

23 January 2020

The Lux Collective Grows Presence in China with Two New Resorts

Singapore - The Lux Collective, headquartered in Singapore, continues to expand its presence along the ancient Tea Horse Road in Yunnan with the signing of two new hotels in Dali and Pu'er.

A reimagining of the ancient passageway which once stretched across nearly 1,400 miles from the tea-growing region of Pu'er to Lhasa, the almost 12,000 foot-high capital of Tibet, LUX* Tea Horse Road China is a unique collection of retreats along the mystical Tea Horse Road, where the journey is the destination.

LUX* Tea Horse Road Dali is nestled at the base of the majestic Cang Mountain range and offers commanding views of the famed Erhai Lake. The resort will house about 180 rooms and is walking distance from the Dali Ancient Town. Forming part of the premium Dali Yue Shan Hai project, which includes residential and retail facilities, LUX* Tea Horse Road Dali will open in the first quarter of 2021.

Strategically located at the starting point of the ancient trade route that spanned over 10,000 through west of Sichuan into southwest of Tibet, the 50-room **LUX* Tea Horse Road Pu'er** will open in the third quarter of 2021 and is part of a mixed-use complex that will also feature several amusement parks, natural hot spring, wellness club as well as high-end residential villas.



LUX Tea Horse Pu'er Project (artist's impression)*

Karen Lai, The Lux Collective's Senior Vice President – Global Business Development said, "The ancient tea trade route is an experiential journey that continues to intrigue visitors both domestically and internationally. We are very excited to enhance this experience further to complement our existing properties in Lijiang and Benzilan."

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ABOUT THE LUX COLLECTIVE

The Lux Collective is a global hotel operator headquartered in Singapore and manages brands LUX* Resorts & Hotels, SALT, Tamassa, SOCIO and Café LUX*. Other properties managed by The Lux Collective include Hotel Le Recif, Reunion Island as well as Ile des Deux Cocos, Mauritius, a private paradise island.

Successful hospitality experiences are created through hard work, passion and the collaboration of people with diverse skills. The Lux Collective work together with some of the most passionate and creative thinkers and doers. Together with their team members, stakeholders, vendors and partners, they create and deliver some of the leading hospitality experiences in the world. Putting people first is the core of their culture as well as staying true to its values of being passionate, responsible and innovative in all that they do. The Lux Collective make each moment matter and cares about what matters. By providing comfort through thoughtful and exquisite designs, they create experiences that make each moment matter for all guests.

The Lux Collective is committed to operating in a considered and respectful manner that is mindful of future generations.

An affiliate member of IBL, a major economic player in the Indian Ocean, and a leader of the “TOP 100” Mauritian companies, IBL is active in key sectors of the Mauritian economy, representing a portfolio of approximately 300 subsidiaries and associated companies.

The Lux Collective currently manages:

LUX* Resorts & Hotels

Mauritius: LUX* Grand Gaube Resort & Villas, LUX* Belle Mare Resort & Villas, LUX* Le Morne Resort and LUX* Grand Baie Resort & Residences (opening 2021)

Maldives: LUX* North Male Atoll Resort & Villas and LUX* South Ari Atoll Resort & Villas

Ile de la Reunion: LUX* Saint Gilles Resort

China: LUX* Tea Horse Road Lijiang, LUX* Tea Horse Road Benzilan, LUX* Tea Horse Road Dali (opening 2021), LUX* Tea Horse Road Pu'er (opening 2021), LUX* Zhuhai (opening 2022), LUX* Liyang (opening 2022) and LUX* Luxelakes, Chengdu (opening 2022)

Vietnam: LUX* Phu Quoc (opening 2021)

France: LUX* La Baraquette (opening 2022)

Italy: LUX* Tuscany (opening 2022)

SALT Resorts

Mauritius: SALT of Palmar

China: SALT of Wolong, Sichuan (opening 2022)

TAMASSA

Mauritius: Tamassa Bel Ombre

SOCIO

Mauritius: SOCIO Tribeca Central (opening 2021)

LUX*
RESORTS & HOTELS

tamassa

salt

socio



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