



get into the four-star market. We always said we provide four-star service but we charge three-star prices. At least now we were able to offer that four-star service and actually charge, at least for that property, four-star prices.”

Sanovnik had returned to St. Lucia and the family business in 2008, after working as a Chartered Accountant and financial consultant at KPMG in Toronto, Canada. The Great Recession was just beginning to wreak havoc on the tourist industry throughout the Caribbean, and for the first few years, the new Resort lost money. But under Savovnik’s leadership the hotel group was able to return to profitability using a combination of innovative online marketing methods and its policy of targeting specific groups of guests.

He explains: “When I came back into the business in

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