



## Hospitality: SALT awarded the Positive Luxury label

The world of Mauritian hotels has witnessed many innovations in recent years, particularly in the area of sustainable development. The many initiatives put in place by The Lux Collective to reduce the environmental and social impact of its operations are the perfect illustration of this paradigm shift. This approach extends to all its brands and the latest, SALT of Palmar, has recently been awarded the 'Positive Luxury' label, which is a testament to its desire to operate while respecting the world around it and future generations.

The SALT brand is built around a culture synonymous with authenticity, respect for nature, discovery and interaction. SALT resorts operate according to very strict standards. Indeed, the SALT hotels do not have buffets and the organic waste generated is always composted or used as animal feed. "The Lux Collective has chosen to operate while fully respecting the environment and society. We find this same approach in the SALT brand. This new distinction underlines the commitment of our group to always work in a responsible manner, both towards the environment and society. It also shows our ongoing quest to seek innovative solutions to the challenges facing the travel and tourism industry," says Paul Jones, CEO of The Lux Collective.

"Our approach addresses our sources of supply but also our services, the objective being to preserve our planet and its inhabitants. This is how we guarantee healthy and eco-responsible food to our customers. In SALT hotels, we offer simple menus with daily specials made from the harvests of our farm and the nets of our fishermen. We consume seasonal products. Our proteins are sourced from local produce and anything that we cannot grow locally is sourced in an environmentally friendly way, demonstrating our commitment to the UN Sustainable Development Goals," says Vishnee Sowamber, Group Sustainability & CSR Manager of The Lux Collective.

"Our principles shape how we act and inspire what we create, grow and organize. We are pleased that shortly after its launch, SALT of Palmar is already recognized for its commitment. Having a positive impact is not easy, but it is worth it. At SALT of Palmar, that means being responsible, creating jobs, giving back and appreciating what we're being given, being honest and fair. Thus, we sow seeds and we weave links. We support the local population and respect their environment. We do not pollute and we do not degrade. We are part of local life," adds Nitesh Pandey, Senior Vice President of The Lux Collective.

It is in the idyllic setting of the east coast of Mauritius that the first resort operating under the SALT brand is located. Inaugurated at the beginning of November, SALT of Palmar is the first hotel to offer a truly immersive experience to its residents by leading them to explore the surrounding environment and to discover the life of the inhabitants of the region.



Positive Luxury celebrates brands that act in respect for our world and future generations, while demonstrating transparency, through the Butterfly interactive label. Before awarding the label to a company or brand, Positive Luxury assesses its commitment to the planet. Good governance, social and environmental issues, philanthropy and innovation are the five criteria on which applicants are evaluated. Only companies that can provide tangible and verifiable evidence of their commitment, and have a score of at least 80% on the questionnaire, are awarded the Butterfly label.

Press contact : Sanjinee Appia PR Coordinator E:sanjinee@blast.mu T:+2302131888 or  
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**Editors Notes:**

**The Lux Collective**

*The Lux Collective is a global hotel operator of own brands and managed properties: LUX\*, SALT, Tamassa & Café LUX\*. Successful hospitality experiences don't happen by accident - they are created through hard work, passion and the collaboration of a lot 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. The Lux Collective always puts people first and stays true to its values of being passionate, responsible and innovative in all that they do.*

**SALT Resorts**

*SALT is a humanistic approach to hospitality created by The Lux Collective in September 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. The Lux Collective is committed to sprinkling salt all over the world: - Coming soon – SALT of Palmar, Mauritius (01 November 2018) and Salt of Wolong, Sichuan, China (2020) - An exciting boutique resort on the edge of the wild panda reserve.*

**Paul Jones (Chief Executive Officer)**

*Although he has spent five decades in hospitality, Paul Jones continues to infuse every day with passion & drive to achieve so much more in providing authentic experiences for world travellers. Prior to life at The Lux Collective, he was President of One&Only, where he was instrumental in successfully launching and growing the brand globally. Paul joined The Lux Collective in 2010, where he quickly established his mark as charismatic leader with a unique and passionate approach to hospitality management. He is all about the people, the culture, and the service. Paul directly oversees the company's strategic direction, spearheading the collective's global development plans. He is personally involved in every aspect of the business, ensuring that the concept development of each new brand and property is as disruptive and relevant as it can be. He is recognised as a leading figure in the establishment and development of the hotel and tourism industry in Mauritius having worked on the island for over 30 years, and was conferred the Dignity of Companion of the Order of Saint Michael and Saint George by her Majesty Queen Elizabeth II. Paul has also been awarded one of the highest honours by the President of the Comoros, the Chevalier de L'Etoile d'Anjouan, for his significant contribution to the growth and development of the hotel and tourism sector in the Comoros*