



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 people 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. Furthermore, while it was common within the market for meals to be served as buffets, Sandals built its reputation on gourmet specialty restaurants and silver service.



Sandals Resorts International (SRI) is now the largest operator of Luxury Included® resorts in the Caribbean. Currently there are 12 Sandals Resorts aimed at 'two people in love' located in Jamaica, Antigua, St Lucia and The Bahamas and four of its sister chain, Beaches Resorts, catering for couples, families and singles.

**Product**

Sandals prides itself on its top-of-the-range products; from à la carte restaurants, benefiting from the brand's established partnership with California's Beringer Vineyards, 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; from private in-suite check-in to unpacking and packing as well as any special request, such as a moonlit dinner, that individual customers may require.

Sandals was one of the first operators in the Caribbean to offer European-style spas. Red Lane® Spas now feature prominently in all of its establishments, with their scenic beachside locations being 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 Best at the World Travel Awards.

Notable accolades in recent years include winning at the 2008 TripAdvisor Travellers' Choice Awards, where Beaches Boscobel Resort & Golf Club was recognised as one of the Top 10 Hotels for Families in the Caribbean and Latin America. In 2007, Travel + Leisure Family Magazine singled out Beaches Turks & Caicos Resort & Spa as the second best overall



Caribbean resort. A trio of Sandals Resorts, the Sandals Negril Beach Resort & Spa, the Sandals Dunn's River Villaggio Golf Resort & Spa and Sandals Whitehouse European Village & Spa, made it onto Condé Nast Traveller's Gold List for 2007, 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 through 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 Preston Bailey and Sylvia Weinstock.

Sandals Resorts' new Mediterranean Village at the Sandals Grande Antigua Resort & Spa is the first all-suite property to offer guests the new Luxury Included® experience and in doing so, signifies a shift in direction for the company away from the all-inclusive label towards a more contemporary approach.

**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 ecommerce 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.

In addition, in 2006 an exclusive partnership was developed with Crayola, defining Beaches Resorts as the first in the Caribbean to offer younger guests Crayola Art Camps. Beaches Resorts is also a sponsor of Sesame Street®, with an exclusive Caribbean Adventure Programme where 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.

**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 holiday choices to be included in their package holiday. Throughout its history the company has strived to create the ultimate Sandals experience: luxury, service and uncompromising quality delivered in picturesque beachside locations.

[sandals.co.uk](http://sandals.co.uk)

**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.

Chairman Gordon 'Butch' Stewart donated US\$1 million worth of holidays to military personnel who served in the Gulf War.

Although best known as a resort for 'two people in love', Sandals Resorts also offers family holidays with its Beaches Resorts brand.



1981	1985	1988	1991	1993	1994
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.	Cuisine becomes sophisticated with gourmet meals prepared by international chefs served 'white-glove' style. Sandals Negril also opens its doors.	Sandals becomes the largest operator of all-inclusive resorts in the Caribbean and opens its first resort in Antigua.	Sandals 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.

1995	1996	2004	2008
The first Beaches resort, Beaches Negril – catering for singles, families and 'two people in love' – opens in Jamaica.	Sandals Royal Bahamian Resort & Spa opens, and readers of Condé Nast Traveller name it one of their top 10 spa resorts.	A butler service is introduced to Sandals' top suite categories – an ultimate all-inclusive pampering service.	Sandals Negril is the first hotel in the world to be awarded Green Globe Platinum Certification in recognition of more than 10 years' dedication to sustainable practices.