





LANDING

McCann



THE
LANDINGS
St. Lucia

Caribbean Luxury

Winner of the 2014 World Travel Award as St. Lucia's Leading Hotel, The Landings St. Lucia combines the beauty of a luxury beachfront resort with spacious, Caribbean-inspired designer suites and a tropical sanctuary perfect for those who want to experience the finer things in life.

The Landings St. Lucia was born in the ocean. Unable to find a flat enough area for 22 villa suites, The Landings took a chunk of the beautiful island from the sea and reclaimed it, creating the perfect reflection of true luxury. Originating from a slice of Rodney Bay, the hotel is surrounded by water and features the largest square footage of rooms on the island.

Hard to believe all of this when you consider that it wasn't even supposed to be a hotel in the first place.



“In the beginning it was never planned as a hotel,” said Angela Torille, Senior Marketing Manager at The Landings. “It was meant to be a set of holiday villas and condos that travelers could have for their use when they came to the island.”

After realizing that the property featured every amenity a luxury hotel should have, the developer seized the opportunity to turn it into a hotel. Upon speaking with the initial owners, who themselves wanted another option since they weren’t going to be on the island full-time, an agreement was made and the hotel opened its doors in December 2007.

GUEST IS KING

Eight years later, The Landings is now widely regarded as one of the most opulent settings ideal for the affluent traveler. But while the amenities and location are upscale, the core values and principles are the foundation of the hospitality industry: it’s all about the guest experience.

“The guest is King,” said Torille. “Our rates are within the luxury market and we aim to provide every guest with high end services. Our focus is providing an elegant, five-star service in a Caribbean setting.”

Independently managed, The Landings sits on 11 acres and is a villa/suite setting that offers 85 one- two- and three-bedroom suites. But what truly sets the resort apart is the private marina – the only one of its kind on the island.

“The concept of the hotel was that every suite would have a view of the water,” said Torille. “So the hotel created its own private marina to ensure that every room has a

view of the water. Suites in other hotels that may be garden view rooms are marina view rooms at The Landings.”





BUTLER SERVICE

With three categories of rooms (marina view, ocean view, and beach front), where you can walk out of your suite and immerse yourself in 800 feet of white sand overlooking Rodney Bay and historic Pigeon Island National Park, The Landings' breathtaking scenes complement its no-expense spared commit-

ment to providing exceptional service.

“Our focus on enhancing the luxury experience led us to introducing a butler service,” said Torille. “You can call your butler at any time – whether it’s just for a good book to read, or you forgot your favorite drink in the room or to request in-room dining. Whatev-

er it is, your butler is there to accommodate.”

Whereas other resorts pride themselves on their on-property restaurant options, The Landings dining experience allows you to truly feel at home while you bask in the breathtaking beauty and serenity of St. Lucia.

“Our suites are fully-contained. We have full kitchens, not kitchenettes,” said Torille. “We

tension of the corporate culture that suffuses The Landings St. Lucia.

The 187 staff at The Landings caters to guests’ every need as the hotel takes the meaning of full-service to a whole new level.

“Every evening we offer a turn-down service, where we come in and freshen up the room and give you water,” said Torille. “We realize that one of the things people tend to forget



offer in-suite dining. A chef actually comes to cook a meal in the room for you. You can choose to learn, to brush up on your cooking skills or you can simply relax on your extra large balcony or patio.”

SEAMLESS STAFF

The seamless operation of the staff is an ex-

the most is to have water ready. You often get thirsty at night but your water is never next to the bed, so housekeeping took the initiative and put your water by the bed.”

LEADING HOTEL

For a second year running, The Landings took home the World Travel Award for St.





Lucia's Leading Hotel. Honoring the staff and their exceptional dedication to the quality of service they provide, Torille acknowledges that while it is something to be celebrated and enjoyed, it also means that expectations have been raised.

“We were elated when we realized we won it,” she said. “We understand what the award is and what it defines – the quality of service and how we have to bring that up. We use it a lot in our marketing initiatives and it has increased the stature of the resort. It has given us an opportunity to evaluate the product and raise the quality of the product as well.”

Beating out other leading resorts on the island has placed The Landings in elite company. But part of being named the leading hotel on the island for two years in a row means learning from the competition and





bettering oneself in the process.

THE FUTURE

An island that once was predominately based on agriculture and the cultivation of bananas has turned a new leaf, as tourism has evolved from being a secondary industry to being a mainstay of the economy.

From new methods to improve sustainability and protect the environment to expanding the real estate aspect of the property, The Landings' plans for the future are to con-

tinually strive and improve on what it means to travel and experience luxury and to even change its very definition.

“Every time somebody thinks of luxury hotels in St. Lucia, we want to be number one for that,” said Torille. “We do not necessarily want to grow much bigger; we’re specializing through the quality of service and developing a superior product. Our goal is to remain number one in St. Lucia and to become number one in the Caribbean.”



Caribbean Luxury