calls from the vintage telephone displayed in the library. Learn how to write **Dongba pictograms**, explore the **Tea Horse Road's** original pathways on horseback and climb soaring mountain peaks on **tailor-made treks**.

The opening of LUX* Lijiang marks the start of an exciting new circuit of distinctive stays - the LUX* Tea Horse Road – developed in partnership with Lijiang Yulong Tourism Corporation Limited. This unique journey through the Yunnan and Szechuan provinces will put the Greater Shangri-La region firmly on the map of discerning globetrotting travellers.

Paul Jones, CEO of LUX* Resorts & Hotels is leading the conceptualisation and design of this exciting development. He explains why **LUX* Tea Horse Road** is the perfect new destination for the growing company's innovative brand commencing with the grand opening of LUX* Lijiang today:

“China's economic progress, continued stability and the growing ease of travel have made the continent increasingly attractive to trend-setting travellers who are looking for unspoiled destinations rich in original and genuine experiences. It is no surprise that LUX* found it equally irresistible.

As a young and dynamic organisation, we have determined to grow our brand presence in China and to open a window onto one of China's most spectacular and untouched wonders: the Tea Horse Road. Thanks to our partnership with the Lijiang Yulong Tourism Corporation Ltd., this ambition will become reality.

In a comparatively short time, we have built a strong and growing Chinese customer base for our existing operations in the Indian Ocean. Our intention now is to create the journey of a lifetime for these guests in this most special part of their home country. My personal goal is to ensure we offer to all our guests the opportunity to become part of an exclusive, happy and harmonious hotel family. I am confident that we can achieve that within the beautiful world of LUX* in China.

We are hugely excited to launch **LUX* Tea Horse Road** – *A Passage through Place and Time* and to invite the world's most adventurous travellers and luxury connoisseurs alike to come experience, savour and appreciate the natural, cultural and spiritual wonders of the greater Shangri-La region.”

Heading the project in Yunnan province, LUX* Resorts & Hotels Regional Director Dominik Ruhl says, 'We are thrilled to pioneer the creation of what will be known as one of the world's greatest journeys, starting right here at the heart of the Ancient Town of Lijiang'.

Mr He, Chairman of the Yulong Tourism Corporation Ltd, also expressed his delight with the partnership. "Having a proven track record in delighting sophisticated luxury travellers from around the world, we are delighted to cooperate with LUX* Resorts and Hotels. Together, we are going to start a new chapter in the history of tourism and hospitality in the legendary region of Greater Shangri-La. We are proud today to be opening LUX* Lijiang, the first step in what is intended to become one of the great journeys of the world.”

To mark the occasion, Yulong Tourism Corporation called upon the renowned Master Calligrapher He Zhigang to illustrate this memorable moment. His graceful brush proceeded to depict the alliance between Yulong Tourism Corporation and LUX* Resorts and Hotels. From the Mountain to the Sea, working together and holding hands towards success and prosperity.

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LUX* Resorts & Hotels is a collection of premium resorts & hotels promising a differentiated approach to luxury, that is spontaneous and authentic. The resorts and hotels are conceived to Inspire, Surprise & Delight guests, by offering a distinctive and imaginative lifestyle vacation experience, where guests can celebrate life and enjoy light living.

The resorts and hotels in the LUX* portfolio are LUX* Belle Mare, Mauritius; LUX* Le Morne, Mauritius; LUX* Grand Gaube, Mauritius; LUX* Maldives, LUX* Ile de la Réunion, LUX* Lijiang China and soon LUX* Al Zorah, U.A.E.

LUX* Resorts & Hotels are places where each moment matters. It's where the ordinary is done extraordinarily. It's a rest from which you return, both invigorated and inspired. Clear rather than cluttered, free rather than formal, spontaneous rather than predictable, LUX* Resorts & Hotels are simpler and fresher, lightening, brightening and heightening the resorts & hotels concept.

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.