

Guinness World Record for the Longest Underwater Kiss Sets New Mark at LUX* South Ari Atoll in the Maldives



The Maldives, 14 February 2023 – Global hospitality group [The Lux Collective's](#) well-loved [LUX* South Ari Atoll in the Maldives](#) is the official resort host of South African-based conservation couple, Beth Neale and Miles Cloutier, who break the Guinness World Record for the longest underwater kiss to mark the Valentine's Day 2023.

A mermaid at heart, Beth Neale is a 4-time South African freediving champion, conservation filmmaker, Pure Apnea Master freediving instructor and a qualified Professional Association of Diving Instructors (PADI) advanced scuba diver. Together with her husband, a renowned director Miles Cloutier, they took their love to new lengths, breaking the previous world record of 3 minutes 24 seconds 34 frames set in Italy in 2010. **Through sharing their underwater love story, they hope to inspire others to fall in love with the magic and wonders of the underwater world. The couple believes that oceans need all the love possible to safeguard them for the future generations.**

The new record of the longest underwater kiss of 4 minutes and 6 seconds took place on 4 February 2023, at LUX* South Ari Atoll, one of the largest resorts in the Maldives. The event was attended by the Guinness World Records Official Adjudicator Mr. Swapnil Dangarikar who confirmed the achievement. The record was celebrated with a champagne ceremony on the island, followed by a surprise greeting by Trans Maldivian Airlines for the couple on their way back home.

During the celebration of this great milestone, Beth shared, "Breaking a Guinness World Record for the longest underwater kiss at LUX* South Ari Atoll is a dream come true - it is the world's most romantic destination resort and the pinnacle of eco-conscious luxury. Surrounded by pristine ocean thriving with life, it is a true island paradise with no better destination to share our underwater love story!"

Miles enthused, "It is such a privilege to partner with The Lux Collective, which shares our goal of promoting

sustainability and ocean conservation. The infinity pool overlooking the ocean was the perfect location for this world record breaking kiss. We feel that Valentine's Day is the best time to share our new record, as it's a reflection of our love for the underwater world and for each other. And what better way to make the moment last than with a 4-minute kiss!"

John Rogers, General Manager of the resort, added, "Our heartiest congratulations to Beth and Miles! It is an honour to witness the achievement, and LUX* South Ari Atoll is proud to be associated with Guinness World Records and to be part of this award-winning moment."

This record showcases the Maldives as the ultimate romantic destination, and LUX* South Ari Atoll continues to be the top island resort for wedding and honeymoon travel as well as once-in-a-lifetime romantic getaways. Offering extraordinary experiences and surprises, this uniquely chic island offers the most inspiring eco-conscious luxury escapes for couples.

To learn more about romantic offers and extraordinary experiences of LUX* South Ari Atoll, visit www.luxresorts.com, email the resort at stay@luxmaldivesresort.com, or call +960 668 0901.

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To download images, please click [here](#).

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.

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