

THE LUX  
COLLECTIVE

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**LUX\* TEA HORSE ROAD IN BENZILAN CHINA  
PERSONIFIES BRAND ATTRIBUTES OF THE NEW BMW 7 AND X7**



**YUNNAN, CHINA, 21 August 2019** – [LUX\\* Tea Horse Road in Benzilan](#) in Degen, Yunnan, was chosen to showcase the new BMW's new X7 and 7 series from 6 to 9 July 2019. For six days, 90 distinguished guests immersed in the joy of local Tibetan hospitality while living the brand attributes of BMW's new models. Complementing the series of test drives and product presentations, LUX\* Benzilan served up a medley of gourmet experiences set against the majestic backdrop of the Meili Snow Mountain National Park.

For more than 13 centuries, the ancient Tea Horse Road remains as one of Asia's true odysseys. In the spirit and essence of old caravanserais that served the leaders of pack-trains carrying tea from the Burmese border to the high plateau of Tibet, LUX\* Benzilan is located in one of the world's most fabled trading routes.

Chosen for the signature LUX\* service inspired by unrivalled Tibetan hospitality, the resort played host to an intimate group of 90 top editors and BMW clients from China. Personifying the transcendence of luxury beyond material comfort, the six-day showcase engaged with the audience on a mindful and spiritual level. From the carefully-curated menus to thoughtful event venues across LUX\* Benzilan's expansive landscape, each encounter manifests the brand attributes of BMW X7 and 7.

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“We are privileged to be chosen as the venue for BMW’s showcase for the new X7 and 7 series. LUX\* Tea Horse Road Benzilan is renowned for invigorating experiences that enlighten the soul and nurture the body. Nestled at the gateway to the glaciers of Meili Snow Mountain National Park, it has earned the top position among 1,007 hotels and guest houses in Lijiang according to TripAdvisor. There is no better venue to bring BMW’s inspiring journeys to life and for each guest to create memories to last a lifetime,” said Julian Hagger, Executive Vice President, LUX\* Asia Pacific Operations and Global Sales & Marketing for The Lux Collective.



LUX\* Tea Horse Road Benzilan promises authentic experiences inspired by the ancient Tea Horse Road. Reflecting architectural elements of local wooden residences, it offers tranquil views of the riverside. Each of its 30 rooms and suites is adorned with distinctive Tibetan touches fused with a light colour palette and airy living spaces. A collection of 22 Superior King Rooms including four Interconnecting Rooms, six Superior Twin Rooms and two LUX\* Suites offers exceptional accommodation choices. Apart from the resort’s spectacular setting and myriad local activities, a beautiful outdoor swimming pool gives respite after an active day of exploration.

WE MAKE EACH MOMENT MATTER. WE CARE ABOUT WHAT MATTERS



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For indulgent dining experiences, fusion Naxi cuisine is on offer in the Chinese restaurant while some of the finest Pu'er teas in the region can be sampled in their teahouse, where daily tea ceremonies take place. Serving up Western delights, Café LUX\* and Cha Ma Dao (Tea Horse Road) Library adds to the resort's repertoire of dining establishments, catering for all occasions.

Perfect for inspiring meetings and events, LUX\* Tea Horse Road Benzilan is a natural stage for creative concepts and engaging culinary innovation using fresh local ingredients from each season.

With the rushing Yangtse River and snowy mountains on either side, LUX\* Tea Horse Road Benzilan is in the heart of northern Yunnan's hospitable Tibetan culture. It is the ideal base for discovering the protected Three Parallel Rivers World Heritage site, one of the world's richest ecosystems.

For more information or reservations, please visit <https://www.luxresorts.com/en/china/hotel/teahorseroad/benzilan>

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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, LUX\* Belle Mare, LUX\* Le Morne and LUX\* Grand Baie Resort & Residences (opening 2020)

**Maldives:** LUX\* North Male Atoll and LUX\* South Ari Atoll

**Ile de la Reunion:** LUX\* Saint Gilles

**Turkey:** LUX\* Bodrum Resort & Residences

**China:** LUX\* Tea Horse Road Lijiang, LUX\* Tea Horse Road Benzilan, LUX\* Tea Horse Road Dali (opening mid-2020), LUX\* Zhuhai (opening 2020), LUX\* Luxelakes, Chengdu (opening 2022), LUX\* Diashan Lake (opening 2022) and LUX\* Sanmen Island (opening 2022)

**Vietnam:** LUX\* Phu Quoc (opening 2020)

**France:** LUX\* La Baraquette (opening 2021)

**Italy:** LUX\* Tuscany (opening 2021)

**UAE:** LUX\* Al Zorah, Ajman (opening 2021)

### **SALT Resorts**

**Mauritius:** SALT of Palmar

**China:** SALT of Wolong, Sichuan (opening 2020)

### **Tamassa**

**Mauritius:** Tamassa Bel Ombre

### **SOCIO**

**Mauritius:** SOCIO Trianon (opening 2021)

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