

## LUX\* Resorts & Hotels wins a “L’Echo Touristique” Trophy for Innovation



LUX\* Resorts & Hotels won the prize for the best *Animation Point de Vente* (sales point activity) during the 2014 *Trophées de l’Innovation* award ceremony, organised by the French travel agency, L’Echo Touristique, and held at the head office of Google France on 26 June 2014.

The Innovation Awards go to tourism sector professionals who have shown creativity and innovation in sectors such as the hotel business, guest service and air transport. LUX\* Resorts Hotels was able to demonstrate that innovation is embedded in its DNA and strategy, and stood out in the *Animation Point de Vente* category with its *Kit Vitrine* concept. The Kit Vitrine displays the LUX\* concept in a fun way in providing its travel agents with an attractive sales décor. It enables the agencies to deck their offices in the colours of LUX\* Resorts & Hotels with a dramatic display of Good Reasons to choose a LUX\* hotel through visual material giving guests a foretaste of what they will experience at the resorts. The Secret Bar is represented by a trunk, the Herb Garden by small pots containing kitchen herbs and home-made ICI treats by jars filled with sweets recalling childhood favourites.

LUX\* Resorts & Hotels was short-listed by a jury of industry professionals including Thomas Desplanques (Director of the IFTM / Top Résa tourism trade fair), Christian Mantei (Director-General of the national French tourism agency, Atout France) and Marc Lolivier, Director-General of Fevad (French e-commerce federation). Tourism professionals then made the final selections.

The kit aims to give guests a foretaste of the LUX\* concept in their own travel agencies so that they are inspired to book a holiday with LUX\* Resorts & Hotels.

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

The Resorts & Hotels 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.

LUX\* Resorts & Hotels is a place 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 and Hotels are simpler and fresher, lightening, brightening and heightening the resort concept.

LUX\* Resorts 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.