



ELEGANT HOTELS  
B A R B A D O S  
*elegance with a twist*

## **Snag A Stay with a Smart Phone: Reservations to Elegant Hotels Group in Barbados Now Available Through StayHIP™**

FORT LAUDERDALE, Fla. – June 24, 2010 – A sojourn to Barbados is a tap away thanks to a new marketing partnership between Elegant Hotels Group – which encompasses five of the island’s best resorts – and StayHIP™, a new mobile application designed through TRAVELCLICK®. Available via Apple’s iPhone and iPod touch or Google’s Android, travelers worldwide can now book their next vacation with Elegant Hotels using their mobile device, giving them instant access to the collection’s best rates.

“We’ve carefully monitored the relevance of mobile applications to our sales efforts, and the statistics are impressive; it’s anticipated that smart phone application downloads will reach seven billion by 2013,” said Sylvia Scholey, vice president of sales, marketing and e-commerce. “StayHIP’s easy-to-use technology and exclusive focus on hip, boutique hotels is the ideal forum to make Elegant Hotels Group accessible via smart phone booking.”

Whether considering a quiet retreat to the sought-after West Coast, or a rendezvous to the lively South Coast, Elegant Hotels Group has the ideal property to inspire travelers. To the West, [The House](#), [Tamarind Cove Hotel](#) (re-opening as “Tamarind” on Nov. 1, 2010 following a multi-million dollar renovation), [Colony Club Hotel](#) and the all-inclusive [Crystal Cove Hotel](#) dominate the idyllic “Platinum Coast.” And to the South, the all-inclusive, all-suite [Turtle Beach Resort](#) is unparalleled. Its 1,500 feet of white sandy beach was recently named one of the “World’s Best Under-the-Radar Beaches” by ABCNews.com, and the vibrant dining scene and nightlife of St. Lawrence Gap is just steps away.

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**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](http://www.elegant-hotels.com).

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

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