

THE LUX
COLLECTIVE

PRESS RELEASE

THE LUX* TEA HORSE ROAD GROWS ITS PRESENCE IN YUNNAN, CHINA

LUX Tea Horse Road in Dali, Yunnan is scheduled to open in 2021*



SINGAPORE, 15 January 2020 – The LUX* Tea Horse Road, owned and operated by Singapore-based [The Lux Collective](#), today announced the addition of its third property along China’s ancient Tea Horse Road. Scheduled to open in 2021, LUX* Tea Horse Road in Dali, Yunnan Province, will enrich the LUX* experience for discerning explorers seeking to discover this significant historical trade route between China and South Asia. Developed by the Ji Xing Long Group in China, the 200-room resort forms part of the Dali Yue Shan Hai Project.

Strategically located in the heart of Dali’s tourism hub, the resort is in close proximity to the famous Ancient Town. Nestled at the base of the majestic *Cang* Mountain range, it offers a commanding view of the *Erhai* Lake.

“LUX* Resorts & Hotels is privileged to manage this distinctive landmark within the prestigious Dali Yue Shan Hai Project. Our vision is to curate a complete LUX* Tea Horse Road experience along this historical ancient tea trade route. Inspired by the tea porters who introduced Chinese tea and culture to the world, LUX* aspires to do the same through a collection of bespoke resorts along the same journey where discerning guests will be able to embark on the LUX* Tea Horse Road experience linking Benzilan to Lijiang and Dali,” said Karen Lai, Senior Vice President – Global Business Development of The Lux Collective.

“After reviewing proposals from the world’s most notable luxury resort operators, LUX* was selected for its advocacy of the Tea Horse Road’s history and heritage. We are confident that LUX* Tea Horse Road Dali will deliver exceptional service excellence while showcasing Dali Yue Shan Hai’s unique attributes and natural beauty,” said Mr. Mao Jian Ming, Chairman of Ji Xing Long Group.

WE MAKE EACH MOMENT MATTER. WE CARE ABOUT WHAT MATTERS

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P R E S S R E L E A S E

Being part of the prestigious Dali Yue Shan Hai Project, LUX* Tea Horse Road Dali will be the first international resort brand in the precinct. It will offer 200 elegantly-appointed contemporary guestrooms accentuated with local influence. The award-winning LUX* Me Spa will serve as a sanctuary retreat for wellness and beauty therapies. An idyllic rooftop restaurant serves as a vantage point to enjoy Dali's natural beauty while enjoying a well-crafted beverage menu. Other facilities include the Signature Tea House, The Tea Horse Road Library, an all-day dining restaurant, a specialty restaurant, Café LUX* and a rooftop bar, charming meeting and wedding venues, fitness centre as well as recreational spaces.

The addition of LUX* Tea Horse Road Dali will extend the LUX* experience from [Benzilan](#) to [Lijiang](#) and now, Dali. LUX* will offer 3, 5 and 7 nights packaged journeys which will comprise of stay overs in each of its hotels along the Tea Horse, transfers and special discovery experiences to be had along the route.

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For media enquiries, please contact:

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About The Lux Collective

The Lux Collective is a global hotel operator headquartered in Singapore and manages brands LUX*, 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 by caring about what matters.

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 owns and/or 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 1 November 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 China (Lijiang, Benzilan, Stone Town, Peach Valley, Daju Village, Sangushui, Dali – opening 2021, Shangri-La – opening 2021, Pu'er – opening 2022), LUX* Chongzuo, Guangxi, LUX* Liyang (opening 2022) and LUX* Luxelakes, Chengdu (opening 2025)

Vietnam: LUX* Phu Quoc (opening 2022)

France: LUX* La Baraquette Resort & Residences (opening 2023)

SALT Resorts

Mauritius: SALT of Palmar

Tamassa

Mauritius: Tamassa Bel Ombre

SOCIO

Mauritius: SOCIO Trianon (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 than our competitors.

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