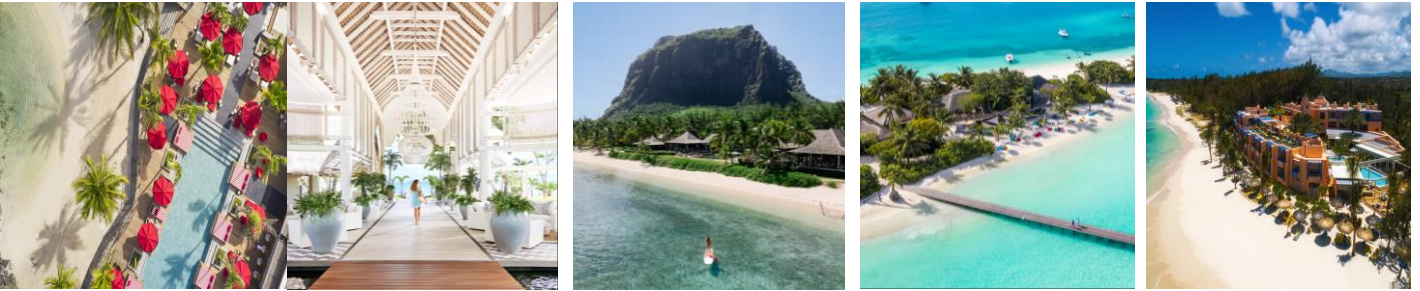


The Lux Collective Receives Six Forbes Travel Guide 2023 Star Awards *Its Newest Flagship LUX* Grand Baie Shines With A Coveted Five-Star Rating*



Photos (L-R): LUX* Grand Baie, Mauritius; LUX Grand Gaube, Mauritius; LUX* Le Morne, Mauritius; LUX* South Ari Atoll, Maldives and SALT of Palmar, Mauritius.

Singapore, 16 February 2023 – [The Lux Collective](#) is delighted to announce that its portfolio of resorts and spa - [LUX* Grand Baie](#) and its [LUX* ME Spa](#), [LUX* Grand Gaube](#), [LUX* Le Morne](#), [LUX* South Ari Atoll](#), and [SALT of Palmar](#) - have been conferred six prestigious Forbes Travel Guide Star Awards. As new global winners in 2023, LUX* Grand Baie emerges as a coveted Five-Star Award Winner while the sister resorts and spa each earned a Four-Star Accolade of hospitality excellence.

Forbes Travel Guide is the only global rating system for luxury hotels, restaurants, spas and ocean cruises. In its 65th established year and rating only the best, incognito inspectors evaluate every property based on up to 900 exacting objective standards. While assessing both service and facility, it emphasises service because a great experience goes beyond the surroundings to how the visit makes the guests feel, which is what the guests will remember most.

“We are delighted to welcome The Lux Collective to our 2023 Star Rating list which represents the best of the best in global hospitality, verified through Forbes Travel Guide’s independent, incognito inspections,” said **Mr Hermann Elger, Chief Executive Officer of Forbes Travel Guide**. “The Lux Collective’s impressive performance on its inaugural awards reflects the brand’s dedication to providing an exceptional guest experience through both gracious service and world-class facilities. We congratulate The Lux Collective on its stellar achievement.”

“Forbes Travel Guide is the world-renowned authority on luxury hospitality. We are honoured to collectively win six Star Awards as a newcomer this year. At the heart of our purpose, The Lux Collective makes each moment matter and cares about what matters. As an industry leader, these acclaimed recognitions reinforce our Group’s reputation and passion to celebrate life with our guests - through delivering the world’s finest travel experiences at LUX* and SALT,” said **Mr Paul Jones, Chief Executive Officer of The Lux Collective**.

Leading the way to elevate guest service, [LUX* Grand Baie](#) (the newest flagship of The Lux Collective) with its pampering [LUX* ME Spa](#) is located on the island’s most coveted beaches of the north. Named *2022 Global Winner of Robb Report’s Annual Best of the Best Awards - The Best in Travel for Island Getaway*, this new-gen boutique-style resort offers a spectacular setting with a modern take on luxury paired with extraordinary experiences – from exciting dining concepts to state-of-the-art wellness and fitness facilities. Its architecture and space is a collaborated work of art and dedication by **both renowned Mauritian architect Jean-Francois Adam with British designer Kelly Hoppen CBE**.

The **holistic wellness approach** is a key consideration in the design of [LUX* ME Spa at LUX* Grand Baie](#). The Spa facilities spanning four floors with chic interiors, cutting edge technology and ancient wisdom from the East and West, creates a wellness ecosystem. It offers unique hydrothermal therapy experiences including Kneipp walk, Turkish Hammam and Tepidarium soaks, and eight spacious treatment rooms with signature treatments and high-tech beds. The wellness programmes are consciousness-based and encompass sensory, emotional, dietary and lifestyle choices. Furthermore, integrating the latest exercise science principles, **LUX* ME Fitness** offers indoor and outdoor experiences and classes. The well-equipped Fitness Centre comprises a Technogym Group Cycle Studio and Niyama Studio. The **Indian Ocean’s first-ever outdoor rooftop wellness experience, Muscle Up on the Roof**, features

two 30-metre Olympic-standard running tracks and a MyBeast Functional Fitness Frame equipped with 12 different workout stations.

LUX* Grand Gaube is an eclectic lifestyle resort, also brought to life by British designer Kelly Hoppen and Mauritian architect Jean-François Adam. Nestled on a secluded peninsula on the northern coast of Mauritius, it was voted by *Conde Nast Traveller Readers' Choice Awards 2022* among the top five resorts in the Indian Ocean and first in Mauritius. It has a superb mix of everything the island has to offer, from two tranquil beaches, **gourmet dining destinations** including the **award-winning INTI Peruvian restaurant** (*TripAdvisor Travelers' Choice Best of The Best Fine-dining Restaurants in Africa #2 and first in Mauritius*) to adventurous helicopter and seaplane rides.

The serene beachfront resort **LUX* Le Morne in Mauritius** embodies contemporary tropical island lifestyle paired with immersive experiences - curated for mindful luxury travellers. Situated at the foot of Le Morne mountain (UNESCO Heritage Site) and only 15 minutes from the Black River Gorges, it is within easy reach of some of the best hiking and trails, as well as boasting exclusive access to the most sought-after sunset spots and lagoons.

The luxurious **LUX* South Ari Atoll in the Maldives** features a variety of activities full of fun and modern soul including bicycle rides along the jetty, swimming alongside whale sharks, relaxing in overwater villas on stilts, dining at any of the eight restaurants and partaking in marine conservation. It is a romantic escape for honeymoons and sustainable weddings.

Infusing modern explorers with meaningful travel experiences, the **chic adults-only Mauritian hotel SALT of Palmar** is a paradise for solo and couple adventurers. Guests are immersed in the heart of Mauritian life to connect directly with locals via the Skill Swap programme - **inspired by the sustainability ethos** grounded in a desire to take guests to people, not just places, at this colourful and design-inspired resort.

These outstanding Forbes Star Awards demonstrate the unwavering commitment of both LUX* and SALT branded resorts to consistently deliver industry-leading and innovative **Life Extraordinary** travel experiences to the guests.

To discover exceptional experiences and for resort reservations, please visit [LUX*](#) and [SALT](#) websites.

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For resorts' photos, please click [here](#).

The 2023 Star Awards are published on Forbes Travel Guide's website [ForbesTravelGuide.com](#) on 15 February 2023.

LUX*
RESORTS & HOTELS

tamassa

salt

socio



About The Lux Collective

[The Lux Collective](#) ("TLC") is a global luxury hotel operator headquartered in Singapore and manages brands [LUX*](#), [SALT](#), [TAMASSA](#), [SOCIO](#) and Café LUX*. Other properties managed by TLC include Hotel Le Recif, Reunion Island and Ile des Deux Cocos, Mauritius, a private paradise island.

At the heart of its purpose, TLC makes each moment matter and cares about what matters. Putting people first is the core of TLC's culture as well as staying true to the values of being passionate, responsible and innovative in all that it does. By providing comfort through thoughtful and exquisite designs, TLC creates experiences that make each moment matter for all guests. It is committed to operating in a considered and respectful manner that is mindful of future generations.

Growing the global presence, TLC currently manages 16 operating resorts and hotels in China, Maldives, Mauritius and Ile de la Reunion, and with 11 more hotels in its development pipeline in Europe, Asia and Middle East.

An affiliate member of IBL, a major economic player in the Indian Ocean and a public-listed leader of the "Top 100" Mauritian companies, IBL is active in key sectors of the Mauritian economy, with a global portfolio of approximately 300 subsidiaries and associated companies.

About LUX*

[LUX*](#) 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.

About SALT

[SALT](#) is a humanistic approach to hospitality launched 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 takes guests to people - not just places. Unveiling the heartbeat of destinations and their communities, it gets them out there exploring – the SALT way.

Media Relations

Global: Renee Lim, The Lux Collective, Vice President PR & Corporate Communications, +65 9680 5233, renee.lim@theluxcollective.com