



ELEGANT HOTELS

BARBADOS

elegance with a twist

Elegant Hotels Group Promotes Nicole King To Director of Sales North America

FORT LAUDERDALE, FL – January 15, 2010 – Nicole King has been promoted to Director of Sales North America, Caricom and Corporate for Elegant Hotels Group, which owns and operates a collection of five distinctive hotels on the south and west coasts of Barbados. King, who began in her new role on January 1, is now responsible for all tour operator account management and contracting, as well as new business solicitation within the U.S., Caribbean and Canada.

King brings 17 years of relevant sales and management experience to her new position. She joined Elegant Hotels Group in 2007 as Director of Sales, Caricom and South America, and quickly distinguished herself within the company through her successful handling of Caricom and South American sales activities for all five hotel properties.

“Nicole’s superb business development skills and long-term relationships have made her an invaluable asset to the Elegant Hotels team,” said Sylvia Scholey, Vice President Sales, Marketing and Ecommerce for Elegant Hotels Group. “We are delighted to expand her role within the company and look forward to her continued contributions.”

Prior to joining Elegant Hotels Group, King held positions in both the hospitality industry and financial sector. Within the hospitality industry, King has held positions including Director of Sales and Catering for Westin Casuarina Resort, Grand Cayman, where she was instrumental in the five-star hotel’s successful opening. Also in Grand Cayman, King served as Marketing & Sales Coordinator for Cayman Airways Limited.

She served for nine years as Relationship Manager, Premier Banking for FirstCaribbean International Bank in Barbados and, earlier, in the Cayman Islands.

King's early hospitality career included her role as a Sales Manager for Hyatt Regency Hilton Head Resort in South Carolina, and positions at Grand Hyatt New York, and the Omni Park Central Hotel, also in New York City.

King is a graduate of the University of Massachusetts at Amherst, where she earned a bachelor's degree in Hospitality Management.

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.elegant-hotels.com.

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