

potentials MERCHANDISE SECTION INSIDE

Incentive

Managing
Marketing
Motivation

www.incentivemag.com
March 2008

Diversity: IBM & UPS

**Show Us Their
Winning Ways**

Anita Rice, Manager, Multicultural
And Women's Initiatives IBM

**INTERVIEW
PAUL LEVESQUE**

Avoiding
Incentive
Cynicism

**GIFT CARD
ROUNDTABLE**

Experts
Talk
Trends



The Bahamas Building Boom

Baha Mar to raise the bar in the Caribbean

By Jeanie Casison



branded spas, as well as a yet-to-be named third spa facility; an 18-hole Jack Nicklaus golf course; a 20-acre beach and pool experience; celebrity chef restaurants, retail shops and several entertainment venues.

The joint venture between Baha Mar Resorts, Harrah's Entertainment and Starwood Hotels & Resorts Worldwide began with the official grand opening of the all-new Sheraton Cable Beach Resort this past January. Groups that check into the Sheraton have access to an array of amenities shared with those of the neighboring Wyndham Nassau Resort and Crystal Palace Casino. Among the options ideal for any incentive itinerary are 15 restaurants and lounges, a tennis facility, a golf course, outdoor heated pools and a wide range of water sports, from snorkeling to sailing. There are also plenty of off-site dining and entertainment options.

As for a future forecast, it looks like sunny days are ahead for incentive travel groups in The Bahamas.

Imagine the ultimate convenience of having a Caesars Resort Hotel Casino together with Sheraton, St. Regis, W, Westin and Wyndham hotels all in one place, on one property. This will come to fruition with the anticipated 2012 debut of Baha Mar, a \$2 billion-plus mega-development being built in Nassau in The Bahamas.

"Baha Mar will be a great new option on the world stage for people to consider, especially those who have an interest in the Caribbean," says Don Robinson, president of Baha Mar Resorts Ltd.

Planned luxuries for Baha Mar include Starwood's Bliss and Remede

new arrivals



Buenaventura Grand Hotel & Spa in Puerto Vallarta

Four Seasons Resort Bora Bora has begun accepting reservations for its exotic over-water bungalows and beachfront villas with private pools. Guests will be able to snorkel in the crystal-blue lagoon or enjoy evening fire dances under the expansive, starry skies

- The Beatles-themed **Hard Days Night Hotel** opened in Liverpool last month. With the stated aim of being classy, not kitsch, the hotel includes both a Lennon and a McCartney suite, a basement bar

dedicated to The Beatles' Maharishi-following days, and offers Magical Mystery bus tours

- Puerto Vallarta-based **Buenaventura Grand Hotel & Spa** recently announced the completion of a \$9-million renovation to its property, offering a fresh new look, with 216 deluxe rooms, 14 honeymoon suites and four junior suites. All rooms include contemporary Mexican décor, balconies with ocean views, flat-screen televisions and 24-hour room service.



on the horizon



The current Clubhouse at Celebration

The Rocco Forte Collection announced plans to take over management of **The Bridgeway** in Abu Dhabi, U.A.E., expanding its brand into the Middle East. The 12-floor hotel includes a swimming pool, a children's pool, and a variety of bars and restaurants, including a bar suspended on the fifth floor of a 10-story atrium

- **Centara Hotels & Resorts, Thailand** has announced it is opening an additional property, **Centara Chaan Talay Resort & Villas Trat**. It will sit directly over a stunning beach and include a beachside

restaurant and bar, swimming pool, meditation hall for yoga, and a Centara signature Spa Cenvaree

- **Celebration Golf Club** announced that it will begin constructing a 2,500-square-foot golf academy clubhouse in the spring in Celebration, Fla. It will include two putting greens and additional practice holes as well as two 1,000-square-foot golf studios and a putting studio.