



many repeat customers. But lately, the resort has been intent on expanding its clientele. “We’re now attracting more families and positioning ourselves so that we focus on the younger market as well,” she says. The hotel has special rates for families and has added lots of activities for children, especially during the summer months and school holidays. A new wellness center has just been completed, along with a new spa and juice bar. In addition, Garbutt reports that all the rooms are receiving upgraded interiors in order to make them look “chic and iconic,” and its new Wi-Fi system now reaches every corner of the property.

In order to reach these new markets, Garbutt says that social media has become a key part of the resort’s marketing strategy. “We’re getting picked up by lots of Instagram accounts, such as Beautiful Hotels, and Beautiful Destinations,” she notes.

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