



SALT Resorts named Brand of the Year by Positive Luxury



London, 26 February 2020 | Last night saw progressive new hotel brand, [SALT Resorts](#), named Brand of the Year at the prestigious Positive Luxury Awards, which celebrates companies and individuals that are creating positive change around the world through ethical business practice.

SALT was recognised for pushing the boundaries of sustainable development through its first hotel project, [SALT of Palmar](#) in Mauritius, encouraging hospitality leaders to focus on long-term sustainable benefit rather than short term profit. SALT of Palmar was commended for having strong sustainability initiatives throughout all aspects of the business: from product design and supply chain - the hotel was designed in conjunction with local artisans and designers, and where possible every item from bedroom to kitchen is locally sourced - to ethical practices and local community engagement. The hotel is completely free of single-use plastics, buffets have been removed in order to reduce food waste, and community engagement has increased local employment opportunities and education in local schools.

"We are deeply honoured to receive the Brand of the Year Award," says Paul Jones, CEO of [The Lux Collective](#). *"It has been our mission to make SALT a force for good since we launched the brand in 2018. It is a very humbling experience for all of us to be recognised by the leaders at Positive Luxury, an authority and powerful voice in sustainability."*

Positive Luxury's CEO Diana Verde Nieto says *"SALT of Palmar immerses their guests in local life to help support artisans in the community, they have eliminated single-use plastic and they recycle and reuse as often as possible. SALT Resort's efforts to minimise their environmental and social impact make us proud to call them a member of the Positive Luxury community and present them with the Brand of the Year Award."*

SALT is a humanistic approach to hospitality created by hospitality trailblazers The Lux Collective in September 2018, connecting modern explorers with meaningful travel experiences. SALT introduces a new breed of hospitality for the culturally curious. Devoted to the wonder of all things local and sustainable, SALT Resorts take guests to people - not just places. It reveals to guests the beating heart of destinations and their communities and get them out there exploring it - the SALT way. The brand currently operates one property in Mauritius and future development is planned across the Indian Ocean, Asia, Africa and the Middle East.

Positive Luxury is the company behind the Butterfly Mark, which recognises a brand's actions across these key areas: governance, social and environmental frameworks, community impact and innovation. Positive Luxury evaluates brands through a comprehensive assessment process that is reviewed by their Sustainability Council of thought leaders, industry experts and institutional partners. When a brand passes the assessment process, they receive the Butterfly Mark, which visibly authenticates luxury brands that contribute to a better world.

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