
LUX* RESORTS & HOTELS SPEARHEADS ECO-TOURISM INITIATIVES IN MALDIVES

LUX* Resorts & Hotels is set to significantly boost its green footprint, Travel Gold Life and Green Globe certifications with further sustainable tourism developments announced in the Maldives, following their Australian Roadshow 9-20 July. The new initiatives build on the brand's global [Tread Lightly program](#) which targets a carbon neutral footprint through renewable energy projects including carbon offsetting, water saving devices, energy management systems, LED light retrofits, locally sourced water with in-house bottling, towel and linen reuse, paper reduction technology and more. Flagship resort [LUX* South Ari Atoll](#) will lead the new initiatives, followed by the launch of [LUX* North Male Atoll](#) in early 2019 through:

Energy Saving Solar

New technology harnessing solar energy using photovoltaic panels will be installed on accommodation within the resort and on a platform in the lagoon. This unique Hybrid power generation technology reduces diesel generator consumption, while guests can follow the plants performance and comparative carbon footprint reduction live on TV.

LUX* Underwater Festival

A week-long celebration of marine conservation, underwater photography, workshops and scuba diving with PADI dive experts and Project AWARE founder, Dr. Drew Richardson will be held at LUX* South Ari Atoll 16-22 September. Ideal for marine lovers the festival includes dive excursions with top experts, a chance to try the latest underwater tech and education on what measures are being taken and how to protect our marine life and waters.

Resident Marine Biologist

With global warming, the preservation of the Maldivian reefs has become more important than ever. LUX* resident Marine Biologist Mark McMillan is leading coral regeneration in the region in partnership with other marine conservation groups, participating in debris and ghost net cleanup along with plastic free initiatives. From June 2018 all plastic straws have also been banned at LUX* properties as part of their commitment to protecting the environment.

Fish Houses

There's something fishy going on at LUX* South Ari Atoll and guests love it. Fish Houses using old recycled bath tubs have been designed and set down on nearby reefs to attract a variety of species to the area and to encourage inhabitation by our finny friends.

Island Cruisers

For a fun, healthy and more environmentally friendly form of transport, red Island Beach Cruiser electric bicycles have been introduced across the island.

Orchid Nursery

A peaceful oasis of tranquility has been created by resident horticulturalists at LUX* South Ari Atoll. Be taken on a tour along the winding paths and herb gardens, to discover over seven varieties of orchids that have been nursed there.

Wellbeing Expert Led Workshops

LUX* resorts continue to build on the success of their creative expert-led workshops, designed to boost guest health and wellbeing. Every month leading specialists from around the world host a range of workshops from marine conservation to stargazing, photography to nutrition and yoga, sharing their unique knowledge and skills with guests.

LUX* North Male Atoll launching January 2019

LUX* Resorts sustainable tourism philosophy and Tread lightly program will be mirrored at the new launch LUX* North Male Atoll opening January 2019. This all-inclusive resort features stand-out luxury and a fresh perspective on the landscape thanks to 67 penthouse villas, each a minimum of 350sqm. Traditional thatched-roofs have been replaced by white washed double story designs featuring solar roof paneling, energy saving cooling systems, recycling systems to reduce waste and eco-friendly water heating systems. In fact, all hot water across the island will be generated solely by recycling water to create steam.

The best of conscious luxury, each villa features a private butler, pool and expansive rooftop Sky-Lounge, for indoor-outdoor living, along with world-renowned scuba diving, snorkeling and high-adrenaline sports available beyond the resort. Whether dining under the sea in the wall-to-wall aquarium at The Barium private dining room, chic Beach Rouge, or INTI with its Peruvian and Japanese cuisine, expect to see glass bottles, plastic straw free options and eco-friendly décor choices throughout.

Deepak Booneady, Regional Director of Sales and Marketing for LUX* Maldives resorts says: *'As one of the biggest resort island in the Maldives and a year-round destination for whale sharks, snorkeling and diving, LUX* South Ari Atoll aims to lead the way with eco-tourism and marine conservation work in our region. One of the many ways LUX* promises guests a lighter, brighter holiday experience that celebrates life, is through our commitment to good governance, social responsibility and respect for environmental standards.'*

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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

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

The eight LUX* Resorts & Hotels hotels in the Indian Ocean are now certified Green Globe. Green Globe is the first global certification and performance improvement specially designed for the travel and tourism industry.