

Zemi Beach Resort under franchise agreement with Hilton Hotels – LXR

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Zemi Beach Resort viewed from the sea.

ANGUILLA--Zemi Beach Resort owner Jeff Goldstein has announced that he signed a franchise agreement with Hilton Hotels – LXR Hotels & Resorts (their brand new ultra-luxury brand) on July 1. The arrangement allows the Goldstein family to continue to own and manage the hotel as before. Goldstein said Zemi Beach is the first LXR Hotel & Resort for Hilton in all of the Americas. The 65-key beachfront hotel will be called Zemi Beach House Hotel & Spa – LXR Hotels & Resorts when it reopens in November, following its two-month annual closure.

“Representing LXR’s debut in the Americas, the addition of Zemi Beach House to our carefully curated portfolio showcases our commitment to finding the right product and upholding our standards for authenticity and inspiring destinations,” said Martin Rinck, executive vice president and global head, Luxury & Lifestyle Group, Hilton. “We are honoured to have this world-renowned resort join LXR as one of the founding properties in the growing collection of unique and best-in-class hotels.”

Zemi Beach has been recognised as one of the Best Hotels in the Caribbean by *Travel + Leisure* for three consecutive years, as well as the number one hotel in Anguilla and number two in the Caribbean by *U.S. News & World Report*.

Goldstein said, “On behalf of my family, we are excited to become part of LXR’s wonderful collection of properties. We built Zemi in 2016 on a dazzling, pristine beach in fashionable Anguilla with lots of love and attention and a great team. We look forward to sharing Zemi, our beach and our 300-year-old Thai House, which houses our spa, yoga classes and relaxation deck, with Hilton’s worldwide travellers.”

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