

# Sandals

THE *Luxury Included*® HOLIDAY

Since opening its first resort in 1981, Sandals Resorts has been at the forefront of the Caribbean all-inclusive travel sector by offering luxury, innovation and choice. In an industry brimming with new contenders, the combined knowledge and experience of Sandals' management team and resort staff has kept the company at the head of the expanding all-inclusive market by introducing the Luxury Included® holiday experience.



### Market

In recent years the concept of luxury travel has steered away from conservative, off-the-shelf five-star packages towards tailor-made individualism. The market remains guest focused and it is people skills, along with an emphasis on personal choice, that Sandals Resorts sees as key in setting it apart from its competitors.

Right from the outset, the brand aimed to offer more; where others had inclusive meals and rooms at a set rate, Sandals' prices covered premium drinks, tips and taxes, in addition to all recreational and water sports activities, including scuba diving. Furthermore, while it was common within the market for meals to be served as buffets, Sandals built its reputation on gourmet speciality restaurants and white-glove service.

Sandals Resorts International (SRI) is now the largest operator of Luxury Included® resorts in the Caribbean. Currently there are 14 Sandals resorts aimed at 'two people in love' located in Jamaica, Antigua, St Lucia and the Bahamas, and four resorts belonging to its sister brand, Beaches, catering for everyone from couples to families and singles.

### Product

Sandals prides itself on its top-of-the-range products, from à la carte restaurants and Beringer wines, to an extensive range of water

sports – Sandals Resorts is now one of the largest dive operators in the Caribbean. Its butler service, offered in partnership with the Guild of Professional English Butlers, represents the ultimate in luxury pampering: private in-suite check-in, unpacking and packing luggage, and catering to any special requests, such as a moonlit dinner or a soothing bubble bath.

Sandals was one of the first operators in the Caribbean to offer full-service spas. The exclusive Red Lane® Spas now feature prominently in all of its establishments; their scenic beachside locations and exotic indigenous treatments are an enduring signature of the brand.

### Achievements

Both Sandals Resorts and the more family oriented Beaches Resorts continue to accrue industry awards that reaffirm the brand's leading position across the luxury travel market – for the last 14 years the brand has been voted the World's Leading All-Inclusive Company at the World Travel Awards.



Further notable accolades in recent years include placements in Travel + Leisure Family's 2010 list of the Top 25 Best Hotels for Families in the Caribbean; Beaches Turks & Caicos Resort Villages & Spa took third place, while Beaches Negril Resort & Spa took fourth. Previously the brand also won at the 2008 TripAdvisor Travellers' Choice Awards, in which Beaches Boscobel Resort & Golf Club was recognised as one of the Top 10 Hotels for Families in the Caribbean and Latin America. A duo of Sandals Resorts, Sandals Royal Plantation and Sandals Whitehouse European Village & Spa, made it into the Top 30 Resorts in the Caribbean in Condé Nast Traveller's Readers' Choice Awards for 2010; an accolade that reinforces the brand's continued dominance within the luxury travel sector.

### Recent Developments

Sandals recently introduced the concept of the Luxury Included® holiday with a collection of suites in Jamaica, Antigua, St Lucia and the Bahamas. The new experience features an extended range of premium services and amenities that include private plunge pools and Jacuzzi baths, as well as a selection of exclusive partnerships with the likes of celebrity designers Martha Stewart and golfer Greg Norman.

Continuing to expand the Luxury Included® concept, Sandals Emerald Bay has recently been added to the Sandals portfolio. Opening in Great Exuma, the Bahamas, it is an all-butler service



resort with exclusively designed championship golf course facilities.

In addition, in 2010 Beaches Resorts extended its newest collaboration with Martha Stewart Living Omnimedia to include Martha Stewart Craft Studio family activities at all four of its Beaches Resort locations. Beaches Resorts is also a sponsor of Sesame Street®, with an exclusive Caribbean Adventure Programme in which children benefit from character activities and weekly shows. Furthermore, Beaches Resorts collaborated with Microsoft® Xbox to create the Xbox 360 Game Garage Video Game Centres, and with the Scratch DJ Academy to offer exclusive programmes for their hard-to-please teen and 'tween' guests.

### Promotion

Brand promotion comes in the form of a multimillion-pound advertising campaign that supports the efforts of travel agents and tour operators to market both the Sandals Resorts and Beaches Resorts brands. The campaign encompasses a broad range of media: flyers, property-specific brochures, posters, signage and window displays for travel agents, in addition to the more high profile television and e-commerce activities, consumer and trade advertisements, newspaper advertising and national billboards.

Sandals has often been recognised by the strong, vivid and colourful aesthetics that flow through its various media campaigns. However, this visual brand identity is evolving to suit global markets in the ever changing face of luxury world travel. The new brand image is more sophisticated and lifestyle focused, hence able to deliver the Luxury Included® ethos with more success.



Sandals Resorts and Beaches Resorts operate a sophisticated CRM programme, which includes a highly attractive loyalty scheme, Sandals Select.

### Brand Values

Sandals is one of the best-known luxury resort brands in the world. It continues to build on its leading position in the Caribbean hotel industry with innovations such as the Luxury Included® concept, making it well positioned to address consumers' growing demands for luxury choices to be included in their package holiday. Throughout its history the company has striven to create the ultimate Sandals experience: luxury, service and uncompromising quality delivered in picturesque beachside locations.

### Things you didn't know about Sandals

It took seven months and US\$4 million to renovate the first Sandals Resort in Montego Bay to transform it into Sandals' flagship property.

Sandals was the first Caribbean brand to offer Jacuzzi baths, satellite television, swim-up pool bars and to equip every room with a king-size bed.

After some 30 years of philanthropic activities within Caribbean communities, SRI established The Sandals Foundation in 2009. Charitable efforts include volunteer projects, fundraising and donations from Sandals' chairman Gordon 'Butch' Stewart.

Sandals and Beaches have a strong ethical conscience. All their resorts in Jamaica, Antigua, St Lucia and the Bahamas are proud holders of Gold Travelife status, recognising their efforts for environmental sustainability in the region.

1981	1985	1988	1993	1994	1996
Gordon 'Butch' Stewart buys a dilapidated hotel in Montego Bay, Jamaica. Despite no prior hotel experience he opens Sandals Montego Bay several months later.	Sandals unveils its signature swim-up pool bar, enabling guests to order refreshments without having to leave the swimming pool.	Sandals Negril opens its doors. Three years later Sandals becomes the largest operator of all-inclusive resorts in the Caribbean and opens its first resort in Antigua.	Sandals Regency St Lucia is launched in April, offering guests the opportunity to split their stay between two islands, Sandals Antigua and Sandals St Lucia.	WeddingMoons® is launched – a concept combining a holiday wedding with an inclusive honeymoon.	Sandals Royal Bahamian Resort & Spa opens. The following year the first Beaches Resort opens, Beaches Negril in Jamaica.

2004	2008	2009	2010
A butler service is introduced to Sandals' top suite categories – the ultimate all-inclusive pampering service.	Sandals Negril is the first hotel in the world to be awarded Platinum Certification by EarthCheck in recognition of more than 10 years' dedication to sustainable practices.	Beaches Turks & Caicos Resort Villages & Spa opens its Italian Village, including 162 family suites, five restaurants, a Scratch DJ Academy and 45,000 sq ft waterpark.	Sandals Weddings by Martha Stewart™ launches, Sandals Emerald Bay opens in February, and Royal Plantation Ocho Rios is rebranded as a Sandals Resort.