

Sandals announces expansion to a new destination

Resort Company Acquires Buccament Bay to Develop the Fourth Beaches Resorts in Portfolio

LUXURY all-inclusive resort leader Sandals Resorts International (SRI) is expanding to St. Vincent and the Grenadines, its eighth island in the Caribbean, and a new destination for the brand, following the acquisition of Buccament Bay Spa and Resort.

The resort, which has been shuttered as a failed development since 2016, will be completely transformed to become the fourth Beaches Resorts within the portfolio, joining their award-winning family-friendly resorts in Jamaica and Turks & Caicos.

According to SRI Founder and Chairman, the Hon. Gordon “Butch” Stewart, “Investing in St. Vincent and its captivating people, was not only compelling, but a natural next step for continued expansion within the Eastern Caribbean. Beginning with our first entry in Saint Lucia many years ago and more recently Grenada and Barbados, we are champions of growth for the Eastern Caribbean, and it has remained at the forefront of our expansion strategy.”

He added, “Expanding into a brand-new destination ushers in the tremendous opportunity for new and existing team members to experience a whole new way



Above: Sandals Resorts International CEO Gebhard Rainer and Deputy Chairman Adam Stewart officiating the expansion of Beaches Resorts into St. Vincent and the Grenadines along with Prime Minister, the Honourable Dr. Ralph Everard Gonsalves; Minister of Tourism, Sports, and Culture, the Honourable Cecil O. McKie and Minister of Finance, the Honourable Camillo Gonsalves.

of life and professional growth path. The minute our customers land in St. Vincent, they will be enchanted with its magnificence. The resort hugs the Caribbean Sea and is nestled within a lush mountain range and neighboring rainforest. Best of all, it’s only a short drive from the newly constructed Argyle International Airport.”

The agreement, which has been in the works for nearly a year, will bring Beaches Resorts to the archipelago chain known as the ‘Jewels of the Caribbean’. “The resort will undergo extensive reimagination and renovations,” stated Adam Stewart,



Home to the future Beaches Resorts in St. Vincent and the Grenadines.

Deputy Chairman of Sandals Resorts International, who also noted, “Each time we expand, we bring with us the full potential of our 40 years in hospitality with the creation of new jobs and skillsets through our Corporate University, the on-

the-ground work of our Sandals Foundation, the dedicated airlift and comprehensive global marketing campaigns that always follow. As we look to the future, this growth stands for tremendous possibility.”

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