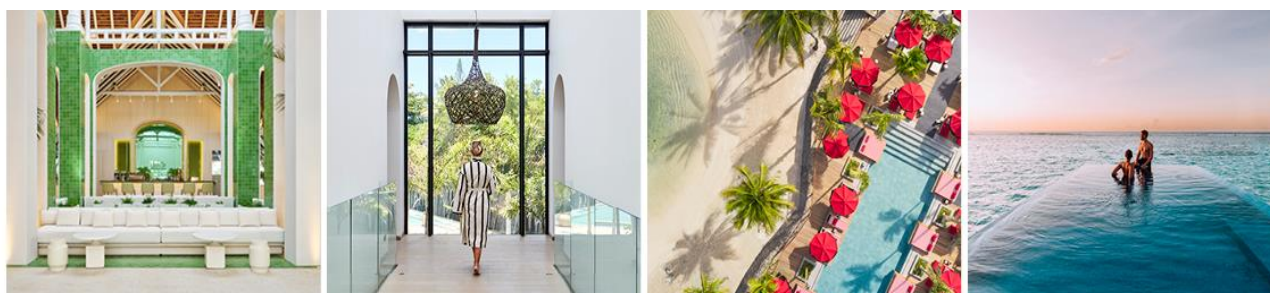


Premier Luxury Resort Operator The Lux Collective Awarded Nine Forbes Travel Guide 2024 Star Awards

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

Singapore, 7 February 2024 – **The Lux Collective** is delighted to announce that its portfolio of resorts and spas has once again been recognised amongst the best in the world by global rating experts in the 2024 Forbes Travel Guide. Across the hospitality group, The Lux Collective has been awarded nine prestigious Forbes Travel Guide Star Awards, including four highly coveted Five-Star awards.

The newly unveiled **LUX* Belle Mare** and **LUX* South Ari Atoll** have emerged as new Five-Star award winners, alongside the 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* Grand Gaube**, **LUX* Le Morne**, **SALT of Palmar**, **LUX* ME Spa at LUX* Belle Mare** and **LUX* ME Spa at LUX* South Ari Atoll** have secured the Four-Star accolade.

The Forbes Travel Guide is the world-acclaimed authority on excellence in hospitality and the Five-Star rating is considered 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, flawless experience and amazing facilities. These accolades have cemented The Lux Collective's established reputation as a renowned global luxury resort operator of choice.

"The Lux Collective continues to build upon its Star Rating success from last year, now with a collection of nine award-winning hotels and spas on our 2024 list," said **Amanda Frasier, Forbes Travel Guide's President of Ratings**. "Its staff demonstrates that when it comes to laid-back luxury service, without compromising the smallest details, the team delivers time and time again. Notably, we congratulate LUX* Grand Baie and its LUX* ME Spa, LUX* Belle Mare and LUX* South Ari Atoll for each earning the coveted Five-Star award for 2024."

"Given the undisputed prestige of the Forbes Travel Guide, we are honoured to achieve nine Star Awards across our growing portfolio. These awards demonstrate our unwavering commitment to consistently deliver industry-leading service, making Life Extraordinary and each moment matter in line with our brand promise. With several new resorts to open across the world in the next few years, we are excited to accelerate our Group's global expansion," said **Paul Jones CMG, Chief Executive Officer of The Lux Collective**.

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, iconic picture-perfect beach, a one-of-a-kind collection of Extraordinary Experiences and transformative wellness journeys centred around the five elements at LUX* ME Spa. Additionally, 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.

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 British designer Kelly Hoppen CBE, 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 DNA, **LUX* ME Spa at LUX* Grand Baie** spans four floors with chic interiors, cutting-edge technology and ancient wisdom from the East and

West. It offers unique hydrothermal therapy experiences and eight spacious treatment rooms with signature treatments and high-tech beds. In addition, LUX* ME Fitness offers the Indian Ocean's first-ever outdoor rooftop wellness experience, Muscle Up on the Roof, featuring two 30-metre Olympic-standard running tracks.

LUX* South Ari Atoll in the Maldives features a variety of activities full of fun and modern soul, including swimming alongside whale sharks, relaxing in overwater villas, dining at any of the eight restaurants and partaking in marine conservation. Unveiling its newest accommodation offering, 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.

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.

The serene beachfront resort **LUX* Le Morne** in Mauritius embodies contemporary tropical island lifestyle paired with immersive experiences - curated for mindful luxury travellers. 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 and trails, as well as boasting exclusive access to the most sought-after sunset spots and lagoons.

Infusing modern explorers with meaningful travel experiences, the first Design Hotels' member in Mauritius - **SALT of Palmar** is a chic adults-only paradise for solo and couple adventurers. 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, at this colourful and design-inspired resort.

These award wins firmly position The Lux Collective at the forefront of the luxury hospitality industry, spotlighting the Group's passion as a premier luxury resort operator which excels in providing inspiring travel experiences for guests across the world.

To discover exceptional experiences and for resort reservations, please visit the **LUX*** and **SALT** websites as well as the **social media** channels.

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

LUX*

tamassa

salt

socio



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 11 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.

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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