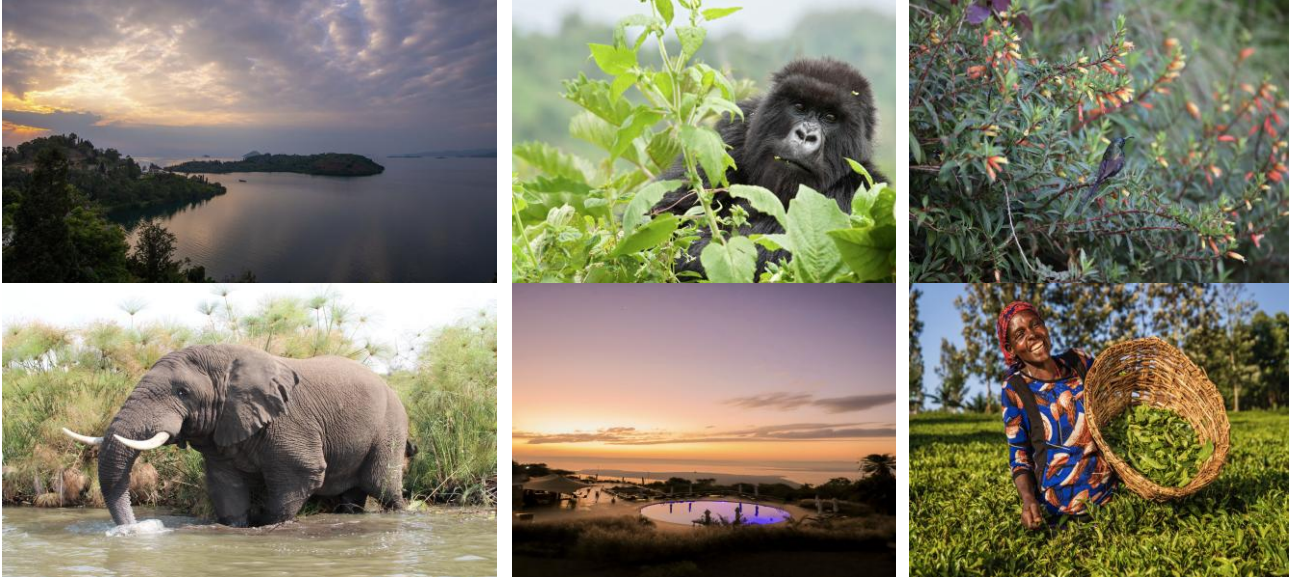


The Lux Collective Celebrates the Launch of LUX* Lake Kivu & SALT of Akagera in Rwanda



Captions (Clockwise from Top Left): LUX* Lake Kivu resort overlooking the scenic lake, Mountain gorilla of Rwanda, Birdwatching haven at Lake Kivu, Coffee plantation, Sunset at SALT of Akagera, Elephants at Akagera National Park.

Mauritius, 15 June 2026 – Award-winning global luxury hospitality operator The Lux Collective makes its debut in Rwanda with the launch of LUX* Lake Kivu and SALT of Akagera, the first two properties within the Group's landmark five-resort Rwanda Tourism Circuit. Set across the country's most iconic destinations, the openings introduce the internationally acclaimed LUX* and SALT brands - ushering in a new era of luxury hospitality shaped by regenerative tourism, immersive nature-led travel and cultural connection.

LUX* Lake Kivu - A Luxury Contemporary Lakeside Escape in Karongi

Located on the shores of scenic Lake Kivu in Rwanda's western region, LUX* Lake Kivu offers an intimate luxury retreat overlooking one of Africa's Great Lakes. Designed for slow travel, the 14-key resort combines contemporary hospitality, wellbeing and destination-inspired experiences. Framed by panoramic lake and hillside views, its suites and private villa provide calm restorative spaces to reconnect with nature.

Known as a premier birdwatching haven, guests can explore Lake Kivu through curated water experiences, wellness rituals and locally inspired dining, while discovering Rwanda beyond the property. Signature **LUX* Extraordinary Experiences** include **Napoleon Trek** with a guided dawn or dusk hike up Napoleon Island as thousands of fruit bats take one sweeping flight, while **The Island Run** features a relaxing private boat trip to Lake Kivu's surrounding isles including the popular Blue Monkey Island (home to vervet monkeys) and Swimming Cows Island. **The Gorilla Morning** is a full-day Volcanoes National Park excursion for rainforest trekking and close encounters with mountain gorilla families. **From Cherry to Cup** highlights Rwanda's renowned **coffee heritage** from plantation to tastings alongside local communities. Elevated culinary experiences at its international restaurant Cleo, lakeside destination dining Riva and Maison LUX* café & bar, complemented by **Sunrise Yoga Practice** and the **LUX* ME Spa**, complete the holistic approach to luxury contemporary travel.

Positioned within reach of Nyungwe Forest, Volcanoes National Park and the western tourism corridor, LUX* Lake Kivu serves as both a gateway to discovery and tranquil lakeside escape. Blending understated luxury with a strong sense of place, the resort reflects the LUX* brand's philosophy to immersive travel rooted in design, sustainability and wellbeing.

SALT of Akagera – A Purpose-Led Eco-Luxury Safari Retreat in Akagera National Park

Overlooking Lake Ihema within Akagera National Park, Rwanda's only Big Five reserve and Africa's celebrated conservation success story, SALT of Akagera introduces a luxury five-star eco-safari experience grounded in authenticity, simplicity and sustainability. The reimagined 60-key lodge is the

world's first SALT safari property, bringing the brand's humanistic hospitality approach to Rwanda's eastern savannahs.

Set amidst diverse ecosystems of lakes, wetlands, woodlands and savannahs rich in wildlife, SALT of Akagera offers a restorative wilderness retreat that fosters connections with nature, culture and place. Inspired by its surroundings, the design blends natural materials, earthy tones and locally crafted details to create a warm, intimate safari experience.

From wildlife encounters and guided safaris to locally inspired cuisine and wellness programming, the property encourages conscious travel. Seasonal menus draw on Rwanda's volcanic soil, lake fish, honey, coffee, fresh produce from nearby farms. A zero-waste, farm-to-table philosophy guides the culinary offering.

Signature **SALT experiences** include **Root to Table**, a dining journey tracing Rwanda's agricultural heritage from soil to plate, **Boma Nights** beneath the stars with open-fire cooking of regional flavours, and **Beyond the Gate** offering behind-the-scenes insight into **Akagera's conservation efforts as the largest protected wetland in central Africa**. Home to the Big Five, SALT of Akagera places conservation and local connection at the heart of the guest experience, delivering meaningful travel for the culturally curious.

Across both properties, Rwanda's culture and heritage are interwoven through local partnerships, artisan collaborations, community-led initiatives and responsible sourcing. Guided by strong ESG principles and The Lux Collective's Circle of Care framework, operations champion sustainable development via local procurement, conservation awareness and community uplift. At SALT of Akagera, **SALT Shakers** and **Skill Swap** connect guests with local communities, artisans and conservation efforts, fostering shared learning and cultural exchange.

The Lux Collective Chief Executive Officer Olivier Chavy said, "The launch of LUX* Lake Kivu and SALT of Akagera marks a significant milestone in our vision for Rwanda and expansion across Africa. Together with our partners, we are creating Rwanda's first world-class luxury tourism circuit, connecting distinct destination experiences while celebrating the country's unique identity and generating lasting value for communities. These openings reflect our commitment to regenerative tourism and to elevating Rwanda on the global luxury travel map."

Together, LUX* Lake Kivu and SALT of Akagera herald the next chapter of the ultra-luxury Rwanda Tourism Circuit, with three future developments planned for 2028 across Volcanoes National Park, Nyungwe National Park and Akagera National Park. Rooted in purposeful hospitality and destination-led experiences, the growing portfolio reflects The Lux Collective's passion to redefine sustainable luxury travel with impact across Africa and beyond.

Discover and book the Exclusive Launch Offer at [LUX* Lake Kivu](#) and [SALT of Akagera](#)

At **[LUX* Lake Kivu](#)**, guests enjoy daily breakfast, the signature LUX* welcome ritual, spa privileges and a curated afternoon tea or coffee experience per stay. At **[SALT of Akagera](#)**, the offer includes daily breakfast, the signature SALT welcome ritual, a relaxing afternoon tea or coffee experience per stay and room upgrade (subject to availability).

- Valid for new bookings from 15 June–15 September 2026, for stays between 15 June 2026–15 June 2027.
- Enquiries: LUX* Lake Kivu info@luxlakekivu.com | SALT of Akagera info@saltakagera.com.

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For photos, please click [here](#)

About The Lux Collective

[The Lux Collective](#) ("TLC") is a Mauritian-born global luxury hotel operator and manages brands [LUX*](#), [SALT](#), [TAMASSA](#), [SOCIO](#) and Café LUX*. 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.

Through its signature Groupwide sustainability project Tread Lightly, The Lux Collective promises an eco-conscious stay throughout its hotels. Its partnership with Altruistiq, a group of CO2 experts, focuses on the environmental footprint and ensures that emission sources are tracked using the highest international Science-Based standard.

Growing the global presence, TLC currently manages 14 operating resorts and hotels in Mauritius, Maldives, Ile de la Reunion, China, Tanzania and Rwanda, and with 18 more hotels in its development pipeline in Africa, Asia and the 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*

At [LUX*](#), time is luxury. LUX* helps people to celebrate life by delivering consistently on the promise of a different kind of luxury; In a world where a deeper sense of connection can be hard to reach, even on vacation, it enables guests to break from the ordinary. Staging exceptional experiences in different locales – whether on the Beach, in the City or in Nature, it transforms the everyday into the extraordinary through elevated service, contemporary spaces and crafted escapes to truly disconnect and relax - **with Life Extraordinary**.

About SALT

[SALT](#) is a humanistic approach to hospitality launched in November 2018, connecting modern explorers with meaningful travel experiences. It introduces a new breed of hospitality for the culturally curious. Devoted to the wonder of all things local and sustainable, SALT takes guests to people - not just places. Unveiling the heartbeat of destinations and their communities, it gets them out there exploring – the SALT way.

Media Relations

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