

LUX* RESORTS & HOTELS DAZZLE LONDON AT SUCCESSFUL TRADE EVENT

On 15 October 2014, LUX* Resorts & Hotels dazzled and delighted various members of the travel trade industry, at their annual Road Show, held at London's Science Museum, an event designed to share their latest news in style.

As the Champagne flowed and canapés were enjoyed, LUX* Resorts & Hotels updated the crowd with their latest openings and developments, including the opening of LUX* Lijiang, their first property in China and the reopening of LUX* Belle Mare, Mauritius after a complete renovation. Various UK tour operators and travel agents in attendance were able to tour the room, visiting different stations and General Manager's, each representing a LUX* property. Each General Manager was able to provide guests with a taste of their respective hotel, as well as update them with the latest news and upcoming developments.

At the [LUX* Belle Mare](#) station, Pascal Bertrand, Regional General Manager in Mauritius, showcased the group's flagship property which reopened in September, following the exciting transformation by award-winning design queen, Kelly Hoppen. Now boasting a complete inventory of private villas, rooms and suites, the guest accommodations at LUX* Belle Mare are unlike anything else available in Mauritius. The resort also features an Ibiza style Beach Club, Beach Rouge, innovative landscape gardens, courtesy of Stephen Woodhams, a stunning spa featuring the famous LUX* Me wellness concept and a host of top quality cuisine options, including main restaurant M.I.X.E. complete with live, international cooking stations.

Dominik Ruhl, Regional Director Middle East, Maldives and Western China was also present to discuss LUX* Tea Horse Road as the cornerstone of the group's expansion in China. [LUX* Lijiang](#) is located at the heart of the Ancient Town of Lijiang, a UNESCO World Heritage Site. Whilst situated on the other side of the world from the Indian Ocean properties, LUX* Lijiang perfectly represents the LUX* brand, which focuses on 'lighter, brighter luxury', whilst paying homage to its surroundings. Guests can embark on a treasure hunt around the ancient town, experience an authentic tea ceremony in the Tea House, pick up local Naxi cooking skills in the hotels Herb Garden, or make free international calls at the vintage telephone displayed in the library to name a few.

During the evening, Julian Hagger, Chief Sales and Marketing Officer of LUX* Resorts & Hotels shared updates on the brands evolution and announced the latest management contract acquisition in the United Arab Emirates, LUX* Al Zorah, designed by Jean-Michel Gathy, set to open in 2016.

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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, UAE.

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.