



THE MERRICKS
BARBADOS



BARBADOS

Barbados is one of the most popular luxury holiday destinations in the world. Renowned for its breathtaking scenery, the richness of its culture and above all the friendliness of its people it provides the best of all worlds - it is one of the best places to relax, but it's also full of chic restaurants, vibrant nightclubs and world-class golf courses. Barbados has an endearingly British atmosphere and cricket is the national sport. But despite the British influence, it is a cosmopolitan country with a strong character of its own. It is prosperous and progressive and still full of natural charm; the Caribbean culture is very much evident in its cuisine, music and people.

Located where the Atlantic Ocean meets the Caribbean Sea and close to the equator, Barbados enjoys a warm and sunny climate all year. It is predominantly flat with rolling hills to the north, and has a unique coral structure which acts as a natural filter making its waters amongst the purest in the world. The Atlantic east coast is less developed and ruggedly beautiful, offering some spectacular panoramas forged over millions of years by the powerful Atlantic Ocean's winds and waves.

The Merricks Beach Resort is situated in the south east of Barbados on the stunning Atlantic coast in the parish of St Philip, 4km north of The Crane and next to Sam Lord's Castle just 20 minutes from the Sir Grantley Adams International Airport.



KEY FACTS ABOUT BARBADOS

Population 280,000

Capital Bridgetown (other important towns – Holetown, Oistins, Speightstown)

Area 430 sq km/166 sq miles; 34 km/21 miles long 23 km/14 miles wide

Geography Barbados is predominantly composed of limestone-coral. The island was created less than one million years ago by the collision of the Atlantic crustal and Caribbean plates which merged together and formed the base for an accumulation of 300 ft of coral. It is primarily low-lying, rising gently to the central highland region; the highest point is Mount Hillaby in the Scotland district – 340metres. The island has 62 miles of coastline – the beaches are white sand composed of finely ground coral. The island has 11 administrative parishes - Christchurch, St Andrew, St George, St James, St John, St Joseph, St Lucy, St Michael, St Peter, St Philip, St Thomas

Time difference GMT -4

Language Official language is English; the local dialect is Bajan English

Monetary unit Barbados dollar (fixed to the US dollar); US dollars are widely accepted

Airport There is one major airport – Sir Grantley Adams International Airport (GAIA)

Flight times 8.5 hours from London – BA & Virgin fly daily; Virgin & BMI fly direct from Manchester; 3.5 hours from Miami and 5 hours from New York – American Airlines fly daily

Climate Tropical climate with little seasonal temperature variation averaging 27°C; average daily sunshine is 8 – 9 hours; seasonal rainfall between June and October

Location Barbados is the most easterly Caribbean Islands and part of the Lesser Antilles. Located where the Atlantic Ocean meets the Caribbean Sea, with the Atlantic Ocean on the east coast and the Caribbean Sea on the west coast

Government Barbados is an ex-British colony and has been an independent state in the Commonwealth since November 1966; Governor General – Sir Clifford Husbands; Prime Minister – David Thompson

Economy Barbados is one of the most developed countries in the Caribbean with a market based economy and capital growth of 12%. The island is highly rated for the quality of its educational, social and healthcare services and ranks in the top 30/31 countries in the Human Development Index (HDI) rankings. Its economy is driven by business and financial services, tourism, agriculture and manufacturing. Large corporates are investing in Barbados e.g. PWC, KPMG, Barclays

Tourism Barbados is one of the most established tourist markets in the world. It's been a tourist destination since the early 40's and has experienced a boom since the 60's with the majority of visitors coming from the UK, the US and Canada. It was one of Concord's most profitable routes, with daily flights in the winter months. In 2001 it welcomed 1 mn visitors who spent in excess of US\$700 mn; in 2004 tourism accounted for 12.4% of GDP. High season – mid Oct to mid March.

- Play golf at one of the island's stunning courses – the Royal Westmoreland designed by Robert Trent Jones Jr; one of Sandy Lane's three courses - the infamous Green Monkey designed by Tom Fazio in 2002, the 18-hole Country Club, and the Old Nine which opened in 1961 and was the first proper course on the island; the Barbados Golf Club, a championship par 72 course designed by Ron Kirby.
- Watch a game of cricket, the national sport of Barbados, at the Kensington Oval which is the Test Match ground that hosted the final and several Super 8 matches of the 2007 World Cup of Cricket.
- Gaze in awe at the sweeping landscape and beautiful coastline of the east coast from key vantage points at Cherry Tree Hill, Chalky Mount Potteries, East Point Lighthouse at Ragged Point (the most easterly point of the island), Hackleton's Cliff which rises almost perpendicularly within a few miles of the coastline and reaches a height of one thousand feet above sea-level.
- Bathe in the whirling waters of the shallow Bathsheba Pools, carved from the inshore coral reef; visit the picturesque fishing village of Bathsheba where small pastel houses cling to chalky cliffs; surf the Soup Bowl with its steady big rollers coasting in across the Atlantic ocean - the site of many local and international surfing championships
- Enjoy the best dining in the Caribbean. The fish and seafood is unbeatable – shrimps, spiny lobster, red snapper, scallops, kingfish, flying fish and crab backs, (crab shells stuffed with spicy crabmeat) are specialties. The most traditional meat dish is pepperpot, a pork and beef stew. Eat out at world-renowned fine dining establishments such as The Cliff, Lone Star and Tides restaurants on the west coast and Café Luna, Champers and the Restaurant at South Sea on the south coast. Discover more casual bistros such as Daphne's and Olives in Holetown and the Ship Inn, Café Sol, Bubba's, Josef's, and Pisces at St Lawrence Gap.
- Explore the great nightlife - Harbour Lights, Oistins Fish Fry, McBride's Pub and Cookhouse, Bajan Roots & Rhythm where "fire eaters, stilt walkers, and showgirls "present the island's "most spectacular show".
- Stroll the quaint streets of Bridgetown, the island's historic capital, and take advantage of the duty-free shopping.

- Indulge your sweet tooth with a taste of Island Nectar at one of the many great sugar plantations, or sample the produce of the acclaimed rum distilleries as part of a guided tour.
- Submerge yourself in the warm Atlantic waters and dive amongst the stunning coral reefs and many sunken ship wrecks. Swim and snorkel with turtles.
- Travel back in time 300 years and visit the wonderfully preserved colonial buildings including grand sugar plantation houses and the parliament buildings.
- Celebrate the Crop Over Festival which takes place in July & August to mark the end of the sugar cane harvest season. The five week summer celebration is a fiesta of colourful parades, fairs, concerts, and fireworks.
- Get close to nature at the Barbados Wildlife Reserve and see green monkeys, tortoises, deer, racoons, pelicans and otters roaming free in a mahogany forest. There is also an aviary with peacocks, turkeys, toucans, macaws, lovebirds and parrots.
- Saddle up and canter along the beach at sunset, or attend on of the 20 horse race meetings during the two main seasons (January to March and May to October) at the Garrison. Polo is also played to a high level at fields in Holders, Lion Castle, Water Hall and Clifton. The Barbados Polo Club was formed in 1884.
- Chill out amongst the wide variety of tropical plants and trees, including bougainvillea, frangipani, traveller palms, mahogany trees, and, of course, the bearded fig tree from which Barbados got its name.



Barbados is the most easterly Caribbean Islands and part of the Lesser Antilles located where the Atlantic Ocean meets the Caribbean Sea.



The Merricks Beach Resort is situated in the south east of Barbados on the stunning Atlantic coast in the parish of St Philip, 4km north of The Crane and next to Sam Lord's Castle just 20 minutes from the Sir Grantley Adams International Airport.



The luxury 5 star Merricks Beach Resort is situated in a stunning cliff top position in the south east of Barbados on the ruggedly beautiful Atlantic coast and enjoys spectacular panoramas forged over millions of years by the powerful Atlantic Ocean's winds and waves. Located in the parish of St Philip, 4km north of The Crane and next to Sam Lord's Castle it's just 20 minutes from the Sir Grantley Adams International Airport.

The Merricks Beach Resort will become one of Barbados's most luxurious, family-orientated 5 star resorts and will offer state-of-the-art accommodation and amenities including a world class spa. There is currently a shortage of this level of accommodation on the island.

It will be managed and maintained to the highest standard by world-class hotel company OASIS HOTELS & RESORTS. They are confident in providing the highest standards of quality, style and comfort for guests. The resort will also benefit from the efficiency of their global booking system and established online presence which will ensure maximum occupancy throughout the year.

Several Environmental Impact Analysis projects are currently in progress to facilitate our application for planning approval. We already have the report and recommendations from a 3 month coastal study and proposal for creating a breakwater for the beach at Palmetto Bay to make a safe area for bathing.

We expect to receive full planning permission by the end of 2008 and to complete the resort by Christmas 2012.

Site Visits

The onsite sales & marketing suite will be completed by the end of 2008 and will be staffed 7 days a week so there will be someone available to welcome you and guide you around the site when you visit.



The Resort

- The Merricks Reception provides a concierge service for guests to arrange restaurant and spa bookings, taxis, sightseeing tours and watersports activities.
- The Sports Academy offers expert cricket and tennis coaching for both children and adults.
- The Fitness Centre comprises a full range of cardiovascular and physical training equipment.
- The Island Sanctuary Spa has indoor and outdoor treatment suites providing a range of massages, beauty treatments and holistic therapies.
- The Merricks has several bars and restaurants offering guests a choice of cuisine and ranging from fine dining to casual eating whilst enjoying stunning views.
- Several freshwater swimming pools, including a children's pool, are situated within the gardens, all with a concierge service for drinks and snacks.
- The Piazza houses a café bar and restaurants as well as a collection of designer boutiques offering fashion, gifts and jewellery at tax-free prices.

For Children

- The Kid's Club provides day care for young children with closely supervised, fun-filled activities, age appropriate toys, puzzles and games.
- A baby-sitting service is available from 7pm until midnight.
- The Teen Club allows young adults aged 13+ to enjoy their own lounge with an adjoining games room providing pool, table tennis, tabletop football and a jukebox.



Located within the beautifully landscaped gardens of The Merricks, the villas and apartments are constructed to the highest specifications, using the best quality local materials – tiles, stone and timber from sustainable sources –to provide contemporary and spacious 5 star living accommodation.

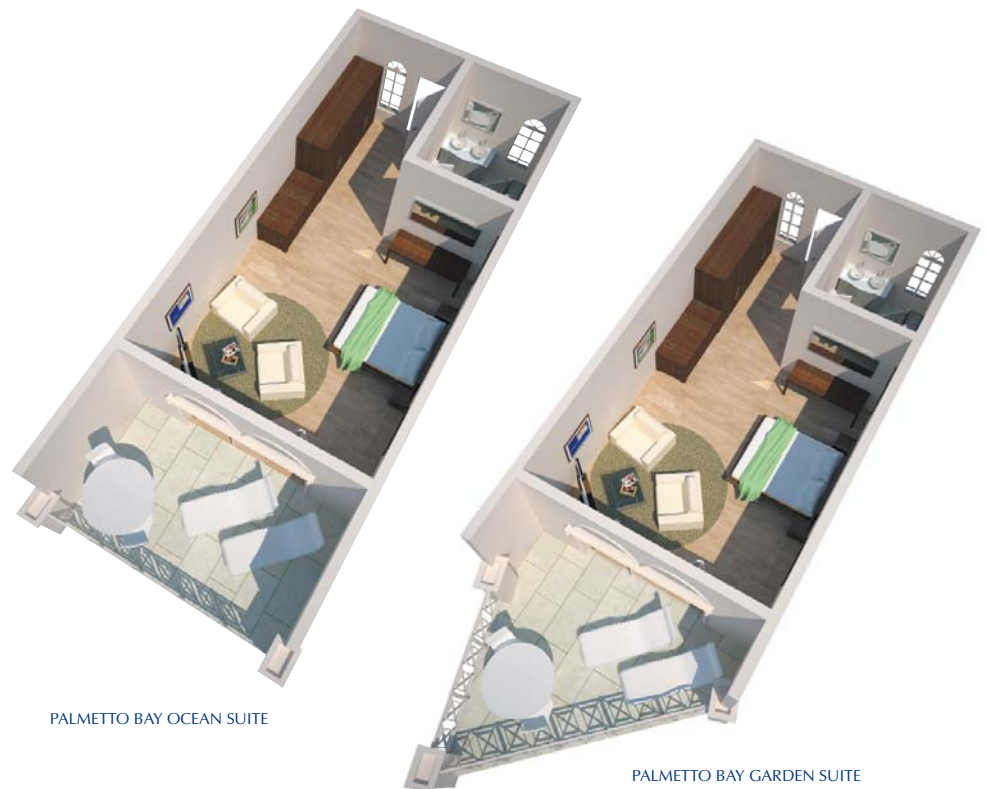
- All the villas and apartments are fully furnished with stylish, modern simplicity, featuring stone tile floors and hand crafted Caribbean mahogany furniture.

Attention to detail

- All rooms are air conditioned.
- Each bedroom has its own shower room.
- All villas and apartments have an interactive entertainment system with flat screen TV, internet access, stereo, personal inroom safe and telephone.
- All villas have a private jacuzzi.

Environmentally friendly

- Eco-friendly sources of power and waste disposal.



- Barbados is already one of the most popular holiday destinations in the world with a well-established tourist industry and a huge demand for hotel accommodation all year round. The total number of visitors has increased by 13% since 2002 at an average rate of 3.13% per year during this period, with visitors predominantly from the UK (37.6%), USA (23.2%) and Canada. In 2006 the total expenditure by tourists was \$763.2 million. This averaged out to \$127.48 per day for each tourist in Barbados.
- There is an established property market and prices are still rising due to near saturation as there is a limited stock of property available for sale and limited land available to build on. With capital growth expected to be consistent at +15% per annum for the next four years bringing a high return on investment it is still an attractive prospect for overseas property investors. Peter De Savory, quoted on www.Propertyweek.com, 4th April 2008: "You can buy first class new land for \$700 to \$1,200/sq ft. In Barbados it's around \$2,500."
- The Bajan Government sees the tourist industry as the main catalyst for economic development and has created the Tourism Development Act which offers incentives to expand the tourism and hospitality sector. It includes provision for investors in tourism projects to benefit from write off of capital expenditure and 150% of interest. There is also exemption from import duty, value added tax and environmental levies in respect of furniture, fixtures and equipment as well as building materials, supplies and equity financing.
- Business Week 2008 quotes Stuart Layne BTA President and CEO "The bottom line is that the only sustainable option for tourism on a small island state like Barbados is to offer quality over quantity and to offer it all year round" and he predicts that eventually demand will outstrip supply. "If we accomplish what we are trying to do, there may very well be a waiting list to get on the island."