

The Lux Collective hosts Airtours Discovery Event to strengthen strategic partnerships with Europe's leading luxury tour operators



Clockwise from left: LUX Grand Gaube team with Chef Pedro from Inti and Alexandre Heidrich, Sales & Marketing Manager, Sabrage at LUX* Grand Baie; LUX* Belle Mare team with Sheila Malloo, General Manager, Chef Nancy and Nagesse Valadoo, Sales & Marketing Manager; LUX* Le Morne team with Ashok Bhugoo General Manager, Chef Saurabh and Chef Suksan.*

Mauritius, 10 October 2025 — Award-winning global hospitality group The Lux Collective recently hosted the Airtours Discovery Event in Mauritius at the Bisou Rooftop of LUX* Grand Baie. This exclusive gathering brought together 50 top-producing agency directors from the German-speaking markets, reinforcing the Group's long-standing partnership with Airtours, one of Europe's foremost luxury tour operators.

A strategic alliance in luxury travel

Since its inception, Airtours has been a benchmark for luxury travel across Europe, curating exceptional journeys for discerning travellers. By hosting this event in Mauritius, The Lux Collective not only reaffirmed its strategic alliance with Airtours but also demonstrated its commitment to further strengthening its presence within key European markets.

The event enabled senior leadership, together with the PR and Sales & Marketing teams of all LUX* properties in Mauritius, to engage closely with decision-makers shaping luxury travel demand. It was designed as both a networking platform and an experiential showcase highlighting the culinary expertise of each resort, to immerse them in the signature LUX* hospitality.

Showcasing the Mauritian LUX* properties through Taste

Renowned for its creative dining concepts, The Lux Collective embarked the partners on an exquisite culinary roadshow across its Mauritian resorts. Guests discovered diverse gastronomy of each different LUX* hotel and its signature restaurant, presented by its international team of talented chefs:

- Amari at LUX* Belle Mare - refined Indian cuisine designed by Michelin star Chef Vineet Bhatia, led by Chef Giandev Mungroo and Chef Mahabeer Singh
- INTI at LUX* Grand Gaube - authentic Peruvian flavours by Chef Pedro Burgos
- EAST at LUX* Le Morne - Thai-inspired delicacies by Chef Suksan Supprasert
- Ai KISU at LUX* Grand Baie - contemporary Asian dining by Chef Ram Rai

Reinforcing Mauritius as a preferred luxury destination

The event underscored The Lux Collective's mission to curate Life Extraordinary travel experiences rooted in creativity, authenticity and sustainability. With its distinctive portfolio of 18 resorts across the world, each of them is uniquely positioned yet unified by the shared vision and commitment for excellence. The Group continues to shine and lead the curve in luxury hospitality leadership in Mauritius, attracting luxury travellers from Europe to the vibrant island of Mauritius.

- End -

For photos, please click [here](#)

LUX*
RESORTS & HOTELS

tamassa

salt

socio



About Airtours

Since 2006, Airtours has been a brand of TUI Deutschland GmbH, a subsidiary of the TUI Group. Today, it stands among the leading luxury tour operators in Europe, with a portfolio of around 2,000 luxury hotels, 32 ships and 60 round trips worldwide. Airtours is primarily marketed across German-speaking countries, supported by 4,800 travel agencies and online channels.

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**.

Media Relations

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