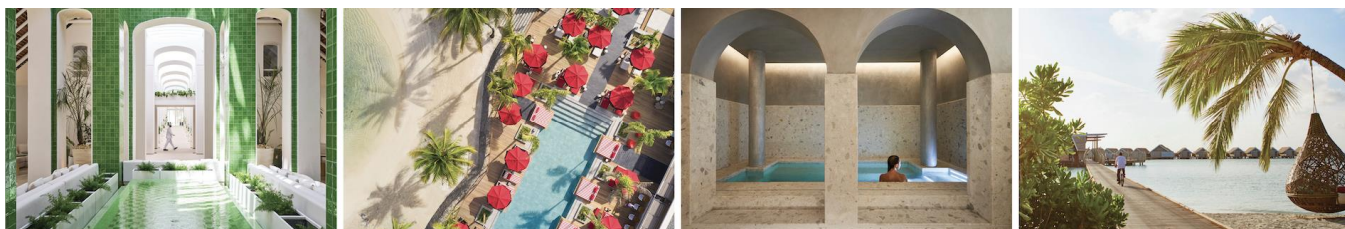


Luxury Resort Operator The Lux Collective Shines With Nine Forbes Travel Guide 2025 Star Awards

With four coveted Five-Star ratings across its resorts in Mauritius and the Maldives



Photos (L-R): LUX* Belle Mare, Mauritius; LUX* Grand Baie, Mauritius with its sophisticated LUX* ME Spa; LUX* South Ari Atoll, Maldives

Mauritius, 13 February 2025 – **The Lux Collective**'s portfolio of resorts and spas has once again been recognised amongst the best in the world by the **2025 Forbes Travel Guide**. Across the global hospitality group, The Lux Collective has been awarded nine prestigious Forbes Travel Guide Star Awards, including four highly coveted Five-Star awards.

The reimagined **LUX* Belle Mare** and vibrant **LUX* South Ari Atoll** have emerged as Five-Star award winners for the second consecutive year, alongside the three-time winner - ultra-luxury flagship resort **LUX* Grand Baie** and its **LUX* ME Spa at LUX* Grand Baie**. At the same time, sister resorts and spas including **LUX* Le Morne**, **LUX* Grand Gaube**, **SALT of Palmar**, **LUX* ME Spa at LUX* Belle Mare** and **LUX* ME Spa at LUX* South Ari Atoll** have also secured distinguished Forbes Star-Rated accolades.

Forbes Travel Guide is the world-acclaimed authority on excellence in hospitality and the Five-Star rating is the hospitality industry's most prestigious recognition of quality. The rigorous process sees anonymous professional inspectors evaluate hotels based on up to 900 objective standards with an emphasis on service, experience and facilities. Wellness and sustainability are also factored into the final rating. These accolades have cemented The Lux Collective's reputation as a renowned global luxury resort operator of choice.

"We congratulate the team members and leadership across the portfolio of The Lux Collective resorts and spas for another year of outstanding service" said **Amanda Frasier, President Standards & Ratings, Forbes Travel Guide**. "In a year when the demand for more adventurous travel to eco-friendly destinations continues to dominate, the Group sets itself apart offering environmentally-conscious meaningful experiences without compromising luxury service."

"We are truly honoured to achieve nine prestigious Star Awards across our growing portfolio. These awards are testimonials to our unwavering commitment to deliver industry-leading service, as we curate Life Extraordinary experiences and make each moment matter in line with our brand promise. With a number of new exciting resorts set to open across the world these few years, we are thrilled to expand our Group's global footprints," said **Olivier Chavy, Chief Executive Officer of The Lux Collective**.

Leading the luxury frontier, **LUX* Grand Baie** is located in the north of Mauritius, on one of the island's best beaches. This boutique-style ultra-luxury resort, designed by Mauritian architect Jean-Francois Adam with UK celebrity designer Kelly Hoppen, offers a spectacular setting coupled with Extraordinary Experiences – from creative dining concepts to state-of-the-art wellness and fitness facilities. With wellbeing as a core DNA, **LUX* ME Spa at LUX* Grand Baie** spans across four levels with chic interiors, cutting-edge technology and ancient wellness wisdom from the East and West. It offers unique hydrothermal therapy experiences, eight spacious treatment rooms with high-tech beds and signature treatments. Additionally, LUX* ME Fitness offers the Indian Ocean's first outdoor rooftop wellness experience, Muscle Up on the Roof, featuring two 30-metre Olympic-standard running tracks.

Reopened in October 2023, **LUX* Belle Mare** is situated on the island's wild east coast, near the quaint village of Belle Mare. Located on one of the most impressive coastlines in the Indian Ocean, the resort features minimalist design, an iconic beach, a one-of-a-kind collection of Extraordinary Experiences and transformative wellness

journeys centred around the five elements at LUX* ME Spa. It offers innovative culinary experiences – from Amari by Vineet, headed up by the first Indian Michelin-starred Chef Vineet Bhatia to the much-loved Duck Laundry, offering modern Chinese dishes and authentic tasting menus.

LUX* South Ari Atoll in the Maldives features a variety of activities full of fun and modern soul, including gastronomic dining at any of the eight restaurants, adrenaline-rushing water sports, partaking in marine conservation to relaxing in the overwater villa. One of its newest accommodation offerings, the Romantic Beach Pool Villas are intimate thatched bungalows set moments away from a private shoreline. The resort is a romantic escape for honeymoons and sustainable weddings.

Curated for mindful luxury travellers, the serene beachfront resort **LUX* Le Morne** in Mauritius embodies contemporary tropical island lifestyle paired with immersive experiences. Situated at the foot of Le Morne mountain (UNESCO Heritage Site) and only 15 minutes from the Black River Gorges, it is within easy reach of some of the best hiking trails and with exclusive access to the most sought-after sunset spots and lagoons.

LUX* Grand Gaube is an eclectic lifestyle resort set on a secluded peninsula on the northern coast of Mauritius. Another work of art by British designer Kelly Hoppen and Mauritian architect Jean-François Adam, the property showcases everything the island has to offer - from two beaches, gourmet dining destinations, including the award-winning INTI Peruvian restaurant, to adventurous activities such as helicopter and seaplane rides.

At the colourful and design-inspired resort, **SALT of Palmar** is an adults-only beach paradise for solo and couple adventurers. Infusing modern explorers with meaningful travel experiences, it is the first Design Hotels' member in Mauritius. Guests are immersed in the heart of Mauritian life to connect directly with locals via the Skill Swap programme - inspired by the sustainability ethos to take guests to people, not just places.

These recognitions firmly position The Lux Collective at the forefront of the luxury hospitality industry, spotlighting the Group's passion as a global hospitality management company, which provides awe-inspiring travel experiences for today's discerning guests.

To discover exceptional experiences and for resort reservations, please visit the **LUX*** and **SALT** websites.

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For resorts' photos, please click [here](#)

LUX*

tamassa

salt

socio

THELUXCOLLECTIVE.COM

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 18 operating resorts and hotels in Mauritius, Maldives, Ile de la Reunion, China and Tanzania, and with 14 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; hospitality that is Lighter. Brighter. 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.

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