



ACRA
BEACH HOTEL & SPA
B A R B A D O S

SPARKLING SOUTH COAST TRANQUILITY



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Spread across three and a half acres, the Accra Beach Hotel & Spa is a tropical haven on the southern coast of the Caribbean, on the island of Barbados. A prime beach front location exuding Caribbean charm, the central location offers a tropical oasis that's guaranteed to rejuvenate and reenergize your soul and senses.

On Rockley Beach, 20 minutes away from the Grantley Adams International Airport and 15 minutes away from the capital city of Bridgetown, sits Accra Beach Hotel & Spa. Owned by the Trinidad-based Charles family who acquired the property in 1968 from IvyBrooks, the property is named to honor the original owner's home city of Accra, Ghana. Since retaining the name, the family has dedicated itself to constant improvement and refurbishment. In 1996, for example, 128 rooms were added. In 2003, 18 suites were added to 78 rooms, as well as a spa in 2007, and the Accra Deck Restaurant in 2013.

Accra Beach Hotel & Spa offers 224 spacious rooms, three restaurants, two bars, a gym, meeting and event facilities, outdoor spaces, and the popular Chakra Spa. Accra caters to their guests' individual needs by offering a diverse service not only as an accommodation provider, but also as an event and vacation organizer. Leading the way is general manager Suresh Monickoraja.

"Last October [2014], we embarked on the refurbishment of the hotel," Monickoraja said. "We started with the entire look and

feel of the lobby. We're almost towards the end of the refurbishment project, the two areas that are still pending is the water feature and the back drop."

"From there we're going to continue the refurbishment into our public areas – enhance



our garden area, the look and feel of our artisanal buildings and followed by that, we're working into the ballroom, the meeting areas and then the corridors and the guest rooms," he continued. "These are the projects in the pipeline for this year."



Surrounded by lush gardens, the property is a picturesque setting and the accommodations are ideal for relaxation.

“The hotel boasts 11 categories of rooms,” Monickoraja said. “Most of them have ocean views, including our luxurious ocean front suite and double storey penthouses. For dignitaries, ministers and other VIPs, we have a State Room that is ideal for business or pleasure, ensuring the utmost privacy.”

With three restaurants to choose from, guests’ taste buds will be easily pleased, as the Accra Beach Hotel & Spa offers the true essence of Bajan culture by catering to exotic and domestic tastes. From the Coco Patch Restaurant which is predominately a break-

fast spot, to the Accra Deck restaurant serving authentic European cuisine with a Caribbean twist, Accra encapsulates the vibrancy and diversity unique to Barbados. Another vital aspect of the beaming hospitality on display at Accra is their openness and transparency, exemplified by their General Managers’ Cocktail Party, where guests are invited to mingle with the managers and learn more about the property.

“We consider ourselves one of the most prominent resorts on the south coast because of the location, the history of the hotel and our dedicated staff,” Monickoraja said. “We have staff who have been working with us since day one.”



AN EVOLUTION IN CUSTOMER SERVICE

In the hospitality industry, you survive and succeed based on customer service. At Accra, their approach begins and ends with their staff.

“This is always the goal of any property,” Monickoraja said. “We strive for success by consistently training and grooming our staff and being very vigilant with all the activities and offerings. Our ultimate goal is that each guest that stays and dines with us, leaves with lasting memories of a wonderful experience.”

“Should any issues arise; the staff take immediate action,” he continued. “We always listen to our guests. The advice and voice of

the customer is very important. We tailor our product and service offering to evolve around guest feedback.”

Delivering value-based incentives and exceptional service has its advantages – especially during off-peak season.

“Year after year we have seasons that have been very fruitful for us,” Monickoraja said. “During the winter period, we do have approximately 65% of our guests returning. This is a testament to our philosophy as one of the island’s leading hotels – what are we



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doing right to engage the guests in order for them to return to Accra again and again.”

LEAN MANAGEMENT SYSTEM

For Monickoraja, maintaining the prominence of the hotel goes beyond just the visual aesthetics. While important, nurturing the human capital means a greater return on investment – both for the property and the guests visiting.

“We believe in fairness and treating peo-

ple the way we want to be treated,” he said. “We’re very fair and we believe in a lean management system. A part of that, we have two important statements during the interview process that we share with our new associates: we would never want to waste your time and on the other hand we don’t want them to waste our time.”

“Accra Beach Hotel and Spa is one of the most prominent hotels in the south coast,” Monickoraja continued. “It is important to hire the right talent, groom the right talent

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and whenever the opportunity arises, give the right talent a chance to progress.”

A critical component in hiring the right people, Accra ensures that no hierarchical structure gets in the way when providing exceptional service to the guests.

“Another thing that we always mention to our staff: it doesn’t matter what position the person is entrusted with, he is equally important with any of the senior members of the organization,” Monickoraja said. “We

treat all people with respect, integrity and we mould and groom them constantly with training, new initiatives and re-empower them to participate and present the ideas and offerings of the hotel to the guests.”

The pursuit of knowledge and education is a deep lying trait embodied at Accra. Humble and honest, Monickoraja values the skill and mind sets of all employees. “We are not a global company,” he said. “We are an independent, free-standing organization. Hence why it’s very important that we continuous-

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ly try to groom our staff so our philosophy is implanted in them saying that when you walk away from Accra you're ready to serve the market or able to work in any other organization be it branded property or a non-branded property.”

THE FUTURE

Going forward, Accra Beach Hotel & Spa will be looking to establish and encourage relationships with local farmers and fisherman to ensure that guests receive the highest quality produce and product available. But




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the prospective future at Accra goes beyond just supporting the local economy; it's about growing the roots that have already been planted.

“Barbados in general is very popular with the Brits, Canadians and Americans,” Monickoraja said. “We also want to expand into other markets – such as South America and Eastern Europe.”

“We want to be a market leader in accommodation, dining, spas and ensuring our product coincides with current technology, innovation and global trends,” he continued. “As a future leader of the organization, I’m constantly recruiting and grooming talents.

We have good offerings, but I believe there is still room for improvement.”

Ready to serve your needs, Accra Beach Hotel & Spa captures the Caribbean dream. The future at Accra looks exciting.

“We’ve engaged a lot of designers from the USA and Trinidad,” Monickoraja said. “The accents have been sourced from all around the world. The tiles are coming from Brazil and some of the features are coming from the States. The river stones on the wall are coming from Indonesia. So a lot of engagement, involvement, commitment and time, but the end product will be amazing.”

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