

LUX* South Ari Atoll Kick-starts 2023 With A Community Donation Event



The Maldives, 17 January 2023 – LUX* South Ari Atoll, the renowned Maldivian resort of The Lux Collective, kicked off the year of 2023 by making wishes come true.

The Tree of Wishes ceremony is the long-living tradition of LUX* Resorts & Hotels, taking inspiration from temples in Japan and China, native American tribes, and even Yoko Ono's Wish Tree art installation. Open to all guests, the ceremony invites the participants to make a wish, write it on a colourful ribbon and tie it around a branch of the island's banyan tree. Once a year, during the festive season, one of the ribbons is picked at a lucky draw, gifting its owner with a free holiday at LUX* South Ari Atoll.

During the weekly wishing ceremony guests are also encouraged to make a voluntary donation to the resort's care fund. Every year the collated amount is donated to a local social responsibility organisation, allowing more precious wishes to come true. This year, the team of the Ministry of Gender, Social and Family services received a USD 20,000 fund for the needs of local children deprived of parental care.

At the official community donation event, LUX* South Ari Atoll welcomed the representatives of the Ministry: Hon. Aishath Mohamed Didi - the Minister of Gender, Family and Social Services as well as State Ministers Mr. Mohamed Shihab and Dr Abdul Malik.

Hon. Aishath Mohamed Didi commented, “This initiative is important to us not because of the fund received, but for what it symbolises. This is about taking care of the community. To date, we have almost 200 children under the age of 18 under the state care, and they need a lot of love, care, and attention.”

“Serving the community is as important to LUX* South Ari Atoll team as delivering the best service to our guests”, said John Rogers, General Manager of the resort. “We are proud to provide continual support to the Ministry of Gender, Social and Family services in its strive to provide equal opportunities to every citizen of the Maldives”.

With the ethos “We Make Each Moment Matter. We Care About What Matters.”, The Lux Collective is a hotel management company with passion for service. In the heart of its purpose, It is committed to operating in a considered, respectful manner, mindful of its contribution to future generations.

To learn more about our sustainability efforts and discover Extraordinary Experiences of LUX* South Ari Atoll, guests can book the stay at www.luxresorts.com, email the resort at stay@luxmaldivesresort.com, or call +960 668 0901.

- END-

About LUX* Resorts & Hotels

LUX* Resorts & Hotels 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 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*. Other properties managed by TLC include Hotel Le Recif, Reunion Island and Ile des Deux Cocos, Mauritius, a private paradise island.

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.

Growing the global presence, TLC currently manages 16 operating resorts and hotels in China, Maldives, Mauritius and Ile de la Reunion, and with 12 more hotels in its development pipeline in Europe, Asia and 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.

Media Relations

The Maldives: Anastasiya Babenko, LUX* South Ari Atoll Marketing & PR Manager, +960 668 0901, Anastasiya.babenko@luxmaldivesresort.com
Global: Renee Lim, The Lux Collective Vice President, PR & Corporate Communications, +65 6955 1540, renee.lim@theluxcollective.com