

## PROPERTY CASE STUDY - BLUE WATERS HOTEL

Established over 50 years ago by the locally dignified Antiguan Mr Osmond Kelsic, Blue Waters Hotel has evolved over time into a 77 bedroom property with a reputation for outstanding service and attention to detail. The Three Sixty Hotels team were involved with the property from its re-launch in 1997, developing it into the award winning property it is today.



Located on the North West tip of the island, Blue Waters enjoys a loyal repeat customer following, at times contributing to the hotels occupancy by as much as 70%. Such loyalty was demonstrated when the hotel decided to sell a piece of this well loved property through the development of the Cove Suites, all units being sold within 6 weeks of launch and mostly to repeat clients of the property, such is the following this property has developed.

Three Sixty Hotels and Resorts was instrumental in making this a reality, and continues to strive for improved standards of excellence within the resort.



### Awards

With Three Sixty Hotels and Resorts at the helm the property has twice been awarded "Antigua's Leading Hotel" in the World Travel Awards, in both 2003 and 2006.

Further accolades have included a nomination by Conde Nast Johansens in 2005 as the "Most Outstanding Resort in North America, Bermuda, the Caribbean, Mexico and Pacific".

Virgin Holidays have further awarded the hotel on numerous occasions in their travel awards including "Gold Award 2006 – Best Hotel Caribbean and Mexico" as well as "Silver Awards 2007 – Best Hotel Caribbean and Mexico", "Silver Award 2008 – Best Hotel Caribbean and Mexico" and "Bronze Award 2004 – Best All Inclusive Hotel"

Expedia Insiders Select 2008 – The top 1% of the world's hotels award



## PROPERTY CASE STUDY - BLUE WATERS HOTEL (cont)

| BLUE WATERS HOTEL OCCUPANCY REVIEW |         |         |        |        |        |
|------------------------------------|---------|---------|--------|--------|--------|
| MONTH                              | 2003/4  | 2004/5  | 2005/6 | 2006/7 | 2007/8 |
| OCT                                | 56      | 67      | 72     | 57     | 68     |
| NOV                                | 85      | 82      | 86     | 79     | 80     |
| DEC                                | 85      | 84      | 84     | 81     | 83     |
| JAN                                | 70      | 92      | 89     | 93     | 84     |
| FEB                                | 92      | 94      | 92     | 93     | 91     |
| MAR                                | 87      | 93      | 95     | 85     | 87     |
| APR                                | 90      | 87      | 87     | 88     | 77     |
| MAY                                | 89      | 85      | 86     | 87     | 82     |
| JUNE                               | 84      | 86      | 83     | 83     | 79     |
| JULY                               | 72      | 78      | 85     | 85     | 75     |
| AUG                                | 72      | 63      | 71     | 65     | 50     |
| SEPT                               | 0 Close | 0 Close | 44     | 54     | 33     |
| AVERAGE                            | 80      | 83      | 81     | 79     | 74     |

### Property Performance

Occupancy has grown from strength to strength at Blue Waters, utilizing Three Sixty Hotels and Resorts extensive tour operator, wholesaler and industry relationships to improve sales, yet with a focus on maintaining rate integrity.

ADR's have increased annually as part of the hotel's strategy for improving standards and achieving an optimum REV PAR, obtained by developing the correct balance of rate and occupancy.

In island and Caribbean market review comparisons, Blue Waters has always achieved a position within

the top 5 to 10% in terms of ADR's and Occupancies for comparable products.

Furthermore with a substantial number of the industry's top tour operators and wholesalers Blue Waters regularly achieves a top 3 production rating.

### Testimonials

Having achieved such success, Blue Waters has over time developed a very loyal following.

*"You have got a very special place here – great location too, but you are the people that made our stay a good one"*

Paul Young (musician)

*"Thank you so much for your wonderful hospitality. I had such a nice time. See you again"*

Caprice (model)