
LUX* BELLE MARE AWARDED ‘BEST OVERSEAS HOTEL’ AT SHANGHAI ANNUAL BEST D.E.S.I.G.N. HOTELS AWARDS

During what is known as The Bund Magazine’s most established annual event in Shanghai, Best D.E.S.I.G.N. Hotels Awards has awarded LUX* Belle Mare - Mauritius as ‘Best Overseas Hotel 2014’.

With a circulation of over 800,000 copies daily, The Bund Magazine is regarded as one of the top lifestyle publications in China. It has successfully set the D.E.S.I.G.N. Hotels Awards as one of the most prestigious platforms for hoteliers to meet and discuss the ever-changing hospitality trends as well as recognise national and international hotel brands which pioneer the essence of the award.

Prior to the Award Ceremony, a variety of hoteliers and industry experts gathered in occasion of the 6th International DESIGN Hotel Forum discussing ‘From Made-in-China to Designed-by-China’. Analysis of new media, trends and what is defined as the modern guest experience were just some of the 8 panel discussions conducted during the forum.

LUX* Resorts & Hotels’s Regional Director, Dominik Ruhl joined the panel ‘Breaking through the predicament and overcoming barriers’ and shared how the innovative “Lighter.Brighter.” approach of LUX* Resorts & Hotels overcame the initial resistance of the travel industry and successfully won the trust of both trade and public. “I am honored to speak on behalf of LUX* Resorts & Hotels to such a prestigious panel of experts’ commented Dominik Ruhl ‘and equally proud to have LUX* Belle Mare recognised not only for its striking design but also for its the winning service culture’.

Heralding the beginning of a new era for the island of Mauritius, the flagship property of LUX* Resorts & Hotels, LUX* Belle Mare has set itself as the definite place to be in this incredible destination. Recognised by D.E.S.I.G.N. Hotel Awards for its outstanding design and innovative approach of a lighter luxury, LUX* Belle Mare proudly carries the unique signature of design queen Kelly Hoppen on what is a real beach home away from home.

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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 LUX* Al Zorah UAE (2016).

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.