



Fushifaru Maldives appoints LuxCrest to lead Sales and PR across key European Markets



[Images](#)

May 2025: [LuxCrest](#), a global specialist in sales, marketing, and communications for some of the world's most exclusive luxury hospitality brands, has been appointed as the official European Sales and PR representative for [Fushifaru](#), a boutique resort in the Maldives.

LuxCrest will oversee sales representation in the United Kingdom, Germany, Switzerland, Austria, Belgium, Luxembourg, Spain, the Nordics (Denmark, Sweden, Finland, and Norway), and Central & Eastern Europe (Bulgaria, Czech Republic, Hungary, Poland, Romania, Slovenia, and Slovakia). This segment will be led by a seasoned industry professional, whose deep expertise in the luxury travel sector and strong network will be instrumental in expanding Fushifaru.

In addition, LuxCrest will manage PR & Communications for the UK market, whose creative direction and media relations will help elevate the resort's brand visibility and engagement with both media and trade partners.

"We are thrilled to welcome LuxCrest as part of the Fushifaru family," says Ahmed Siaar, General Manager of Fushifaru Maldives. "With their dynamic team, in-depth market knowledge, and innovative approach, we are confident that this collaboration will further enhance our positioning in Europe and showcase the unique experiences Fushifaru has to offer."

"LuxCrest is honoured to be partnering with Fushifaru Maldives. The resort embodies the very best of Maldivian luxury, offering guests extraordinary experiences rooted in genuine warmth, refined elegance and unmatched natural beauty," says Nina Fleischmann-Torosyan, CEO of LuxCrest. "It's truly exciting for us at LuxCrest to showcase this remarkable destination resorts to discerning travellers across the UK, and Europe, and we look forward to a successful and inspiring collaboration."

Fushifaru Maldives, a boutique luxury resort in the pristine Lhaviyani Atoll, continues to gain recognition for its blend of authentic Maldivian culture, bespoke experiences, and heartfelt hospitality.

This new partnership with LuxCrest will play a pivotal role in driving forward the resort's global growth strategy and strengthening relationships within the European travel industry.



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Notes to Editors:

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About Fushifaru Maldives:

Fushifaru Maldives comprises 63 elegantly designed Beach and Water Villas. The resort is located in the Lhaviyani Atoll, only a 35-minute seaplane journey from Velana International Airport. Highlights include diving at the renowned marine sanctuary, Fushifaru Thila, Kokko Kids Club, and indulging in restorative treatments at the award-winning Heylhi Spa. For more information, visit [Fushifaru.com](https://www.fushifaru.com).

About LuxCrest:

LuxCrest specialises in providing bespoke sales, marketing and communications solutions to some of the world's most exclusive luxury hospitality brands, ensuring exceptional growth and brand prominence in key international markets. For more information, visit [LuxCrest.com](https://www.luxcrest.com)