

THE LUX COLLECTIVE

LUX* RESORTS & HOTELS AWARDED BEST WEBSITE 2018 AT THE TRAVEL D'OR AWARDS YESTERDAY NIGHT IN PARIS

LUX* Resorts & Hotels is delighted to have been honoured at the 11th edition of the Travel D'Or Awards held in Paris, yesterday night, having received the 2018 Best Website Award.

A great deal of time and effort has been invested in web developments and, for those involved, there's nothing like the satisfaction that comes from external recognition. LUX* has concentrated on evoking the brand's special atmosphere and personality through its digital platform to emphasise how its resorts and hotels provide holiday experiences that are exceptional.

Much of the LUX* team, not least the website developers, seeks to encourage online visits and engagement so that people can plan and book their next stay at LUX* with ease and inspiration. The user-friendly online platform makes access as easy from a phone as a desktop computer. Innovative features include a new dynamic booking engine which allows guests to book flights, stays and packages with help and guidance from live chat services in French, English, Russian and Chinese. There is also a payment gateway facilitating instant payments, a live social-media stream, guests' comments, explore future openings and much more.

"LUX*'s online distribution is at the core of our commercial strategy. I am extremely grateful to the web development team and online marketing team for all the efforts put into creating our award-winning website, and appreciative of our exceptional operational team for delivering consistently extraordinary guest experiences in each of our resorts," says Julian Hagger, Executive Vice President LUX* APAC Operations & Global S&M. "It's wonderful to see our team members' work, dedication and innovative ideas recognized in this way. It's this magic which enables us to convey through our website how each of our hotels is so very special."

The homepage now features an atmospheric video inviting guests into the LUX* world and get a sense of just how fantastic the look and feel of each LUX* property is, as well as links to each resort and hotel's landing pages. These display up-to-date images, social media news and feeds from 13 different review and travel websites such as Expedia, Booking.com, Agoda and Google. There are more than 360 videos of the rooms, suites and villas on all the resorts web pages.

For the last 11 years, The Travel D'Or have been rewarding the best communication activities and travel initiatives in the travel industry. The members of the selection committee are high-profile professionals able to identify and appreciate quality and creativity. The criteria for determining the winners include accessibility, referencing, the relevance of content, the originality of the strategy, aesthetics, graphic design and user-friendliness.

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The Lux Collective

The Lux Collective is a global hotel operator of own brands and managed properties: LUX*, SALT, Tamassa, SOCIO & Café LUX*. Other properties managed by The Lux Collective are Merville Beach, Grand Baie, Mauritius, Hotel Le Recif, Reunion Island, as well as Ile des Deux Cocos, Mauritius, a private paradise island. Successful hospitality experiences don't happen by accident they are created through hard work, passion and the collaboration of a lot of people with diverse skills. The Lux Collective work together with some of the most passionate and creative thinkers and doers. Together with their team members, stakeholders, vendors and partners they create and deliver some of the leading hospitality experiences in the world. The Lux Collective always puts people first and stays true to its values of being passionate, responsible and innovative in all that they do.

The Lux Collective 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.

About LUX* Resorts & Hotels

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 than our competitors.

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* North Male 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* Grand Baie, Mauritius; LUX* Resorts & Residences Al Zorah, United Arab Emirates; LUX* Tuscany Italy, LUX* Resorts & Residence La Baraquette, France, LUX* Phu Quoc, Vietnam; and LUX* Luxelakes, Chengdu, China.

About SALT

The Lux Collective created SALT in September 2018, connecting modern explorers with meaningful travel experiences. Spearheaded by hospitality visionary and CEO of The Lux Collective, Paul Jones, SALT introduces a new breed of hospitality for the culturally curious. Devoted to the wonder of all things local and sustainable, SALT resorts take guests to people – not just places. It reveals to guests the beating heart of destinations and their communities and gets them out there exploring it – the SALT way. Coming soon – Salt of Wolong, Sichuan, China (2020). An exciting boutique resort on the edge of the wild panda reserve.

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 the 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