

Caribbean Hospitality Trends That Matter

By **Ed Wetschler** - December 1, 2018

This past year you've been inundated with news about:

- wellness (the **Caribbean Tourism Organization** has even appointed Wellness Ambassadors for travelers seeking Yoda-like serenity and superhero triceps),
- gastronomy (star chefs have been attracting more visitors than stars in the sky),
- transportation (new airlift, even new ferry services),
- sustainability (**Sandals Resorts**, **Royalton Resorts**, and even independents such as **Bay Gardens Resorts** recently banned plastic straws),
- festivals (music, sports, food, rum, Carnival...), and
- cultural experiences (visiting heritage sites, eating local cuisine, enjoying local music, performing voluntourism, etc.).

You know all this already, so let's take a different approach with this year's Caribbean trends piece: Because much of your business revolves around booking hotels, let's focus on five trends in accommodations.

Villas at Traditional Resorts

The debut of villas and residences at full-service resorts just doesn't stop, as more families and friends demand to have their cake (a resort) and eat it, too (in their own villas). Citizenship-by-investment programs is also fueling new rentable vacation homes at resorts.

Thus, **Bianca Sands**, **Hacienda Samana Bay**, **The Liming Bequia**, and **Oil Nut Bay** are just some of the properties that debuted residential units in 2018, and there are more to come, such as **Rock House** in the Turks and Caicos, **WaterMark** and the massive **Mandarin Oriental** on Grand Cayman, and the above-mentioned **Cabrits Resort & Spa Kempinski** project in Dominica. Travel advisors who have primarily booked hotels in the past will, with a little help from packagers such as **Travel Impressions** (which works with **Villas of Distinction**), find it profitable to arrange more home-within-a-resort stays in the future.