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## **LUX\* Resorts & Hotels announces the LUX\* Tea Horse Road as the cornerstone for its expansion in China**

Shanghai - **July 14, 2014**

LUX\* Resorts & Hotels ("LUX\*") today announced the LUX\* Tea Horse Road (LUX\* Chamadao) as the foundation for its planned expansion into China. On account of its largely undiscovered yet spectacular natural beauty, unparalleled diversity of peoples and thriving ancient cultures, the Greater Shangri-la region is set to become one of the world's most desirable destinations for discerning luxury travellers seeking unspoilt beauty and authentic customs and tradition.

Conceived as a 30-room luxury boutique hotel, situated on two neighbouring sites in the heart of Lijiang Ancient Town, a UNESCO World Heritage site, Phase One (10 rooms) of LUX\* Lijiang opens on September 09, 2014. Phase Two (20 rooms), which will incorporate the brand's signature Café LUX\*, a bakery and a localised interpretation of the established LUX\* Me wellbeing philosophy, should open in mid-2015.

Under the terms of a long-term management agreement, executed in March 2014, LUX\* Lijiang will be the first in a circuit of distinctive regional luxury boutique hotels. Initially located across the abundant South West provinces of Yunnan and Szechuan as well as bordering Tibet, the complete circuit of individual properties and bespoke experiences will be known collectively as the LUX\* Tea Horse Road. The circuit is being developed by Lijiang Yulong Tourism Corporation Limited, which will own the properties as well as being responsible for their design and construction, in partnership with LUX\* Resorts & Hotels who will be the manager.

The ancient passageway of the Tea Horse Road is a legendary trail, which once stretched almost 1,400 miles from Pu'er, in the tea-growing region of Yunnan Province, to Lhasa – the 12,000 foot high capital of Tibet. Once a thriving ecosystem where precious Chinese tea was traded for salt and Tibetan horses, this intrepid route sustained communities, fostered understanding and forged cultural connections that have survived for hundreds of years. Today, it is celebrated as an enduring symbol of resilience and cultural tolerance, and its influence is still felt far and wide.

The LUX\* Tea Horse Road will enable today's adventurous luxury traveller to embark on a unique journey of discovery and transformation; an expeditionary experience that will stimulate body, mind and soul.

Bringing the award-winning LUX\* brand of Lighter Brighter luxury to this extraordinary place, this new expression of LUX\* offers travellers the chance to celebrate life in the beauty of Mountain Light and to fulfill the promise of the LUX\* Tea Horse Road: to “travel light and experience in depth”.

By losing themselves in the maze-like alleys of ancient towns and villages of South West China and exploring its breathtaking mountains, gorges, rivers, plateaus and lakes, guests will become truly immersed in the thrill of daily discovery, combined with all the contemporary comfort, originality and simplicity of the trademark LUX\* hospitality.

Positioned at a major crossroads of the ancient Tea Horse Road, in the home of the Naxi people, LUX\* Lijiang will encourage guests to engage with the rich history and culture of this unique locale throughout their stay - from the authentic architecture and design to the customisable menu of daily excursions and experiences that will be offered. LUX\* favorites will be complemented by new experiences that celebrate the local culture, affording travellers a true insight into this undiscovered world – from the rituals that surround the world-famous Pu'er tea, to the distinctive cuisines of the Naxi, and the Tibetan people and the spiritual mysteries of a truly multi-faith society.

Paul Jones, CEO of LUX\* Resorts & Hotels is leading the conceptualisation and design of this exciting development. He explains why LUX\* Tea Horse Road is the perfect new destination for the growing company's innovative brand:

“China's economic progress, continued stability and the growing ease of travel have made the continent increasingly attractive to trend-setting travellers who are looking for unspoiled destinations rich in original and genuine experiences. It is no surprise that LUX\* found it equally irresistible.

As a young and dynamic organisation, we have determined to grow our brand presence in China and to open a window onto one of China's most spectacular and untouched wonders: the Tea Horse Road. Thanks to our partnership with the Lijiang Yulong Tourism Corporation Ltd., this ambition will become reality.

In a comparatively short time, we have built a strong and growing Chinese customer base for our existing operations in the Indian Ocean. Our intention now is to create the journey of a lifetime for these guests in this most special part of their own country. My personal goal is to ensure we offer to all our guests the opportunity to become part of an exclusive, happy and harmonious hotel family. I am confident that we can achieve that within the beautiful world of LUX\* in China.

We are hugely excited to launch LUX\* Tea Horse Road – A Passage through Place and Time and to invite the world's most adventurous travellers and luxury connoisseurs alike to come experience, savour and appreciate the natural, cultural and spiritual wonders of the greater Shangri-La region.”

Mr He, Chairman of the Yulong Tourism Corporation Ltd, also expressed his delight with the partnership.

“Having a proven track record in delighting sophisticated luxury travellers from around the world, we are delighted to announce our cooperation with LUX\* Resorts and Hotels. Together, we are going to chart a new chapter in the history of tourism and hospitality in the legendary region of Greater Shanggri-La. We are proud today to be opening LUX\* Lijiang, the first stop in what we intend to become one of the great journeys of the world.”

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LUX\* Resorts & Hotels is a collection of premium resorts, promising a differentiated approach to luxury, that is spontaneous and authentic. The resorts and hotels are conceived to Inspire, Surprise & Delight guests, by offering a distinctive and imaginative lifestyle vacation experience, where guests can celebrate island life and enjoy light living.

The resorts and hotels in the LUX\* portfolio are LUX\* Belle Mare, Mauritius; LUX\* Le Morne, Mauritius; LUX\* Grand Gaube, Mauritius; LUX\* Maldives, LUX\* Ile de la Réunion and LUX\* Lijiang.

LUX\* Resorts & Hotels are places where each moment matters. It's where the ordinary is done extraordinarily. It's a rest from which you return, both invigorated and inspired. Clear rather than cluttered, free rather than formal, spontaneous rather than predictable, LUX\* Resorts & Hotels are simpler and fresher, lightening, brightening and heightening the resort concept.

LUX\* Resorts & Hotels is a member of LUX\* Island Resorts Co Ltd, which is listed on the Stock Exchange of Mauritius and is an affiliate member of GML (Groupe Mon Loisir), a major economic player in the Indian Ocean, leader of the “Top 100” Mauritian companies. GML is active in key sectors of the Mauritian economy, representing a portfolio of approximately 300 subsidiaries and associated companies.