



finalized what we call ‘The Villas,’ which is a building with 24 complete villas that have kitchenettes and a living room. The Villas have owners, but they are part of the Resort for us to rent as regular rooms for our guests. It is like a timeshare because the owners get 90 days per year to stay in their villa.”

The hotel employs around 80 staff and stays open year round. Occupancy rates fluctuate but usually run between 55 and 85percent. “During the winter and spring most of our guests are from the United States,” Trabal explains, “but the rest of the year it is local Puerto Ricans.”

The Resort offers its guests an array of activities to ensure a memorable experience throughout their stay. Guests can observe the nesting of leatherback turtles on the coast, visit the Arecibo Radio Telescope featured in movies such as Golden Eye and Contact, or experience La Parguera’s Bioluminescent Bay in the evening. For sea lovers, there is an excursion to the remote Desecheo Island and La Pared at La Parguera, offering the most spectacular diving in the Caribbean.

“We are right on the beach,” says Trabal, “which is one of our strong draws. The only access to that beach is through the hotel, so we offer a se-



cluded and somewhat private beach experience. We also have very large rooms in comparison to other area hotels. These are some of our stronger marketing advantages. We also use all of the online travel agents in order to drive business our way. The other thing I would add is that we really market as a destination wedding hotel, and we have onsite coordinators to help with that.”

In fact, there are many modern facilities for family events or business meetings onsite. The meeting area includes a foyer that measures 1,200 square feet and a main ballroom measuring 3,500 square feet that is