

LUX* South Ari Atoll Welcomes The Year Of The Snake With Festive Celebrations In The Maldives



The Maldives, 21 November 2024 –The well-loved resort of The Lux Collective hospitality group - [LUX* South Ari Atoll](#) will usher in the Year of the Snake with a vibrant Chinese New Year celebration, featuring curated cultural experiences, family-friendly activities and dining events. The resort blends traditional festivities with luxury comfort, offering guests a unique way to welcome the Lunar New Year amidst paradise.

Voted by [Condé Nast Traveller's 2024 Readers' Choice Awards](#) - Best Resorts In The World for Indian Ocean in the top 5 ranking, LUX* South Ari Atoll is also recently named Best for Families in the Africa, Asia and Middle East regions at the [2025 Condé Nast Johansens Awards for Excellence](#).

Auspicious Experiences and Festive Dining

The festivities begin on 28 January with a Dim Sum Making Workshop at [East Market](#), where guests can learn the art of dim sum preparation, from ingredient selection to steaming techniques. Throughout the day, hands-on cultural activities, such as chopstick painting, red envelope crafting, and peach blossom art at the Junk Art Studio, invite families to explore Chinese heritage in an engaging setting.

On Lunar New Year's Eve, a Gala Dinner at East Market showcases an exquisite menu with flavours of the season. The evening will be filled with lively ambience, allowing guests to indulge in dishes that symbolise prosperity and good fortune.

Wellness and Rejuvenation

For those looking to unwind and refresh, the resort's [LUX* ME Spa](#) presents the "Out with the Old, In with the New" 90-minute spa package, available from 29 January to 5 February. This special treatment combines a body scrub with a customised massage, providing guests with a revitalising start to the New Year. Additionally, a New Moon Yoga session will be held at East Point Beach, offering an opportunity to align mind and body as the new lunar cycle begins.

Family Festivities

On 29 January, the God of Wealth will visit East Market and MIXE during breakfast, delighting guests with golden chocolate coins and well-wishes for the year ahead. Families can join the Spring Couplets Writing workshop, adding personal touches of creativity and joy for the coming year. For an evening of relaxation, guests are invited to enjoy an outdoor film experience at Senses Beach, complete with stunning ocean views.

A Celebration of Togetherness

Guests can enjoy bonding in the spacious selection of one- or two-bedroom beach and overwater villas, each designed to blend luxury with the natural beauty of the Maldives. Whether they prefer the gentle



rhythm of waves in an overwater villa or a tranquil retreat on the sandy shores, all [accommodations](#) offer a serene setting to celebrate the the Lunar New Year holiday.

For more information and to make reservations, please visit www.luxresorts.com, contact stay@luxmaldivesresort.com, or call +960 668 0901.

Click [here](#) to view the programme.

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High-resolution photos can be downloaded at [the link](#).

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*.

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 18 operating resorts and hotels in Mauritius, Maldives, Ile de la Reunion, China and Tanzania, and with 13 more hotels in its development pipeline in 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*

[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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