

## Progressive Mauritian Boutique Hotel, SALT of Palmar, Welcomes Virginie Desplancke as Head of Sales, Marketing and Public Relations



**28 January 2022, Mauritius** – Award-winning eco-conscious hotel, SALT of Palmar, has named Virginie Desplancke as Head of Sales, Marketing and Public Relations for the adults-only property located in the rustic east of Mauritius.

Bringing more than 15 years of experience with her, Virginie joined from the French Riviera where she ran her own luxury concierge service for 15 years, arranging bespoke experiences from sourcing vintage or super cars to booking luxury yachts and private jets as well as organizing exclusive parties for a discerning clientele.

On joining the boutique 59-room hotel, Virginie said, “I’m very excited to return to Mauritius where I lived and worked for 8 years. Having worked in many cities have made me realized that nothing is more important than continually evolving as a human being and with

wellbeing at my core. My values and outlook in life are very aligned with what SALT of Palmar represents.”

Originally from Jura near the frontier of Switzerland, Virginie spent her youth by the lake where she developed her taste for island living. Virginie intends to sprinkle the SALT values and positivity through holistic retreats with like-minded partnerships in the months to come.

Virginie’s experiences also include high-end private rental residences with luxurious facilities as well as five-star hotel residences in Mauritius, prior to joining SALT of Palmar.

Keep in touch with her at [virginie.desplancke@saltopalmar.com](mailto:virginie.desplancke@saltopalmar.com) or follow [@saltresorts](https://www.instagram.com/saltresorts) for the latest updates.

-END-

**Media Contact** Grace Lee / Vice President – Public Relations / [grace.lee@theluxcollective.com](mailto:grace.lee@theluxcollective.com)

**[saltresorts.com](https://www.saltresorts.com)**

**SALT of Palmar** is a humanistic approach to hospitality created by The Lux Collective in November 2018, connecting modern explorers with meaningful travel experiences. Spearheaded by hospitality visionary and CEO of The Lux Collective, Paul Jones, 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.