



Winners of the ONE million Sandals Select Reward members award, Dorothy and Charles Williams, accepting congratulations from Sandals General Manager, Ramel Sobrino.

BHTA head lauds Sandals repeat guests for continuous support

BARBADOS Hotel and Tourism Association (BHTA) Chairman Geoffrey Roach has praised Sandals guests for their commitment not only to the Luxury Included Resort chain, but to

Barbados as a leading destination.

Roach, who delivered the feature address at ‘Sandals Select Guest’ (SSG) Gala dinner, held at the Dover resort recently, said: “On behalf of Barbados, I want to thank you for choosing to return to our shores; particularly so at this time when world travel has been through an upheaval, the likes of which none of us have probably seen in our lifetime.

“At a time of great uncertainty, you can be certain that Barbados is taking the steps to ensure that travellers such as yourselves, who choose to come to Barbados, can enjoy all the island has to offer safely, while revelling in the warmth and hospitality that Barbados has become known for.”

Speaking to the audience which included Sandals guests, management team and staff members, the BHTA Chairman also praised the safety protocols of the country as it re-opens and the support of Sandals and other operators in the industry.

Roach added, “In monitoring the industry globally, the one thing that has been coming through as a priority for travellers is safety. We have paid attention to this requirement for persons who want to travel.

“As you are probably aware, Barbados has taken a very proactive approach to manage the risk of infection and this has resulted in no community spread and effective detection of cases coming into the country.

“One of the benefits of the approach taken has been the ability of Barbados and its tourism operators to open their doors to receive travellers in a sensible manner. Your presence here this evening is testimony to the confidence and level of comfort that you have in coming to Barbados at this time.”

Sandals General Manager, Ramel Sobrino, also addressed the event and high-



Geoffrey Roach, Chairman of the Barbados Hotel and Tourism Association (BHTA), delivering the feature address at the recent Sandals Select Guest (SSG) Gala dinner.

lighted that the efforts shown by the returning guests was testament that the tourism industry will recover post-COVID-19.

He said, “When I see the smiling faces here today and I know what some of you went through to get here, it makes me continue to feel confident in the Sandals brand and for tourism in Barbados.

“Barbados is an unbelievable destination, rich with history and culture and we could not ask for a better destination in which to do business and show to the people of the world,” said Sobrino.

The night was also one of celebration as several guests received their Emerald, Sapphire and Diamond pins to acknowledge their number of stays at a Sandals resort; with one lucky couple winning a room upgrade to a top-tier suite for the duration of their stay as part of the ONE Million Sandals Select Reward Members Achievement.

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