

Huvafen Fushi Maldives Listed In Condé Nast Traveller 2007 Gold List for Best Service

23rd December, 2006, Maldives – The results are out, and this years Best Service, goes to the trendsetting Huvafen Fushi Maldives with a score of 91.47. Condé Nast Traveller, a magazine which provides the experienced traveler an array of diverse travel experiences encompassing art, architecture, fashion, culture, cuisine and shopping included Huvafen Fushi Maldives in their 2007 Gold List – a compilation of the hotels around the world that have the best service, rooms, food, ambience & design, location and leisure facilities.

Starting with the properties that received the highest ratings in the Readers' Travel Awards 2006 survey and adding the Editors' choices and the stand-out quality for each hotel, the result yielded the ultimate guide to the world's hotels featuring those establishments which set the Condé Nast Traveller Gold List standard.

Mark Hehir, Area General Manager Maldives, commented on this wonderful news: "We are delighted to be recognized in the Gold List, especially in the category for Best Service. It reflects the hard work and dedication of the team at Huvafen Fushi. It is service from the heart. Every hotel operates on service standards and that is what we have implemented here. From Food and Beverage to Housekeeping, Front Office, Kitchen and all other departments, everyone plays a part to ensure the operation is run smoothly and all guests' needs are met or exceeded in expectation".

Recently implemented, FISH (Fast Island Service Host), which consists of Food and Beverage, Front Office and Housekeeping specialists, working together as a team to provide our guests with anything, anytime, anywhere". "With just a touch of a button, expect to get extra towels,



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pillows, restaurant reservations, pick-up, CD's & DVD's, In-Bungalow Dining and so much more!", says Mark. The Pavilions on the other hand come with a 24-hour Butler service.

The brainchild of Mark Hehir himself, FISH is conceptualized around the idea of providing guests with a one-touch access to anything, to be delivered anywhere and at anytime. Guests communicate with only one team member and the action takes place behind the scenes to get the food and beverage request, delivered within 30 minutes and everything else within 10 minutes. Even the FISH collateral has a life of its own, written with a touch of quirkiness. EAR CANDY for CD's and DVD's, SLIPPERY WHEN WET for soap and shampoo, FLUFF for extra pillows and towels and MIDNIGHT MUNCHIES for In-Bungalow Dining.

Totally in a league of its own, Huvafen which translates as 'Dream' in Dhivehi, the Maldivian language, is indeed a waking dream. Set within its own lagoon, it is a pristine island resort offering 43 naturally-modern bungalows and pavilions and home to the world's first underwater spa. Huvafen Fushi is also listed in Conde Nast Traveller 2005 Hot List.

Huvafen Fushi is managed by Per Aquum Resorts • Spas • Residences, a division of Universal Enterprises, which is extensively involved in the tourism industry of the Maldives. Tom McLoughlin, CEO of Per Aquum, attributes Huvafen Fushi's deserved recognition to The Per Aquum Difference. "From the beginning we decided that we didn't want to be another big brand with 'cookie-cutter' resorts. We are a young company with a lot of fresh ideas, passion and enthusiasm and we wanted this zeal to come through in our properties. Our passion is within our belief that we make a difference, not only to guests and shareholders but to our team members as well. This Per Aquum Difference is what really sets us apart.



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The Per Aquum Difference is made up of four key elements – Passion, Vision, Naturally Modern Design and Imagination. These elements ensure we offer the utmost in guest experience which in turn means that our partners and stakeholders will realise unprecedented returns from this vision.” When asked about the way forward for Per Aquum, Tom McLoughlin reiterates, “This is just the beginning. We will continue to refine the original Huvafen Fushi concept, while constantly pushing the boundaries in delivering the ultimate guest experience.”

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Note to Editors:

A Universal Enterprise, **Per Aquum Resorts • Spas • Residences** is a specialist luxury resort, spa and residence management company that offers a different kind of company ethos: one that is passionate, visionary, imaginative and naturally modern. Each property embodies regional tradition and combines luxurious fittings and furnishings in a culturally sensitive way. No two properties are alike. Literally translated, Per Aquum means ‘through water’, and the vision of the company is to develop and manage properties in desirable locations using naturally modern, ecologically responsible design. Per Aquum currently manages properties in Maldives, Sri Lanka, Dubai and Seychelles and is looking at additional locations in the Indian Ocean region, Indonesia, Thailand, Malaysia, Morocco and the Middle East.

Huvafen Fushi – Maldives

A Waking Dream

www.huvafenfushi.com

Dhoni Mighili

A Very Private Affair

www.dhonimighili.com

The Fortress – Sri Lanka

Old Ceylon. Modern Asia

www.thefortress.lk

Mount Hartman Bay Estate – Grenada

Flowing with Style

www.mounthartmanbay.com

Desert Palm – Dubai (opening Q1 2007)

Arabian Avant-garde

www.desertpalm.ae

Maakanaa – Maldives (opening Q2 2008)

Natural Inspiration

www.peraquum.com

Zil Pasyon - Seychelles (opening Q2 2008)

Island of Passion

www.zilpasyon.com

Medina Nord – Marrakech (opening Q3 2008)

Behind Closed Doors

www.peraquum.com

Vie – Seychelles (opening Q4 2008)

Primal Luxury

www.vie.sc

Lime

Addictive Spa Experiences

www.limespas.com



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Prickly Bay – Grenada (opening Q2 2007)
Caribbean Chill
www.pricklybay.com

Aquum
Celebrating the Individual
www.aquumspas.com

Point Break – Grenada (opening Q3 2007)
The New Caribbean
www.peraquum.com

Note to Picture Editors: Images of all Per Aquum properties can be viewed via www.peraquum.com

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