

The Lux Collective expands in the Middle East and appoints Christian Pertl as Chief Commercial Officer



Singapore, 5 October 2023 – With the progressive worldwide expansion, global hospitality management group [The Lux Collective](#) is pleased to announce its newly-established regional office in the Middle East along with the appointment of Christian Pertl as Chief Commercial Officer, based in Dubai.

Christian joins The Lux Collective with three decades of experience in the luxury hospitality industry. He is a well-respected branding and marketing expert, who consistently innovates with unique commercial and operational strategies that focus on total revenue optimisation.

Christian's distinguished career showcases his visionary leadership. A dedicated hotelier at heart, he has a deep passion for cultivating and nurturing teams. His advocacy for talent development underscores his unwavering commitment to promoting individual and organisational growth. His approach to change management and innovation has enabled him to transform teams and lead the expansion of renowned international hotel brands.

Prior to joining The Lux Collective, Christian was the Chief Commercial Officer at Cinnamon Hotels & Resorts, part of John Keells Holdings, a multi-billion-dollar diversified company listed on the Colombo stock exchange. He has also held senior executive roles at Hyatt International, Jumeirah and IHG.

In addition to a Business Diploma in Tourism & Hotel Management from Austria's College for Tourism and Hotel Management, Christian holds Master Certificates in Hospitality Management and Hotel Real Estate Investments & Asset Management from Cornell University.

Paul Jones, Chief Executive Officer of The Lux Collective said, "Christian has a proven track record in brand development across international hotel chains and success in driving financial growth for luxury lifestyle hotels. We are confident that under his leadership, The Lux Collective will continue to achieve greater heights as a leading world-class hospitality group."

Christian will strengthen the Group by focusing on awareness-driving strategies for its portfolio of brands across all channels, while empowering people and elevating the industry. He will also spearhead the launch of two properties opening in 2024 – LUX* Al Jabal and LUX* Al Bridi in Sharjah, UAE, cementing the brand's commitment and presence in this growing region.

"At The Lux Collective, passion is at the core of everything we do. Our global expansion and the award-winning properties we manage are a testament to the organisation's success. I look forward to contributing to the Group's vision of doubling the portfolio in five years and working with the team to create Extraordinary Experiences for all our guests worldwide in fulfilment of the Life Extraordinary brand promise. Exciting times lie ahead, and I am pleased to be a part of this journey," comments **Christian Pertl, Chief Commercial Officer of The Lux Collective**.

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.

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