

**LUX* Hotels & Resorts announces LUX* Tie Xin,
a new experience that caters to the modern Chinese Traveller
and taps into a \$429-billion dollar market**

LUX* Hotels & Resorts is recognised for its ability to conceive new experiences that keep up with global consumer trends. These concepts, in turn, create unforgettable moments for their guests while simultaneously turning the industry on its head. Their latest endeavour is [LUX* Tie Xin](#), the Mandarin for “close to one’s heart.” The group’s adaptation of the idiom, “Tie Xin” gave forth to a well-thought-out, customised, guest-centric hotel experience designed to meet the needs and demands of the Chinese Traveller.

From the very moment guests book their stay to their departure, LUX* Tie Xin ensures a seamless stay. The concept was designed with Chinese culture, customs, and habits in mind. To facilitate understanding the concept, LUX* created an experience [video](#) on the Chinese version of its website.

“Increasingly savvy and sophisticated, today’s globe-hopping Chinese travellers are out-shopping, out-eating, and outspending every other nation. LUX* Tie Xin caters to this rising tide of travellers. Our aim is to create the most seamless travel experience by taking down language barriers, digitizing the hotel experience, and providing a home-away-from-home feel,” explains, Julian Hagger, Chief Sales & Marketing Officer.

Prior to their arrival, Chinese guests are sent a WeChat QR code. Our Chinese-speaking team members establish a first contact and introduce the WeChat Concierge service, should guests need anything during their stay. During their stay, guests have access to daily Chinese newspapers and magazines, TV channels and movies, a shelf full of books in the Wanderlust Library, Chinese board games such as Mahjong and Chinese chess, an interactive Asian dining corner, a minibar filled with popular Chinese snacks, a tea set in each room, and Chinese speaking team members. All written copy is translated into Mandarin to facilitate the travel experience. LUX* Tie Xin takes into account the fact that the modern Chinese travellers come from a smartphone-addicted generation.

“At LUX*, you won’t see the flag-following Chinese tour groups. Instead, you have what is called FITs. Free, independent travellers. They are using the internet to plan trips, book hotel stays and of course, capture shots of their travels. This is the market we are tapping into,” adds Julian Hagger.

Ultimately, LUX* Tie Xin serves to make Chinese guests feel both at ease and at home at LUX*.

LUX* is present in Mauritius, Reunion Island, Maldives and Turkey, with two properties in China—LUX* Tea Horse Road Lijiang and LUX* Tea Horse Road Benzilan.

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LUX* Resorts & Hotels helps people to celebrate life by delivering consistently on the promise of a different kind of Luxury; hospitality that is Lighter.Brighter. LUX* stages exceptional experiences in different locales – whether on the Beach, in the City or in Nature – by banishing thoughtless patterns and being more simple, fresh and sensory.

The resorts and hotels in the LUX* portfolio include LUX* Belle Mare, Mauritius , LUX* Le Morne Mauritius, LUX* Grand Gaube, Mauritius; LUX* South Ari Atoll, Maldives; LUX* Saint Gilles, Reunion Island, LUX* Tea Horse Road Lijiang, Yunnan Province, China, LUX* Tea Horse Road Benzilan, Yunnan Province, China, and LUX* Bodrum, Turkey.

Other new properties in the pipeline and opening soon LUX* Al Zorah, United Arab Emirates; LUX* North Male Atoll, Maldives; LUX* Tuscany Italy, LUX* Dianshan Lake, Suzhou, China, LUX* Phu Quoc, Vietnam, and LUX* Luxe Lakes, Chengdu, China.

LUX* Resorts & Hotels is a member of Lux Island Resorts Co Ltd, which is listed on the Stock Exchange Market of Mauritius and is an affiliate member of IBL, a major economic player in the Indian Ocean, leader of the "Top 100" Mauritian companies. IBL is active in key sectors of the Mauritian economy, representing a portfolio of approximately 300 subsidiaries and associated companies.

Other properties managed by LUX* Resorts & Hotels are Tamassa, Bel Ombre, Mauritius; Merville Beach, Grand Baie, Mauritius and Hôtel Le Récif, Réunion Island, as well Ile des Deux Cocos, Mauritius, a private paradise island.

100% CARBON FREE HOLIDAYS AT LUX* RESORTS & HOTELS

LUX* Resorts & Hotels strongly believes in sustainable tourism development, and has embarked in a journey towards a carbon clean future through its project "Tread Lightly". Tread Lightly is offsetting 100% of the carbon emissions emitted during guests stay. The carbon offsetting contribution is used to support various offsetting projects in developing countries within the regions where LUX* is operating. To learn more about the LUX* Tread Lightly €1 per day voluntary participation carbon-offsetting fee, please visit www.luxtreadlightly.com
