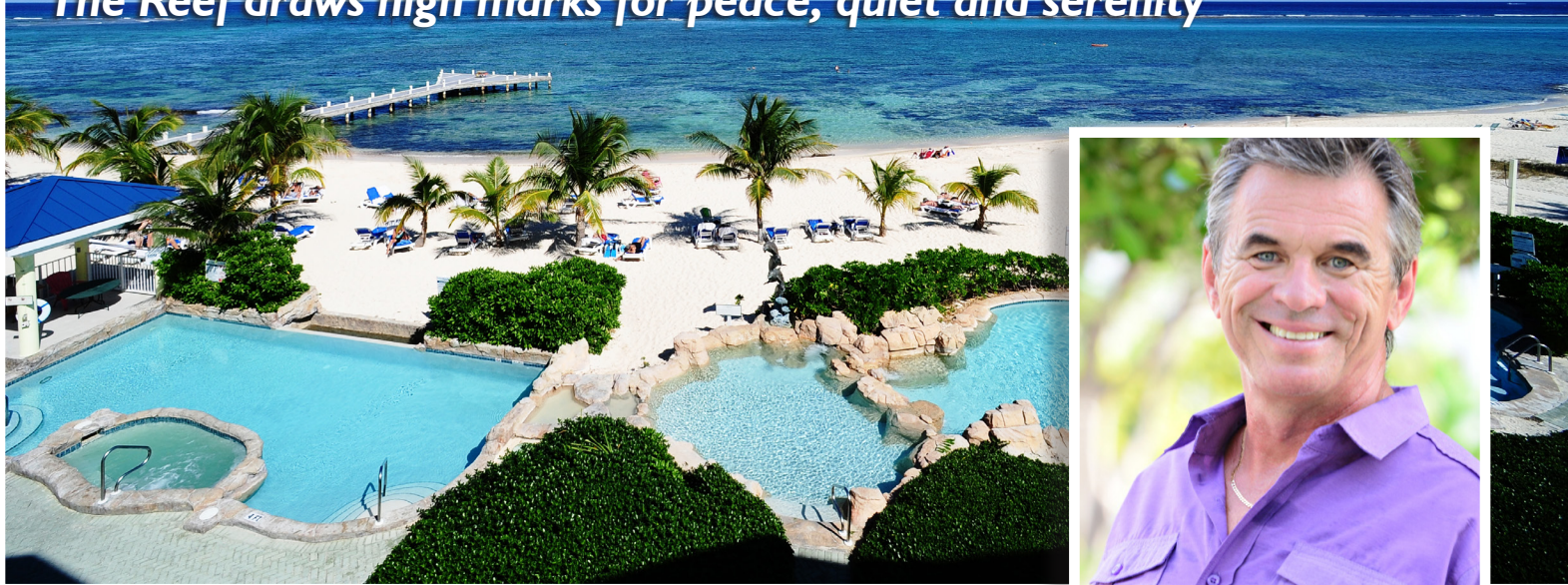


# An Ultimate Vacation Experience

*The Reef draws high marks for peace, quiet and serenity*



**Working at a luxury destination in the Cayman Islands is, by definition, a hectic endeavor.**



Gaetan Babin

But it's the prospect of month after month of 24/7 activity that pulls Gaetan Babin back in each day.

"They say in the flower business, if you can't make money on Mother's Day then you shouldn't be in business," said Babin, director of sales at The Reef Resort, on the eastern tip of Grand Cayman on the shores of the Caribbean Sea. "I've been involved in this industry for 25 years and it's very exciting.

"People are coming in from the frigid cold up north – from Canada to New York to the Midwest – and you land here in paradise; sunny days, no wind, mid-80 degrees. It's nice."

The resort will typically do 50 percent of its annual business in the five-month stretch from December to April, with the majority of visitors arriving from New York and its immediate surroundings. Other strong bases from North America include Texas, Florida, the Carolinas and Canada.

The United Kingdom, Italy and Germany are the top European sources, and Babin said the reputation of the Caymans as a particularly well-off destination means the clientele is particularly discerning.

"People are coming here by choice because of what we have to offer, and not because it's the cheapest place on the planet," he said. "We have a mixed-used property, from rentals to limited timeshares, so we draw a client base that's a little more affluent.

"A third of our members are in the medical or education fields. So it's not the over-, over-affluent, but it's certainly not the people who are looking for what they can get for 99 dollars, including all the food and including all the tequila they can drink."

The resort features 1,600 feet of beachfront and all 166 studio and suite floor plan arrangements are on the water. Regular one-bedroom suites are 900 square feet with a full kitchen, while one-bedroom executive suites include a dining room and lounge and cater

*"They say in the flower business, if you can't make money on Mother's Day then you shouldn't be in business,"*

to families and couples enjoying longer stays. Two-bedroom master suites include 1,350 square feet and have a full bathroom and full kitchen.

Deluxe studio suites are 500 square feet with king-size bed and kitchenette, and the regular studio suite is 450 square feet with a mini-refrigerator and microwave, in addition to tableware and cutlery.

Sizes may vary, but what they all have in common is proximity to sand and water.

"They're not cookie-cutter hotel rooms stacked side by side," Babin said.

"You basically take one step out the door of your unit and your toes are in the sand, and you take 30 steps and your feet are in the sea. All the units are like that. I refrain from using the word 'better' because there are a lot of great operators, but we're the only one in the Cayman Island that is complete on the water, and no one can take that away from us."

Another differentiation from other Cayman locales – as well as those in Cancun, Barbados and Fort Lauderdale and other places – is The Reef's positioning on the less-populated side of the island, which appeals to customers seeking a laid-back vacation, as opposed to perpetual nightlife and crowds.

It's 20 miles from Seven Mile Beach, and Babin revels in its label as the "Island Side" of Grand Cayman.

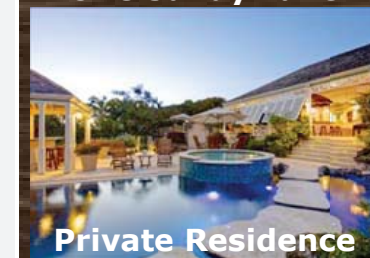
"People are really looking to get away from the busy beaches, where it's hotel after hotel after hotel and every chair is reserved," he said. "We don't have that



Coral Reef Club Spa



One Sandy Lane



Private Residence



Baobab Tower



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