

Escape To Maldives This Festive Season With LUX South Ari Atoll*



The Maldives, 26 August 2024 – The most magical time of the year becomes more enchanting when celebrated beneath the starry skies of the Maldives, with thoughtfully curated festive events. Guests are invited to immerse in Maldivian hospitality, indulging in beachfront feasts, creative children’s activities, and vibrant culinary and musical celebrations. From 22 December 2024 to 7 January 2025, [LUX* South Ari Atoll](#) offers a [myriad of programmes](#) to create unforgettable memories.

"Our resort is the ultimate destination for the festive season, combining the beauty of tropical island surroundings with a variety of special events," says John Rogers, General Manager, LUX* South Ari Atoll. "Recently named the Best Resort for Families in the Maldives by Travel + Leisure Luxury Awards Asia Pacific 2024, extraordinary experiences have been designed to suit every guest, whether they are looking to soak in the festive spirit, unwind with a spa day, or embark on an underwater adventure. Guests are invited to celebrate the season – the LUX* way."

Expert-Led Workshops

The resort will welcome four distinguished experts who will offer workshops to enrich guest experiences. **Painter, Hussain Ihfal Ahmed, known as "Iphpha,"** will showcase his acclaimed coffee paintings and impressionist works, drawing inspiration from nature. **Makers Space, an enigmatic artist from Japan,** will introduce guests to distinctive pixelated art style, transforming familiar scenes into vibrant new realities. **Jeannine Platz, a versatile artist from Hamburg,** will blend her dynamic harbour paintings with performance art, captivating audiences with expressive calligraphy and painting. Additionally, **Jochen Schöps, a German volleyball champion,** will lead daily workshops, providing guests with a rare opportunity to train with an Olympic athlete.

Festive Highlights

Dining highlights begin with canapés, bubbly and festive cocktails as carols fill the air at an elegant Christmas Tree Lighting Ceremony on 22 December. MIXE and East Market will be the venues for indulgent Christmas Eve Dinner where international buffet is served in an atmosphere of conviviality, followed by a Christmas Eve Party at Beach Rouge. The big day itself is marked in warm Maldivian style with a Christmas Day Roast. Guests will also enjoy a feast of local flavours and entertainment at MIXE Maldivian Night on 26 December. As the New Year approaches,

excitement builds with the New Year's Eve Gala Dinner at MIXE and East Market, before guests head to Senses for the Year-end Countdown Party featuring live entertainment, and a spectacular fireworks display to welcome 2025.

Kids' Festive Fun

Children will be captivated by a holiday season filled with surprises. From gingerbread house decorating to writing letters to Santa, little ones' imaginations will run wild with festive creativity. Santa himself will make a special appearance on Christmas morning, arriving on the beach with a sack of gifts for every young guest. Beach games, treasure hunts and outdoor movie nights ensure endless fun.

Sun, Sea, and Spa

Guests can create their ideal holiday with a blend of festive celebrations and serene island activities. Daily wellness sessions, including floating yoga and facial workshops, offer relaxation, while the stunning marine life of the Maldives can be explored through guided diving and snorkelling excursions. For those seeking to unwind, the spa offers exclusive festive packages designed to rejuvenate and refresh, ensuring guests feel their best.

Beachfront and Overwater Accommodation

With 10 room categories to choose – from a chic bungalow for lazy mornings, an overwater villa for ultimate privacy, or a pavilion with direct beach access for beachside lounging, there is something to suit both couples and families - for that ideal getaway.

View the Festive programme [here](#).

For booking, please visit www.luxresorts.com, contact stay@luxmaldivesresort.com, or call +960 668 0901.

- END-

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

The Maldives: Ilu Bhatia, LUX* South Ari Atoll Marketing & PR Manager, +960 668 0901, vaninthorn.bhatia@luxmaldivesresort.com



Global: Renee Lim, The Lux Collective, Vice President PR & Corporate Communications, +65 9680 5233, renee.lim@theluxcollective.com