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## LUX\* Chongzuo, Guangxi Resort & Villas Welcomes Coco Wen as General Manager Ahead of January 2021 Opening



**Singapore** – LUX\* Resorts & Hotels has appointed seasoned hotelier Coco Wen as the opening general manager of the highly anticipated **LUX\* Chongzuo, Guangxi Resort & Villas**, projected to open on 1 January 2021.

With over 27 years of luxury hospitality experience honed from working with several five-star hotel groups in Mainland China, Taiwan, Malaysia and the United Arab Emirates, the Taiwanese native joins LUX\* Resorts & Hotels from Langham Place, Changsha where she also held the position as general manager.

“Coco’s extensive pre-opening experience, especially in the Chinese market, together with her strategic mindset and creative leadership places her as the ideal person to introduce LUX\* Resorts & Hotels’ Lighter, Brighter\* hospitality standards with our debut in Mainland China,” said Nitesh Pandey, Chief Operating Officer – APAC of The Lux Collective.

“I am humbled to be given the opportunity to leave a footprint in the company’s milestone,” added Wen. “I look forward to setting a new benchmark built on intuitive services complemented by a premium product and authentic experiences steeped in the local ethnic minority’s culture.”

With a Bachelor’s Degree in Entomology, Wen is particularly excited to discover Daxin County which is well-known for its many scenic natural settings in close proximity to Asia’s largest transnational waterfall and one of the country’s best conservation parks.

LUX\* Chongzuo, Guangxi Resort & Villas will offer 56 suites and villas in the first phase and is located beside the picturesque *Mingshi* River with the stunning karst landscape and majestic mountaintops as a panoramic backdrop.

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**LUX\***  
RESORTS & HOTELS

**tamassa**

**scit**

**socio**



## 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 Oct 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 Sangushui (opening Oct 2020), LUX\* Tea Horse Road Peach Valley (opening Oct 2020), LUX\* Tea Horse Road Daju Village (opening Oct 2020), LUX\* Tea Horse Road Baoshan Stone Town (opening Dec 2020), LUX\* Tea Horse Road Dali (opening 2021), LUX\* Tea Horse Road Pu'er (opening 2021), LUX\* Liyang (opening 2022), LUX\* Luxelakes, Chengdu (opening 2022) and LUX\* Zhuhai (opening 2022)

**Vietnam:** LUX\* Phu Quoc (opening 2022)

**France:** LUX\* La Baraquette (opening 2023)

### SALT Resorts

**Mauritius:** SALT of Palmar

### Tamassa

**Mauritius:** Tamassa Bel Ombre

### SOCIO

**Mauritius:** SOCIO Tribeca Central (opening 2022)

### 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.

