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The Lux Collective and Lijiang Yulong Tourism Corporation Limited to Open Four New Retreats Along the Ancient Tea Horse Road in Yunnan



Majestic views from Baoshan Stone Town

Singapore – Luxury hospitality management group, The Lux Collective, together with Yunnan's largest tourism company, Lijiang Yulong Tourism Corporation Limited, continue to expand their presence in Yunnan's northwest province with the signing of four retreats along the legendary trade route, enhancing the experiential journey with the existing LUX* Tea Horse Road China properties in Lijiang and Benzilan.

A unique collection of retreats along the mystical Tea Horse Road where the journey is the destination, propelled by the conscious and curious attitude of travelers who want to get under the skin of a place, LUX* Tea Horse Road China reimagines the ancient route that once stretched across nearly 2,250 kilometres from the tea-growing region of Pu'er to Lhasa, the capital of the Tibet Autonomous Region at an altitude of nearly 3,700 metres.

The four additional retreats will complement the existing LUX* properties in Lijiang and Benzilan and are located in some of Yunnan's most picturesque locations in Jibeike, Sangushui, Daju Village and Baoshan Stone Town, all within 3 ½ hour drive from Lijiang.

LUX* Tea Horse Road Peach Valley

Tucked away in a valley of rolling hills and peach orchards, 2,642 metres above sea level, LUX* Tea Horse Road Peach Valley is a 17-room luxury boutique retreat in the heart of the

LUX*
RESORTS & HOTELS

tamassa

salt

SOCIO



small community that produces the largest snow peaches in the world. Blending chic design into the surrounding rustic farmland, this retreat wholeheartedly embraces slow living.

LUX* Tea Horse Road Stone Town

Baoshan Stone Town is a small remote village on a rocky cliff hanging over a river and the heart of *Naxi* culture. The six-room retreat with a cosy communal area offers striking views of the pale green river and majestic mountain peaks.

LUX* Tea Horse Road Sangushui

Located centrally in Sangushui village, this 15-room retreat offers a peek into one of the world's oldest living cultures, blending the traditional *Naxi* culture with contemporary flair, against the backdrop of one of the world's most breathtaking views.

LUX* Tea Horse Road Daju Village

This modern 18-room retreat is an invitation to mindful living while immersing deep in nature, the perfect prescription for hectic modern living. Surrounded by lush fields of grain and vegetables, the wild and beautiful Daju Village is the gateway to one of the world's deepest canyons.

"We are incredibly excited to extend our partnership with Lijiang Yulong Tourism Corporation Limited with the upcoming openings of these four retreats. We are confident that our strong collaboration will not only further enhance the group's presence along the ancient passageway but will also offer the culturally curious a once-in-a-lifetime transformational journey along the mystical trade route," said Karen Lai, The Lux Collective's Senior Vice President – Global Business Development.

The Peach Valley, Stone Town, Sangushui and Daju Village retreats are expected to open in September 2020. Two additional hotels, LUX* Tea Horse Road Dali and Pu'er, are anticipated to open in the first half of 2021, which will complete the most expansive experiential journey along the Tea Horse trade route, bringing the LUX* Tea Horse Road China's portfolio of hotels and retreats to eight in Yunnan.

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About The Lux Collective

The Lux Collective is a global hotel operator headquartered in Singapore and manages brands LUX* Resorts, 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 October 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 Peach Valley (opening 2020), LUX* Tea Horse Road Stone Town (opening 2020), LUX* Tea Horse Road Sangushui (opening 2020), LUX* Tea Horse Road Daju Village (opening 2020), LUX* LUX* Tea Horse Road Dali (opening 2021), LUX* Tea Horse Road Pu'er (opening 2021) and LUX* Luxelakes, Chengdu (opening 2022)

Vietnam: LUX* Phu Quoc (opening 2021)

France: LUX* La Baraquette (opening 2022)

SALT Resorts

Mauritius: SALT of Palmar

Tamassa

Mauritius: Tamassa Bel Ombre

SOCIO

Mauritius: SOCIO Tribeca Central (opening 2021)