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The Lux Collective Reaffirms the Group's Commitment to Responsible Tourism in UN Global Compact Leaders' Summit 2020

Mauritius - Chief Executive Officer of The Lux Collective, Paul Jones, participated in the recent annual United Nations Global Compact Leaders' Summit 2020 as a speaker on the Francophone Africa and Western Europe panel, which brought thousands of UN Global Compact Signatory leaders together to discuss ways in which businesses can support countries and communities to effect change in these unprecedented times.

With the hospitality industry impacted significantly by global borders closure, Paul addressed the impacts and initiatives that the group will take to emerge even stronger than before.

"At the start of the outbreak, we had one goal in mind, which was to ensure the health and safety of our guests and team members. Our hotels were amongst the last to close in Mauritius as the teams worked hard to ensure our guests departed the island safely," said Paul. "Singapore was one of the first countries to impose restrictions at the end of January and we were lucky to benefit from that first-hand knowledge, which enabled us to make timely decisions to put the necessary precautionary measures in place," he added.

Reopening hotels follow strict health and safety procedures to ensure the safety and wellbeing of all guests and team members. In addition to following strict protocols implemented by local health authorities as well as adhering to recommendations by respected government bodies, the group also launched a series of enhanced hygiene and sanitisation measures globally known as **Collective Care**.

Recently recognised by the World Travel and Tourism Council as a safe destination with regards to Covid-19, this welcomed news will boost confidence and provide Mauritius with a head start in tourism pick-up when borders reopen.

"We are taking this time to revisit our group's purpose. People will expect change because the world has changed. We've always centred our values and purposes around our people and local communities and now, we have a responsibility to delve even deeper to care for our planet," commented Paul.

The Lux Collective has been guided by its' higher purpose "We Care About What Matters" and the pandemic has strengthened the group's commitment to embrace a responsible and ethical strategy for a green recovery based on circular economy solutions. Having transparency and ethics at the core of its management and business decisions creates a heightened sense of trust internally as well as with our external stakeholders, which seamlessly meets the opinion of the secretary-general of the World Tourism Organisation that *"Trust is the new currency"*.

The group continues to be an active participant in the community throughout the crisis by providing distance learning and availing online mental health support with a professional for its team members. Various initiatives to provide food and homemade face masks for the local communities were undertaken by volunteers from the hotels.

As a signatory on the 10 Principles of UN Global Compact since its creation, The Lux Collective has an ambitious strategy that maps the 17 UN Sustainable Development Goals. In May this year, UN Global Compact unveiled its #BuildBackBetter campaign where Paul and 154 other global business leaders participated to encourage synchronicity between public and private sectors for a sustainable recovery.

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