



ZEMI BEACH HOUSE ANGUILLA JOINS HILTON

Beaches

The Hilton Honors program has grown on me greatly in the past few years for several reasons:

It's easy to earn Hilton's top tier Diamond status with the Aspire Card. Historically one of Hilton's biggest challenges has been that their luxury footprint was limited, though this is an area in which they've been improving greatly. Their points **earning** rates are excellent for hotel stays, so staying at Hiltons is rewarding.

So while I don't find the need to be "loyal," I'm increasingly interested in Hilton's luxury footprint. That's also why I'm excited about the number of luxury properties they've added in the past few years, like the **Waldorf Astoria** Los Cabos, the **Waldorf Astoria** Maldives, and the **Waldorf Astoria** Beverly Hills.

Well, there's another luxury property that has just joined the Hilton portfolio that's worth knowing about, in my opinion.

Zemi **Beach** House, A Hilton LXR Hotel

Zemi **Beach** House in Shoal Bay, **Anguilla**, has just joined the Hilton Honors portfolio as an LXR Hotel.

For those of you not familiar, LXR is Hilton's independent luxury hotel brand that launched as of late 2018, and as of now there are only a few of them. Zemi **Beach** House is the first LXR property in the Americas, and only the third in the world (after Dubai and **London**).



The beachfront hotel originally opened in 2016 and has 65 rooms, and is also Hilton's first property in **Anguilla**.

The hotel has three pools including **family** and adult-only pools.

On top of that, the hotel has five dining venues/bars, described as follows:

Stone, a fine dining restaurant serving seasonal, locally sourced, sea-to-table cuisine along with a large international selection of carefully chosen fine wines served by Zemi **Beach** House's in-house sommelier.

20 Knots, a casual "toes-in-the-sand" restaurant and **beach** bar offering an international menu with a variety of cuisines infused with the flavors of Latin **America**.

Rhum Room, a refined and elegant rum tasting room featuring more than 100 small-batch, single-estate rums that recall the **Caribbean's** 18th-century sugarcane plantations.

Shoal Bay Zemi **Beach** Club, the resort's casual "no shoes, no problem" atmosphere serving inventive cocktails against the backdrop of crystal-clear turquoise waters and towering palm trees.

The Bohio Bar Lounge, the Zemi **Beach** House bar that serves pre- and after-dinner cocktails, champagne and wines by the glass for guests to gather and enjoy live **music** and conversation.





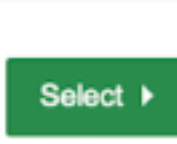
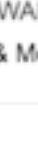




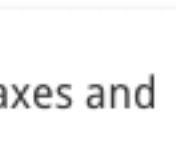



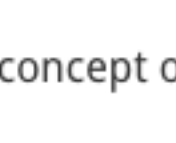
Then there's Zemi Thai House Spa, set in an authentic 300-year-old Thai house boasting 15,000 square feet of indoor and outdoor space.



I've never been to **Anguilla** before, though I feel like this hotel is giving me a reason to visit. So many of my decisions lately seem to be motivated by points — for example, I never thought I'd vacation on a private island in Nicaragua, but yep, that's happening.

Redeem Hilton Honors Points At Zemi **Beach** House

Zemi **Beach** House is bookable for 95,000 Hilton Honors points per night, which is quite a bargain when you consider that paid rates here run \$800+ per night in high season.

2 QUEENS GARDEN VIEW-PRIVATE BALCONY 	
-Two Queen Beds (600 to 700 sq ft) -Private furnished balcony -...	
Rate plan	Price per night (USD)
Best Available Rate  Change or cancel up to 14 days before arrival.	\$855 
HONORS DISCOUNT  Change or cancel up to 14 days before arrival. Pay when you stay....  Pay with Points & Money	\$812 
STANDARD ROOM REWARD  STANDARD ROOM REWARD  Pay with Points & Money	95,000 Hilton Honors Points 
HONORS DISCOUNT ADVANCE PURCHASE  No cancellations. Pay now. Hilton Honors members only.	\$754 
ADVANCE PURCHASE  ADVANCE PURCHASE FULL PAYMENT IN ADVANCE. NON REFUNDABLE. NO ...	\$769 

On top of that, when booking a cash rate you have to pay a total of 24% in taxes and service charges, while those don't apply on points bookings.

If you want to earn Hilton points for a redemption here, see this post for the best credit cards for **earning** Hilton Honors points, and see this post for the best hotel credit cards for **earning** free nights.

Bottom Line

It's great to finally have a luxury points option in **Anguilla**. This hotel looks quite nice to me (though perhaps not "epic"), and I hope to check it out at some point.

While Hilton's LXR portfolio is growing at a snail's pace, ultimately I love the concept of "independent" luxury hotels participating in global loyalty programs.

Does anyone have plans to visit Zemi **Beach** House now that they're part of Hilton?