



ELEGANT HOTELS

BARBADOS

elegance with a twist

Elegant Hotels Group in Barbados Rebrands, Unveiling 'Elegance with a Twist' Upscale but Unpretentious Experiences

FORT LAUDERDALE, FL – Feb. 16, 2010 – [Elegant Hotels Group](#), which owns and operates five of the finest hotels on Barbados, has set out to be the destination of choice for visitors seeking an array of experiences on this remarkable Caribbean Island.

Whether guests seek a memorable family holiday, a romantic getaway, a business meeting or executive retreat, or even a trip focused on culinary delights, Elegant has a hotel to meet the need. Elegant Hotels Group has launched a “rebranding” campaign that offers a range of new benefits to guests in order to reintroduce the brand and its hotels. The campaign includes everything from a redesigned website, www.eleganthotels.com, configured to make it easier than ever before to match an individual hotel to the experience that guests seek, to new design elements gradually rolling out at individual hotels, to new experiences available to guests. The company unveiled a new logo, as well, with the “e” in Elegant now represented in lowercase, evocative of a twisting ribbon or even a colorful pennant blowing on the beach. The logo is accompanied by the new tagline “Elegance with a Twist.”

All of the changes have been designed to illustrate that Elegant Hotels, each of which are set amidst the very best west and south coast beaches on Barbados, are upscale yet unpretentious, evoking a spirit of “barefoot elegance.”

Howard Friedman, Elegant Hotels Group CEO, commented “I’m very pleased that guests will benefit from our rebranding program in so many ways. We’re making it simpler than ever before to plan a trip to Barbados, and the experience once guests are on property is unmatched.” Friedman continued, “In the U.S., Barbados remains somewhat of an undiscovered gem and we feel that the Elegant Hotels collection now makes discovery possible by offering the ultimate ‘one stop shop,’ with a hotel to match every

desire. In the UK, we want to continue to live up to our reputation for unrivaled service - the standards that have brought guests back generation after generation - while ensuring that new visitors are introduced to all that our brand has to offer.”

Elegant Hotels Group embodies the best of Barbados in a collection that includes four hotels on the tranquil waters of the West Coast – **The House** with its boutique, adults-only ambience; the family-friendly **Tamarind Cove Hotel**; the renowned **Colony Club Hotel**; and the all-inclusive **Crystal Cove Hotel**. The brand is represented on the lively South Coast by the all-inclusive, all-suite **Turtle Beach Resort**.

On the culinary front, the Elegant portfolio also includes **Daphne’s**, the island sister to the award-winning London restaurant. Daphne’s top Zagat-rated cuisine is just steps from the serene sanctuary of The House. A second Zagat-rated restaurant, **Asagios**, makes its home at Turtle Beach Resort. Guests can take advantage of a “dine around” program that allows them to sample the culinary styles at different hotels within the collection. A complimentary water taxi links the beaches of several Elegant Hotels, so that guests can enjoy a variety of dining experiences during their stay. The Elegant dining experience also extends beyond traditional restaurant walls, as weekly “beach grills” at each resort take the beach barbeque to a whole new level, with lobster dinners, freshly caught local fish grilled to perfection, and more.

In fact, it may be on the beach that the Elegant star shines brightest. While guests at Elegant Hotels enjoy superb amenities of every kind, it’s their location on the very best of Barbados’ beaches that brings guests back time and again. Elegant Beach Ambassadors cater to guests’ every need, and the collection offers complimentary water sports for varied age levels and abilities, including the addition of paddle surfboards this season.

More information about special offers and new programs available during 2010 as part of the “Elegance with a Twist” campaign at Elegant Hotels Group, is available at www.eleganthotels.com or by calling 888-996-9948.

ABOUT ELEGANT HOTELS GROUP

Elegant Hotels Group owns and operates five of the finest hotels and resorts on the Caribbean Island of Barbados. Set on the most desirable of the island's legendary beaches on the west and south coasts, each hotel features unique attributes and a distinctive personality. Together, they offer styles to suit every taste, from classic to contemporary, family-friendly to adults-only, and traditional to all-inclusive. The hotels share a commitment to superb service and fine culinary experiences, and provide the ultimate beach and water sports environment for their guests, including the Elegant "Beach Ambassadors" program. They offer upscale accommodations that remain welcoming and unpretentious, or "elegance with a twist," – a casual elegance that embodies the best of Barbados. Elegant Hotels include The House, Colony Club Hotel and Tamarind Cove Hotel, as well as the all-inclusive Crystal Cove Hotel and Turtle Beach Resort. The group also includes the acclaimed Daphne's restaurant on Barbados' west coast – sister to Daphne's restaurant in London. For reservations and further information, call 888-996-9948, or visit www.eleganthotels.com.

###

For hi-res images, interviews or more information, contact:

Patricia Nugent/Megan Bishop
Middleton & Gendron, Inc.

(212) 284-9935/ (212) 980-9231

Email: pnugent@mg-pr.com / mbishop@mg-pr.com