2008, one of the things I was charged with looking at was the marketing budget. I'm an accounting person, by profession. And the change we made, almost immediately, was to go away from the traditional print advertising and go more towards online marketing and social media. We have 44,000 fans on Facebook, we're on Instagram, we're on YouTube, we're everywhere. And we use that as a key part of our marketing strategy - Google, Yahoo, Pinterest, Instagram and Tripadvisor. We are able to cast a wide net, but we're also able to geo-target and zero in the markets that matter most to us. So we do a lot of targeted advertising to the demographic that we think is most appropriate for our property.

"We are particularly good at capturing the Caribbean market. We believe that regardless of where you're from, and how you look, and how much money someone might think you have, when you come here on a vacation, you've saved up your money and you deserve the best service. And we provided that level of service and deliberately targeted that underserved market – the Caribbean Diaspora, African-Americans, people who felt, sometimes, that they were not necessarily treated as well as guests from North America and Europe, and so on. The vast majority of arrivals from the Caribbean choose us over any other hotel.

Sanovnik's methods have paid off handsomely: "What has really improved over the last few years are the rates that we are able to attract because of our marketing strategy and the improvements that we continuously make to the property." In 2013, the property group won an award for Marketing Excellence from the St. Lucia Chamber of Commerce. In 2014, Bay Gardens Limited was named Business of the Year by the Chamber and its Managing Director, Joyce Destang was named Entrepreneur of the Year. In 2015 it snatched the Business of the Year Award for an unprecedented second time, while also regaining the Marketing Excellence Award for the second time in three years. To cap off an incredible year of awards for the Group Sanovnik