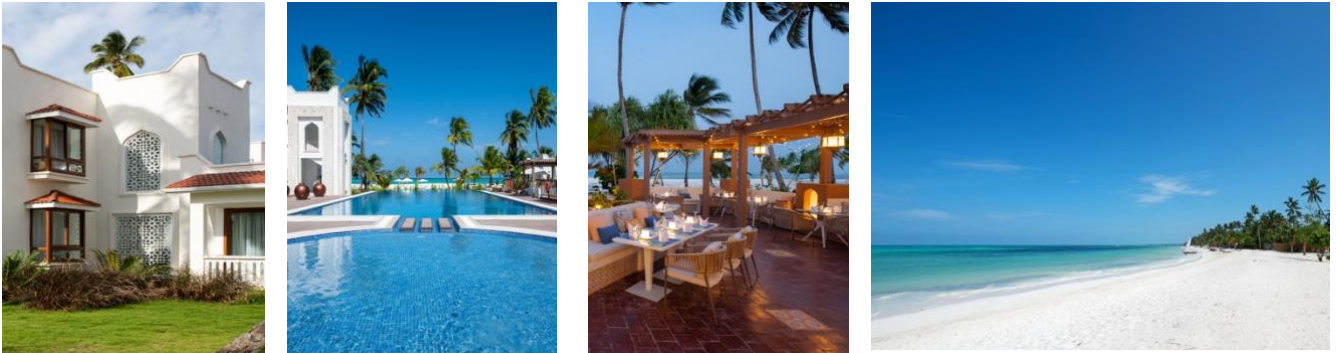


## The Lux Collective Signs The First Hotel Management Agreement in East Africa

Flying the LUX\* Flag in the New Destination of Zanzibar, Tanzania



(L-R): Modern Arabic-inspired architecture & design; Stylish pool overlooking the azure ocean; The Beach restaurant at sunset; A private pristine beach.

**Singapore, 4 July 2023 – Global hospitality group The Lux Collective and ZK Venture Company in Zanzibar have signed a hotel management agreement for the first LUX\* luxury resort in East Africa.** With the East African economies powering ahead, the Group's strategic entry into the new destination of Zanzibar in Tanzania will reinforce its brand presence in this important emerging market. **Set on a private pristine beach overlooking the Indian Ocean, the hotel has been meticulously prepared and has commenced its operations as LUX\* Marijani Zanzibar from 1 July 2023.**

**Mr Paul Jones, Chief Executive Officer of The Lux Collective** said, "We are privileged and excited to partner with the ZK Venture Company in Zanzibar to operate this five-star boutique beach resort, raising its luxury quotient and service to yet another level. This marks the start of our meaningful partnership in the region of East Africa where the tourism potential is limitless. We are confident that the partnership will elevate our flagship luxury brand LUX\* as we continue to expand our footprint globally."

**Ms Natasha Manji of ZK Venture Company** said, "We are delighted to be The Lux Collective's first strategic partner in East Africa. The Group's purpose *"We make each moment matter and care about what matters"* resonates with our own values. This like-minded partnership is a natural fit that promises opportunities for growth and success. We are truly inspired by LUX\*'s ethos of celebrating life through the "Life Extraordinary" experiences. Its exemplary standards deliver shining hospitality that is Lighter and Brighter. Collaborating with LUX\* to rebrand our luxurious resort, I envision LUX\* Marijani Zanzibar to become a gem in Zanzibar where the beauty of nature, distinctive culinary experiences and sustainable wellbeing journeys will be uniquely attractive. In addition, we will focus on environmental-conscious and local community uplifting initiatives to create a greener future for all."

**Positioned as a premier destination for sustainable luxury travel, LUX\* Marijani Zanzibar is located at Pwani Mchangani on the North-East coast.** With a private pristine beachfront and the Indian Ocean as the backdrop, the luxurious boutique resort is inspired by modern Arabic architecture and design. All 82 rooms and suites will provide elegant spacious comfort along with the warm personalised service that is a hallmark of LUX\*. An ideal destination for business, leisure and wedding, it will feature meeting and conference facilities, restaurants with international and local cuisine, a spa with tailored holistic wellbeing experiences, a pool and other amenities.

The hotel is about a one-hour drive from Abeid Amani Karume International Airport. For a purposeful stay steeped in rich cultural and heritage discoveries, guests can explore the UNESCO World Heritage Site Stone

Town, Old Fort Zanzibar, 19<sup>th</sup> Century Hamamni Persian Baths to Jozani Forest nature trail and Spice Farm tour that traces back to the historic spice trade.

Growing its global presence, The Lux Collective currently manages 17 operating resorts and hotels in Mauritius, Maldives, Ile de la Reunion, China and Tanzania with a total of 12 hotels in its current development pipeline in Asia and Middle East.

To discover Zanzibar and more about the resort, visit [LUX\\* Marijani Zanzibar](#).

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For the images, please click [here](#).

#### **About The Lux Collective**

[The Lux Collective](#) ("TLC") is a global luxury hotel operator headquartered in Singapore and manages brands [LUX\\*](#), [SALT](#), [TAMASSA](#), [SOCIO](#) and Café LUX\*. Other properties managed by TLC include Hotel Le Recif, Reunion Island and Ile des Deux Cocos, Mauritius, a private paradise island.

**At the heart of its purpose, TLC makes each moment matter and cares about what matters.** Putting people first is the core of TLC's culture as well as staying true to the values of being passionate, responsible and innovative in all that it does. By providing comfort through thoughtful and exquisite designs, TLC creates experiences that make each moment matter for all guests. It is committed to operating in a considered and respectful manner that is mindful of future generations.

Growing the global presence, TLC currently manages 17 operating resorts and hotels in Mauritius, Maldives, Ile de la Reunion, China and Tanzania, along with 12 more hotels in its development pipeline in Asia and Middle East.

An affiliate member of IBL, a major economic player in the Indian Ocean and a public-listed leader of the "Top 100" Mauritian companies, IBL is active in key sectors of the Mauritian economy, with a global portfolio of approximately 300 subsidiaries and associated companies.

#### **About LUX\***

[LUX\\*](#) 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 for the benefit of all our guests.

#### **Media Relations**

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