



ELEGANT HOTELS
BARBADOS
elegance with a twist





ELEGANT HOTELS
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Elegance Personified

5 hotels. 5 unique experiences. From the west coast to the south coast of Barbados, Elegant Hotels offer a distinct collection showcasing authentic Bajan charm – whether you’re looking for a romantic getaway, a family vacation or an inclusive escape – Elegant Hotels makes it memorable.

Vibrant. Enchanting. Breathtaking. Stretching across the coast of the legendary Caribbean Island of Barbados reside a family of hotels that are a haven of wanderlust ready to be explored. Unique in their own ways, each hotel offers its guests a timeless, relaxing retreat from the hustle of everyday life.

Expand your worldview and become entranced by the beauty of an island steeped rich in culture, personality and pageantry. Experience the euphoria of glistening azure seas and white, sandy beaches. Palm trees sway in the cool breeze overhead as the sun gently envelopes your soul and senses. Warm and welcoming, this is elegance and luxury personified.



Since 1998, Elegant Hotels have been transforming and transfixing the lives of anyone fortunate enough to get away and experience their family of resorts. A strong focus on local products and services, it's all about creating an authentic and ambient Bajan experience for new and returning guests. As CEO of Elegant Hotels, Sunil Chatrani recognizes how valuable outside input is when growing the brand's identity.

"All new projects usually start with our guests. We listen to our guests via their re-

views and comments. We are always looking to exceed our guests' expectations and based on their input we design our CAPEX programs," Chatrani said. "Our Executive Team, Sales and Marketing and designers work together to conceptualize the ideas. This then leads into the project management and construction counterparts to execute and deliver the final product."

Lively and idyllic, let your imagination soar. Satisfy your curiosity by exploring the exotic nooks and crannies of a place renowned for



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its cheerful vibes and culinary masterstrokes. It is this level of distinctiveness that plays a heavy role in Elegant Hotel's re-branding and marketing efforts, which began in 2011 with the redesign of the website. Leading the way is Sylvia Scholey, Vice President of Sales, Marketing and E-Commerce.

“Over the last four years, we have started to use the Elegant Hotels Group brand name to leverage the trust that the trade started to see in the brand for its strong commitment to service and product standards. Logos and collateral were re-created and we introduced the tag line “by Elegant Hotels” after each name to also introduce the brand to the con-

sumer and is used in all marketing activities we do,” she said.

Acknowledging the changing trends and shifts of consumer behaviors and how they obtain their information before booking a vacation, Scholey and her team have placed an increased level of importance on growing their digital and mobile presence.

“Our main focus will remain in digital media as almost all holidays are researched (not necessarily booked) online but will use our targeted radio and other regional media to further increase awareness,” she said. “Our immediate goal would be to design a fully





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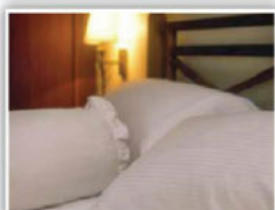
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mobile website (ours has mobile responsive design but is not very user friendly for the mobile user and we need to focus on improving the consumer experience researching holidays on mobile devices).”

From their dedication to customer service and award recognition, to green initiatives and various amenities, Scholey shares details on what makes each of the Elegant Hotels Groups’ five properties the most exceptional throughout Barbados:

COLONY CLUB: PRESTIGE ON THE PLATINUM COAST

Tucked away in a tropical garden, Colony

Club basks in the glory and beauty of its anonymity when compared to its well-known counterparts. A member of the Elegant Hotel Group family of resorts on the island of Barbados, Colony Club is located on 7 acres of immaculate beachfront on the platinum shores of St. James and the waters of the Caribbean Sea.

Blending timeless architecture, décor and landscapes with modern amenities, Colony Club offers a coastal refuge steps away from the bustling city centre of Bridgetown. Founded by Mrs. Ann Embericos, a race horse enthusiast turned luxury development pioneer, the 96 guest rooms showcase

the charm and character of a resort built for relaxation and retreat. With each room outfitted with its own patio or balcony, access to the water is just steps away. Complimentary water activities such as paddle boarding, sailing, tubing and waterskiing to the four lagoon-style freshwater swimming pools, living a life of health as wealth is a prime luxury at Colony Club. For Scholey, that's all part of the Colony Club's plan.

"We're seeing that customers are following a more active lifestyle and want more than just a beach holiday. They want to stay fit, eat healthy and explore their surroundings," Scholey said.

"At Colony Club, we cater to these needs by offering complimentary fitness classes and water sports, bespoke island tours and unique activities such as stand-up paddling to swimming with the turtles, organic gardens and accommodate the increasing need for dietary restrictions (from vegetarian to gluten free)," she continued.

Whether its dining at the Laguna Restaurant and feasting on the seasonal menu inspired by the produce from the resort's own organic garden, or dining right by the sea at the

Sunset Bar and Terrace, Colony Club gives guests' a unique look at the storied folklore of Barbados.

"Guests love our 'Rum Tour of Barbados' where we take guests off the beaten track to really understand the essence of rum, from the field to the glass and why it is so special to the Bajan culture," Scholey said. "We go to the plantations, the boutique distilleries, the infamous Mount Gay centre and most importantly to the rum shops to drink with locals and understand what liming is!"

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cate of Excellence, Colony Club's continually commitment to improvements and upgrades to the property - including the recent refurbishment of their rooms and main areas shows the level of detail that goes into enhancing the experience for both repeat and new visitors.

"The new concept focuses on relaxation, restoring mind and body, healthy eating, togetherness and minimizing impact on the local environment. Muted decor, soft lighting, natural wood and earthy tones convey the relaxed old-world feel of the property, which are accentuated by splashes of vivid color for a truly Barbadian vibe," Scholey said.

Visual aesthetics aside, the true impact of a flawless hospitality experience remains the human element – something that Scholey and her team take very seriously.

"Our general manager Gayle Talma leads by example. She has a very strong and warm team at Colony Club who all genuinely want to make their guests' stay as memorable and enjoyable as possible so they always go that extra mile to make it special," she said.

"Whether that is a special picnic for return-

ing couples to simply remembering their favorite cocktail at the bar, there are lots of personal touches that keep people coming back to Colony Club. Since the refurbishment, the resort has never looked better and the staff is even more proud of their resort and it certainly shows in the way they care for our guests."

Stimulated and nurtured by its rich history and reputation, Colony Club's individual personality sets itself apart from other properties in the Elegant Hotel Group family. Considered true Barbados Experts, it's all about providing a sojourn that captures all

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senses within the human soul at Colony Club.

“We are not so focused on the mass market but we try to seek out the discerning traveler who is looking for a more unique and Barbados-centric experience,” Scholey said.

“We want them to venture beyond the resorts and explore all the things that Barbados has to offer. We stand for quality of service and our product which is re-affirmed by the feedback from our customers and partners that we deliver upon that promise.”

THE HOUSE: HOME AWAY FROM HOME

On the beautiful, bountiful island of Barbados, customized guest experiences are a dime a dozen. Rich in history and hospitality, finding your niche can be a difficult task. For The House, however, finding their place in the market was as simple as scaling down their guest criteria. Opened in December 2001 as an adults-only getaway, the chic resort’s focus on intimacy and indulgence is all about kindling or rekindling that spark with your special someone. A haven of oceanside temptation, the pristine property



boasts 34 private junior and one bedroom suites draped in chic, minimalistic design with an informal essence of the Caribbean. Not to be overlooked, The House maintains its sanctuary-like feel with its 24-hour Ambassador Service, ensuring that you're well taken care of, while being given the discreet privacy you're seeking. Whether you want to book a table on-site at Daphne's or explore the historic streets of Holetown or the St. Lawrence Gap, The House offers the best of both worlds.

"We are lucky that The House is intimate

enough to give a very personal service, but large enough for guests to spread their wings," Scholey said.

"We make sure our guests have lots of places to unwind whether on our beautiful deck looking out to the sea or on our numerous elegant sofas in our shady spots, in the pool or having a sunset cocktail under a beach cabana," she continued. "We are on one of the most beautiful islands in the world and our staff can give lots of insider tips to our guests on how best to explore it."





Concentrating on guests' every need – from the complimentary jet-lag massage on arrival to the complimentary Champagne breakfast and afternoon tea – requires forging personal relationships with a friend-first approach. Succeeding in the hospitality industry is all about personality and individuality, something you'll find in droves from the staff at The House.

“Our staff is not ‘cookie cutter’; they are all individuals and bring their own sense of professionalism and charm to their role. We want to make sure that our team members are supported in doing their job brilliantly but we also encourage them to show their own initiative,” Scholey said.

“If they see a guest is looking hot, they will go and get them a cool towel or a parasol, it is all about the personal touch at The House,” Scholey continued. “Our staff members are not ‘waiters’ or ‘receptionists’ they are Ambassadors, which means they are there to be an assistant, a concierge and a friend all rolled into one.”

Revered by their guests and peers, The House has grown its notorious reputation to include numerous appearances on a variety

of Top 25 lists at the TripAdvisor Travelers' Choice Awards, including being named a 2015 Certificate of Excellence Winner. Acknowledged by Scholey as a sign of support and gratitude, she's humbled at the team effort that led to the accolades.

“It is a great honour and one that we have worked very hard to achieve,” she said. “Our general manager Joanna Roterberg and her stellar team have been exemplary in how they have really harnessed their relationships with existing guests as well as being incredibly welcoming to new guests at The House to make sure that they offer a stand out experience for anyone who chooses to spend their holiday with us.”

Putting the clients first has allowed The House to create more meaningful connections and personalized service. Harnessing technological innovation and its ability, opportunity and scope to reach a global audience, the Elegant Hotels Group has launched an initiative that's sure to enhance the guest experience.

“We have just started to launch our ‘Mobile Passport’ across the group and will be introducing to The House shortly. With our free



Wi-Fi across the resorts, this technology allows all guests to have our services at their fingertips from any of their mobile device,” Scholey said. “The web based application invites you after check-in (and pre arrival) to view all menus, activities, local attractions but also update your profile, list your preferences, make dining or spa reservations, request extra towels in the room or post a review online!”

Small and cozy, The House truly is where the heart lives.

TAMARIND: A SLICE OF HEAVEN

Nearby The House, its sister property, Tamarind, is located on a gorgeous 750ft stretch of white, sandy beaches, and offers guests of all ages an unrivaled luxury getaway with a plethora of activities to take part in, as well as truly remarkable views of Barbados’ west coast.

“Tamarind’s location is pretty enviable,” Scholey said. “The resort is spread over a long section of beach which gives guests plenty of

options on where to place their sun lounger! With our abundance of space, it means that there are plenty of pools for guests to enjoy, whether it is our little hideaway adults-only pool or a big pool for families, the options are what guests love the most.”

“Also, the view through the palm trees overlooking the turquoise sea is always breathtaking and one that keeps guests coming back year after year,” she added.

In addition to Tamarind’s three swimming pools, guests can also take to the ocean with complimentary activities such as waterskiing, tube rides, snorkeling and kayaking. Tamarind also provides a complimentary Aqua School where a team of professionals are on hand to instruct guests on motorized and non-motorized water sports. Guests looking for a more relaxing endeavor must look no further than the Tamarind Spa for deep tissue, hot stone and Swedish massages.

“Coupled with the numerous dining options, incredibly friendly staff, boutique spa and brilliant water sports team, it really is a fantastic resort for families and couples alike,” Scholey said.

With seven types of rooms to choose from, guests can certainly find a room which suits their needs. Tamarind’s accommodations are spaciouly designed with vibrant and modern decor, and include either a garden, ocean or pool view.

“We have 104 rooms at Tamarind and they all offer something special and have been designed to cater for the various needs of our guests,” Scholey explained. “Each room includes access to the resort’s recreational activities, flat screen TVs, mini fridges, complimentary WiFi and spacious bathrooms. Other elements that set the room types apart are mainly based on the configuration of the room and whether they have fold out beds for children and views of the ocean or pool or gardens. We also have suites that offer outdoor terrace or balcony areas and additional sleeping areas for families.”

Whereas their sister property The House serves as an adult-only resort, Tamarind caters to all demographics. From family vacations and groups of friends, to couples looking for an intimate and romantic getaway. Tamarind has demonstrated its ability to be diverse in its offerings, and it’s proved suc-

cessful over the years.

“We are very popular with families,” she added. “Our kids’ club is truly brilliant and are a great place for youngsters to make friends, try something new like kayaking and parents can be sure that they are safe and well looked after. Outside of school periods, we get lots of groups of friends and couples who love the buzz of the property as well as the fact there is plenty of space to relax and do their own thing. We also host lots of weddings and honeymoons as there is a very romantic feel to Tamarind.”

Tamarind was recognized for its top-tier accommodations and services by TripAdvisor, earning a well-deserved 2015 Certificate of Excellence, which celebrates hospitality excellence and establishments with outstanding traveler reviews. Scholey attributes the resort’s award success to the dedication of the Tamarind team, who have shown their passion for the highest quality guest service.

“Our Certificate of Excellence was a result of all the hard work and enthusiasm from the entire team,” Scholey said. “All the way from the breakfast servers to the water sports team, the front desk to the housekeeping



staff, they all love what they do and it shows in how they treat our guests.”

When looking towards the future of Tamarind, their commitment to the guests’ absolute satisfaction will continue as they look for more ways to improve the experience even further.

“We’re always looking for new opportunities, but nothing concrete on the books yet as we completely redesigned the resort a few



years ago,” Scholey said. “We are currently focusing on some operational enhancements like a VIP Kids programme and a new bar and lounge experience around Rilaks deck.”

Crystal Cove: Charming West Coast Retreat Set in clusters of low-rise buildings on a hillside, the all-inclusive Crystal Cove is the epitome of a little Bajan hideaway. Notable for its design feature showcasing the unique topography of the land, the beautiful cove setting gives guests spectacular views of the

island from their rooms and a few hidden treasures, too.

Three-tiered lagoon swimming pools and Crystal Cove’s famous swim-up Cave Bar adorn the property and features 88 rooms. From the pool/garden view room to the one bedroom ocean view, the accommodations are diverse and offer plenty of choices to meet guests’ needs. Adorned with unique colors, showcasing the vibrant and modern Caribbean inspired décor, the intimate village style setting of the resort allows for coastal vistas with such proximity to the ocean that one can hear the gentle sound of the ocean from stunning views of the white sandy beaches, turquoise waters and spectacular sunsets. Some of the one bedroom suites feature split level loft style accommodation to separate the bedroom from the living space.

“The ‘cave bar’ has the wow-factor that everyone loves and has been named as one of the “Sexiest swim-up bars,” Scholey said. “But overall, our guests love our cliff style setting providing unprecedented views of the Caribbean Sea from the lobby, the restaurants and the rooms. So beautiful and unspoiled that it really provides our guests with a feeling of the ultimate Caribbean hideaway.”



A popular location for tourists due to its Caribbean roots and tropical backdrop, the warm weather and soothing, scenic sights surround Crystal Cove and the wonders of the island – a unique and one-of-a-kind selling point. Pouncing on the opportunity, Scholey looks to expand on the richness of the island with hopes of providing knowledge to all who visit.

“This year, we have developed a whole range of new initiatives to inspire our guests to learn more about our fabulous Bajan heritage. 99% of our staff is actually from Barbados and so, as you can imagine, we are incredibly passionate about our island and our

culture,” she said. “This year, guests can take part in lots of new activities from steel pan lessons to rum shop initiations (with an all-important dominos lessons), as well as tours of the island with a twist to visit the best hot spots from the point of view of the locals.”

Crystal Cove’s signature restaurant Reflections, aims to please the culinary desires of tourists looking for that authentic cultural flair. Weekly Bajan fish fries and themed dinner nights – ranging from Bajan cuisine to our own Oistin’s Fish Fry night to a Cultural Heritage evening with top notch entertainment, there’s something for every person and palate.

“We pride ourselves in offering an authentic Barbados experience and are building our activity programs and dining choices around experiencing the best Barbados has to offer,” Scholey said.

Crystal Cove offers complimentary motorized and non-motorized water sports as well as a kids club, all day dining options, WiFi, beach and pool ambassador service and a water taxi to other Elegant Hotels on the West coast.

“We try to bring the Bajan culture in to the resort and encourage our guests to explore the beauty Barbados has to offer by inviting them to join us on many free excursions and off the beaten path activities so they are not confined to the resort but have a true Barbados experience,” she added.

Current holders of the Gold Travel Life Sustainability certification, Crystal Cove is in the final stages of obtaining their Green Globe Certification. Crystal Cove’s numerous environmental initiatives show their affection and admiration for maintaining the purity, beauty and serenity of the island they call home. On their property alone, they

have adopted the use of solar energy for water heaters in all guest rooms, kitchen and staff areas and public bathrooms. But perhaps the most heroic and heartwarming venture is their adoption of the Good Shepherd Primary School – a movement providing assistance with meals for unfortunate kids along and regular donations to the school’s various fundraising efforts.

An island paradise fit for anyone, Crystal Cove’s appeal is universal. From multi-generational trips with older children to couples wanting a getaway, striking an emotional chord keeps people coming back time and time again. And in a place like Barbados where the Caribbean experience has not been homogenized and supersized, the discerning traveler can find any level of luxury in a personalized and intimate setting.

“Travelers are a lot savvier nowadays and don’t want to be fobbed off with faux experiences,” Scholey said.

“We’ll see people demanding more and more authentic experiences when they go on holiday and that is something we have in abundance in Barbados. In fact, in our hotels we employ local staff and they all have

local knowledge, so if you ever want to know where the best place to get flying fish at Oistin's is, ask one of our team members and they will point you in the right direction."

"At Crystal Cove, and indeed all our Elegant Hotels properties, we are the real deal and truly celebrate and most importantly share the best Barbados has to offer."

TURTLE BEACH: GOING THE EXTRA MILE

Turtle Beach is Elegant Hotel's all-inclusive, 161-suite resort located on the south coast of Barbados. With its location further from its sister properties, Turtle Beach offers guests the opportunity to explore and enjoy the relaxing atmosphere of Barbados' southern shores.

The amenities which guests can expect to find at Turtle Beach include: two free-form freshwater swimming pools, water sports including windsurfing and kayaking, WiFi, beach and pool Ambassador service and a plethora of dining and bar options such as Chelonia, The Waterfront Restaurant and Asiago's.

"Turtle Beach is on the south coast of Bar-



bados unlike all the other Elegant Hotels," Scholey stated. "So it already sets itself apart on this basis. If you want to learn a bit of surfing, you definitely want to stay at Turtle Beach and learn from our water sports team leader, Captain Sam."

"The property has a generous layout with 1,100 feet of white sandy beach," she added. "It has plenty of space for couples and families to relax and unwind in the Caribbean sun."

With solid leadership, and keeping with El-



egant Hotel's commitment to delivering the best experience for all of their guests, the Turtle Beach team goes above and beyond; something which guests have recognized according to Scholey.

"Lots of guests comment on the fact that they think Turtle Beach has a good 'heart,'" she explained. "Which is all down to an intimate yet spacious layout, and a dedicated and genuinely happy team lead by a fantastic and experienced general manager Charles Maynard, who is well known for going the extra mile for his team and guests."

In some cases, all-inclusive resorts have faced criticism for feeling 'soulless' or lacking the care, attention and personality that a vacation spot truly requires. Though Scholey is adamant, "This couldn't be further from the truth at Turtle Beach."

"Each guest is greeted personally on arrival by a member of staff and a refreshing rum punch to make their long flight seem like a distant memory," she continued. "Having completed a brief check-in form, either over a cool welcome drink or in the comfort of their room, guests are given a schedule of what's happening that week including spinning classes at the gym, a round of beach cricket with the staff, a historic walking tour of the neighborhood or a cocktail making lesson and more. Then guests are left to unwind and can choose to dine in one of the restaurants or simply relax with a sundowner by the pool."

"Our staff really works hard to remember names and faces of every guest to make sure that they feel as at ease and welcome from the moment they arrive to the moment they leave," she added.

The staff's efforts have also been rewarded

in the form of the 2015 Certificate of Excellence from TripAdvisor and has the Travelers Choice Award 2015 as Best Family Resort. About the award, Scholey stated that it's truly the staff which makes all the difference at a resort.

“Our staff is what makes the property special and that's what keeps many guests coming back,” she said. “It is not enough to have a pretty resort on a beautiful beach; nowadays guests expect more than that and that is what we deliver; a personal, unobtrusive service that helps guests enjoy their holiday.”

Alongside their commitment to guest services, Turtle Beach has also taken measures to protect the environment by increasing the sustainability of the resort through monitoring their gas, electrical, and water usage daily, and setting up recycling programs through partnerships. The team intends to reduce their waste by up to 10% per year.

“Our investment has been in 'Energy Eye,’” Scholey said. “A unique combination of entry door and occupancy motion sensors that controls the regulation of the A/C units. We are on our last phase of the replacement of regular air conditioning units to environ-



mentally friendly and energy efficient inverter technology.”

“Our efforts are further enhanced by our aggressive waste reduction,” she continued. “By partnering with local recycling companies to re-purpose waste by recycling of paper, card, glass and oil, we intend to reduce our waste by 10% year on year.”

For their efforts to increase sustainability, including regular beach cleaning sessions, Turtle Beach has achieved Green Globe Certification, recognizing their hard work and dedication to achieving high standards of environmental management.



“We were delighted to receive the Green Globe Certification in recognition of the work we are doing to strive for continuous improvement on our greening initiatives,” Scholey said. “We recognize the importance of this and wish to play our part in participating and promoting environmental sustainability and caring for the most vulnerable.”

“In short, we want to help!”

17 Years of Service for Elegant Hotels

For the past 17 years, Elegant Hotels has grown into one of Barbados’ most unique and trusted resorts that offer guests person-

alized service, bespoke activities and a truly Bajan experience.

Backed by a staff of 914 employees across all five properties, it’s all about making sacrifices according to Elegant Hotels CEO Sunil Chatrani.

“In this business, we have to put a lot of time into it. You have to really love this sector to be successful at it. We all love what we do and spend more time working alongside each other than with our own family,” Chatrani said.

Truly a team approach to doing business; it’s not all about awards, glitter and glamour for Elegant Hotels for Chatrani.

“The strength of our business is our people from our operative/line staff to our Executive and management team. Our corporate culture and environment in which we work is the key to our success,” he said.

“We are not looking to win awards; we are looking to win over our guests.”

Something they have done, and will surely continue to do for many, many years to come.



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