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## **ELITE ISLAND RESORTS LAUNCHES NEW AUTHENTIC CARIBBEAN CAMPAIGN**

*Leading Caribbean resort group announces reimagined brand identity with new website as centerpiece*

**DEERFIELD BEACH, Fla.** – Award-winning [Elite Island Resorts](#) is taking steps to elevate awareness of its unique collection of thoughtfully curated All-Inclusive Caribbean resorts with new branding and a new website ([www.AuthenticCaribbean.com](http://www.AuthenticCaribbean.com)). The marketing move complements an extensive refurbishment program featuring significant updates and enhancements to each of the collection's eight properties over the course of the past year.

The new theme "Authentic Caribbean" will be used extensively in marketing initiatives to focus attention on the exclusive experience vacationers can expect at Elite Island resorts, which take pride in offering idyllic tropical hideaways that are 180 degrees away from crowds and overdevelopment. Each resort has its own distinctive charm and personality, where guests soon discover that genuine warmth and hospitality are a way of life.

The new website uses captivating imagery to shine a light on the kind of immersive experience vacationers can expect at each resort, and identifies which properties are best suited for romance, family fun, relaxation, adventure, island hopping, and more. Elite Island Resorts has an option for every taste. Plus, there is a section highlighting the history and attractions of Antigua, Barbados, St. Lucia, Tortola, and The Grenadines—the five islands that are home to the Elite Island resorts. These beautiful destinations will provide guests with a truly unforgettable Caribbean vacation experience, as they enjoy a culture of genuine social connection, where visitors and locals can relax, laugh, and share stories together. It's life unscripted. It's the Authentic Caribbean.

"The new 'Authentic Caribbean' branding better reflects our current collection of All-Inclusive resorts, where guests can enjoy the comfort, warm hospitality, inspired cuisine and peaceful rhythm that only the Caribbean can deliver," said Steve Heydt, President of Elite Island Resorts. "It helps us convey our core message that these laidback resorts offer a unique getaway where couples and families can immerse themselves in a genuine experience of Caribbean culture, sharing the joy of togetherness as they relax and recharge."

Families looking to spend enriching moments together can enjoy a wealth of activities at four family-friendly oceanfront resorts: [St. James's Club Morgan Bay](#) in St. Lucia, [Long Bay Beach Club](#) in Tortola,

and Antigua's [St. James's Club & Villas](#) and [The Verandah Resort & Spa](#). Activities ranging from swimming in freshwater pools and building castles in the sand to guided nature walks, snorkeling and non-motorized water sports are complemented by supervised Kids' and Teens' Clubs.

For couples and newlyweds, four Adults-Only resorts offer the perfect romantic getaway. [The Club, Barbados Resort & Spa](#) and Antigua's [Galley Bay Resort & Spa](#) and the newly renovated [Pineapple Beach Club Antigua](#) are located in some of the Caribbean's most enchanting beachfront settings, where couples can savor sunset champagne toasts and romantic candlelit dinners. And for ultimate seclusion, [Palm Island Resort & Spa](#) in the Grenadines offers couples a private island escape where they can write the chapters to their own romantic story amid stunning turquoise waters and tropical greenery.

### **About Elite Island Resorts**

Elite Island Resorts represents an impressive collection of All-Inclusive beachfront properties in the Caribbean. Each resort provides something unique for every traveler, with offerings ranging from destination weddings and romantic escapes to family retreats and eco vacations. Resorts include: St. James's Club & Villas, The Verandah Resort & Spa, Pineapple Beach Club Antigua and Galley Bay Resort & Spa, all in Antigua; St. James's Club Morgan Bay in St. Lucia; Long Bay Beach Club in Tortola, BVI; Palm Island Resort & Spa in the Grenadines; and The Club, Barbados Resort & Spa. For more information visit [www.eliteislandresorts.com](http://www.eliteislandresorts.com) or call 800-771-4711.