

LUX* SOUTH ARI ATOLL ANNOUNCES EXCLUSIVE OFFER TO CELEBRATE ITS ANNUAL UNDERWATER FESTIVAL

When it comes to getting up-close to Earth's aquatic life, the Maldives, with its 1,000 pearlescent coral islands and ring shaped coral reefs, are somewhat of a front-row seat. The coveted week-long Underwater Festival, held on the islet of Dhidhoofinolhu at LUX* South Ari Atoll, is a chance to meet the world's leading conservationists and researchers, discover the most beautiful dive spots, the history of diving, underwater drone photography, and above all, learn about what measures are being taken globally to raise awareness, protect earth's largest mammals, and conserve our reefs.

From the 16th to the 22nd of September, the days at LUX* South Ari Atoll will be packed with hands-on workshops, open-air film screenings, talks, conferences, and lots of dives. The goal is to gather like-minded travellers, marine specialists, divers, activists, and those passionate about the marine world to share their knowledge and experience. The popular festival draws industry household names including Diving legend, project AWARE founder and CEO of PADI, Dr Drew Richardson.

Considered one of the foremost diving specialists of his generation, American, Dr. Drew Richardson was inducted into the International Scuba Diving Hall of Fame in 2008 and has utilised his credentials in marine science to spearhead innovative dive programs throughout the world. With 40 plus years spent working in water safety and diver education, he has made over 5,000 dives across all continents including Antarctica. An avid conservationist and marine specialist, Dr. Richardson states that "With plastic, pollution, and overfishing, there are many issues to address, but it's not too late, we can reverse some of the damage that has been done by working together to conserve and protect marine resources."

In addition to the exciting schedule, guests may experience the magic of LUX* South Ari Atoll. Its eight exquisite eateries, five bars, and Reasons to Go make it a happening place. The resort, with its 193 stylish villas set on an immaculate beach and on stilts, is an all-time supporter of marine conservation: it houses a state-of-the-art PADI Dive Center and its very own Marine Biology Center.

To celebrate this year's Underwater Festival, the luxury hotel brand is offering its guests an Underwater Festival Special Offer: *bookings for seven nights during the festival will receive a 10% discount on Beach Categories, 20% discount on Over Water accommodation and a 20% discount on all beginner-level diving courses, LUX* ME spa treatments, food and beverages. Click [here](#) to book your stay with us .*

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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, LUX* Luxe Lakes, Chengdu, China. And LUX* Wolong Chengdu, China

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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 on 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