

Q & A

Annual General Meeting

June 20, 2012

Public Relations

Promotions


Mother's Day Holiday Concepts 5/9/12 11:00 AM

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Mother's Day Holiday Concepts

by admin on May 1, 2012



Honoring Mom's Day is centuries old. It is thought to have originated in ancient Greece, where they would hold festivities to honor Rhea, the mom of all the Greek gods. Other folks believe the Egyptians had been the 1st to celebrate Mother's Day, when honoring the goddess Isis, who was frequently regarded as the mother of the pharaohs. In the U.S., Congress accepted the observation of Mother's Day in 1914. Flowers, cards, properly made meals or eating out at a restaurants are well-liked on this special day.

Family members getaways are a wonderful way to celebrate Mom's Day. You don't have to schedule the trip on the real vacation, but instead make a decision what time of yr is greatest for the loved ones. We have noticed customers get extremely innovative more than the years. One particular husband took his wife to an Italian restaurant to then display her tickets for a family members trip to Italy. Another packed clues in a box such as a glass apple (to symbolize the "Big Apple.") for his wife to guess that he had booked a weekend getaway to New York city.

Cruises are always well-liked [household vacations](#), as they provide a fantastic value with most bills integrated. [Disney vacations](#) have great specials accessible for summer time travel, and lots of resorts have specials like the cost-free VIP in Paradise package for moms at the Sands at Grace Bay in Turks & Caicos or the Mom's Stay Free of charge promotion at the FDR Resort in Jamaica. We'd be content to aid you put together the proper trip, or just a gift certificate and let mom pick wherever she would like to go.

If travel is not in your spending budget for this year, the most essential thing is that you enjoy your time together. Take mom out to a wonderful brunch, have a picnic, or make a special meal. Other wonderful

<http://www.activefamilytime.org/family-travel/mothers-day-holiday-concepts/> Page 1 of 3

"Turks & Caicos Resort Celebrates Mother's Day with a "Mom's a VIP in Paradise" Package" to short lead consumer travel media, travel deals writers, newspapers and top travel deals writers and bloggers.

Deal: Deal to Dive For 5/24/12 2:02 PM

Ark & Co. BRANDY MELVILLE RENÉE Citizens of Humanity south moon under 20% OFF

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Travel Newsday > Travel

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Bloggers < Previous post Deal: Carnival View all posts Next post > Deal: Hotels

Deals: Deal to Dive For
Friday, March 9, 2012 4:03 AM By The Washington Post

Jessica D'Amico [to | email | follow](#)

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May 2012
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Photo: iStock

The Sands of Grace Bay, a four-star resort in Providenciales, Turks and Caicos, is offering 20 percent off a stay-and-scuba deal, a savings of more than \$300. The Deal to Dive For starts at \$1,656 a couple and includes four nights in studio courtyard accommodations; two days of two-tank dives, including equipment; and all taxes. The dive provides hotel pickup and drop-off, lunch and snacks. Travel by April 6. By comparison, the regular hotel rate is \$335 a night, and the dives run \$164 a person. Only one of the participants must be scuba certified; the other traveler can snorkel. When booking, request the "SCUBA DIVE" package.

INFO: 877-777-2637, thesandetc.com

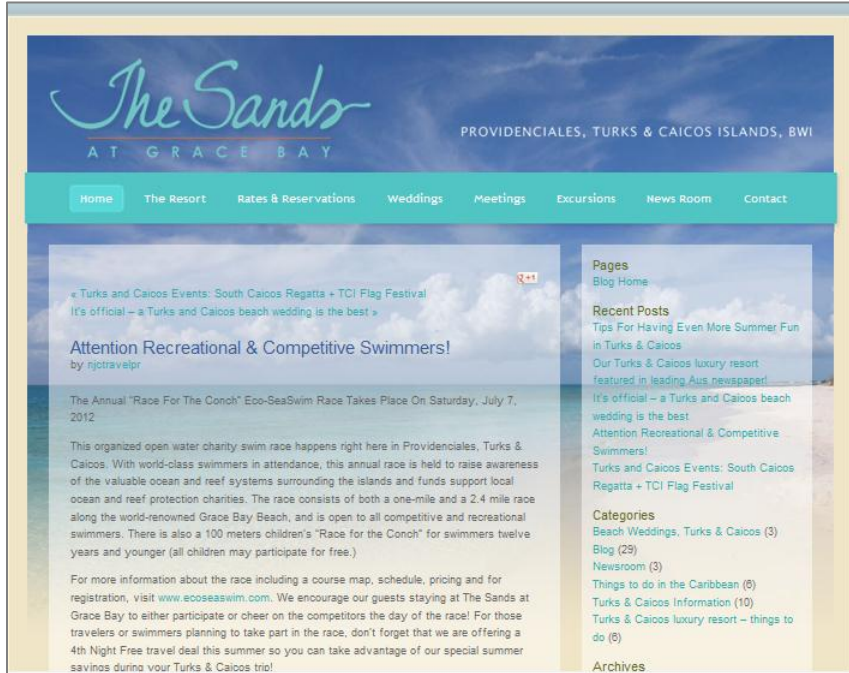
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<http://www.newsday.com/travel/direct-flight-1.1194425/deals-deal-to-dive-for-1.353047> Page 1 of 3

Newsday.com – The Sands' "Stay and Scuba" Deal to Dive For was featured on the Newsday.com travel blog in March.

Social Media

Blogs



“Attention Recreational & Competitive Swimmers” – blog post featuring the annual “Race for the Conch” eco-swim race

Facebook

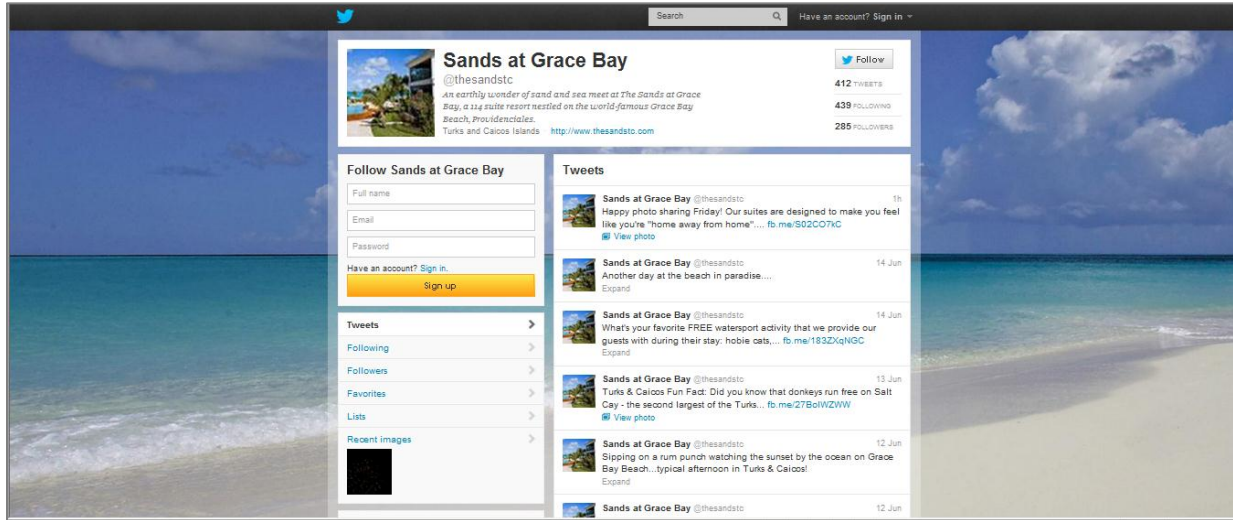


Facebook - current stats as of 05/30/12:
Facebook Fans = 1104
Increase of 73 fans since 04/30/12

The Sands

AT GRACE BAY

Twitter



Twitter - current stats as of 05/30/12
 Twitter Followers: 276
 Following on Twitter: 425
 ***Increase of 112 Twitter followers since
 04/30/12

Newsletters Mobile Device – Launched



The Sands' Targets Tech-Savvy Travelers: Introduces New Mobile Reservations App and Resort Travel Blog

We are committed to providing tech-savvy travelers with the most current tools to access resort and island information or to make reservations when planning a Turks & Caicos vacation. This year we unveiled a new mobile reservations application that provides users of smart phones, tablets and other mobile devices with an easy way to book vacation reservations by simply typing "thesandstc" into your mobile web browsers.

We're also excited to introduce our new resort blog that features regular local insight, tips and advice for planning the most memorable trip to The Sands at Grace Bay! Be sure to check it out at www.thesandresort.com/blog/. Also don't forget to become a fan of our Facebook page and follow us on Twitter, to receive resort news and updates on our special travel promotions and island events!

The Sands

AT GRACE BAY

Google+

The screenshot shows a Google+ profile page for 'The Sands at Grace Bay Re...'. The page features a header with the resort's name, a search bar, and navigation options like 'Home', 'Profile', 'Pages', and 'Explore'. Below the header, there are several photos of the resort's amenities, including pools, beaches, and rooms. A large photo of a pool area is prominently displayed on the right. The page also includes a 'Start a hangout' button and a 'www.thesandstc.com' link.

Online Travel Agencies

Expedia

The screenshot shows the Expedia website's hotel search results for 'Providenciales hotels'. The page displays a list of 35 matching hotels, including 'Windward Beach', 'Royal West Indies Resort', 'La Villa Real Resort', 'Sandy Beach Resort', and 'Sheikha Lucia & Carlos Resort'. Each hotel listing includes a star rating, price per night, and a 'Book Now' button. The page also features a 'FILTER RESULTS' sidebar on the left and a 'SPONSORED LISTINGS' section on the right.

This screenshot shows a different view of the Expedia website's hotel search results for 'Providenciales hotels'. It displays a list of hotels with their names, star ratings, and prices. The hotels listed include 'North Cove', 'Comoros Luma And Dunes', 'Crown Bay Club', 'The Venezia Resort and Residences All Inclusive', 'The Sirena on Grace Bay', 'Green Club Resort', 'Sandy At Grace Bay', 'Crown Bay Suite', and 'Hill Residences'. Each listing includes a star rating, price per night, and a 'Book Now' button.

The Sands

AT GRACE BAY

Travelocity

traveLOCITY

Looking for the perfect getaway? **Book 5 Nights, Get 5th Night FREE**, plus earn a \$50 daily resort credit.

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Search Travelocity:

Your Trip to pls Change Your Search

28 Hotel options

Reset filters and show all hotels

Hotel name:

Price range: \$100 - \$587

Star Rating: 5 stars (1) 4 stars (1) 3 stars (1) 2 stars (12) 1 star (13)

Travelocity Picks | Lowest Price | Hotel Name | Review Rating | Star Rating

1 2 Next >

Royal West Indies
★★★★☆ 54 reviews
\$230
Lowest price per night from

Comfort Suites Ports of Call Resort
★★★★☆ 19 reviews
\$103
Lowest price per night from

Sands at Grace Bay
★★★★☆ 50 reviews
\$185
Lowest price per night from

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Looking for the perfect getaway?

The Alexandra Resort
★★★★☆ 20 reviews
\$235
Lowest price per night from

Ocean Club Resort
★★★★☆ 8 reviews
\$208
Lowest price per night from

Gansevoort Turks And Caicos
★★★★☆ 8 reviews
\$350
Lowest price per night from

Villa Del Mar
★★★★☆ 2 reviews
\$225
Lowest price per night from

Le Vele Condominiums
★★★★☆ 1 review
\$348
Lowest price per night from

Book 5 Nights, Get 5th Night Free, plus earn a \$50 daily resort credit.

Costco

Costco TRAVEL EXCLUSIVELY FOR COSTCO MEMBERS

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Home > Caribbean > Turks & Caicos > Sands At Grace Bay

Destination: Caribbean
Region: Turks & Caicos, Turks And Caicos Isle
 Include a flight with your package
Departure City: (LAX) Los Angeles International
Class of Service: Any
Depart: 07/01/2012 Nights: 7
Return: 07/08/2012

Travelers: 1 Adults (Ages 19+) 0 Children (Ages 0-18)
Rooms: 1
Room 1: 2 Adults 0 Children

Sands At Grace Bay (Deluxe Plus)
Providenciales, Turks & Caicos

Overview | Property | Rooms | Photos | Map

Hotel Description

Located only 80 minutes by air from Miami, this property feels like a world away. A beautiful beach, spectacular views, and spacious suites make this property an ideal combination of seclusion and sophistication. A Caribbean plantation-style setting comprised of 114 studios and suites in six three-story buildings is embraced by lush tropical landscaping. The location of the resort is spectacular - on the shore of the famous Grace Bay Beach with more than 12 miles of white sand and dazzling transparent turquoise water.

Key Features

- Distance from Airport: 15 Minutes
- Area: Providenciales
- Number of Rooms: 116
- Number of Floors: 3

The Sands

AT GRACE BAY

Orbitz

http://www.orbitz.com/shop/hotelsearch?type=hotel&hotel.type=keyword&hotel.coord=s&hotel.key...

File Edit View Favorites Tools Help

Providenciales International Airport - Hotel Search...

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Providenciales International Airport, Providenciales, Providenciales, Providenciales

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Map Location 25 matching hotels

Your Selections Providenciales International Airport

Sort by: SearchView Location Distance Rating Availability

Viewing Result

New World, A Time Summer
 3.7 miles East from the center of Providenciales International Airport
 Another exceptional resort, this 100+ unit and water sports resort is on Grace Bay.
 The Royal West Indies Resort boasts a luxury accommodations and comprehensive Grace Bay...
 \$208
 Choose dates

The Royal West Indies Resort
 4.3 miles East from the center of Providenciales International Airport
 Another exceptional resort, this 100+ unit and water sports resort is on Grace Bay.
 The Royal West Indies Resort boasts a luxury accommodations and comprehensive Grace Bay...
 \$138
 Choose dates

Parks Of Call Resort
 4.4 miles East from the center of Providenciales International Airport
 Another exceptional resort, this 100+ unit and water sports resort is on Grace Bay.
 The Royal West Indies Resort boasts a luxury accommodations and comprehensive Grace Bay...
 \$103
 Choose dates

cancon & THE TREASURES OF THE CARIBBEAN
 MEXICO
 THE PLACE YOU THOUGHT YOU KNEW

http://www.orbitz.com/shop/hotelsearch?type=hotel&hotel.type=keywo...

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Queen Club Resort

3.7 miles East from the center of Providenciales International Airport
 Another exceptional resort, this 100+ unit and water sports resort is on Grace Bay.
 The Queen Club Resort is an all-inclusive resort...
 \$208
 Choose dates

The Aquium Resort
 3.8 miles East from the center of Providenciales International Airport
 Another exceptional resort, this 100+ unit and water sports resort is on Grace Bay.
 The Queen Club Resort is an all-inclusive resort...
 \$159
 Choose dates

La Vista A Golf Resort
 3.8 miles East from the center of Providenciales International Airport
 Another exceptional resort, this 100+ unit and water sports resort is on Grace Bay.
 The Queen Club Resort is an all-inclusive resort...
 \$135
 Choose dates

http://www.orbitz.com/shop/hotelsearch?type=hotel&hotel.type=key...

File Edit View Favorites Tools Help

Providenciales International Airport - Hotel Search...

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The Sands of Grace Bay
 3.2 miles East from the center of Providenciales International Airport
 Another exceptional resort, this 100+ unit and water sports resort is on Grace Bay.
 The Sands of Grace Bay is an all-inclusive resort...
 \$285
 Choose dates

La Vista Condominiums
 3.4 miles NorthWest from the center of Providenciales International Airport
 Another exceptional resort, this 100+ unit and water sports resort is on Grace Bay.
 The Sands of Grace Bay is an all-inclusive resort...
 \$348
 Choose dates

Point Grace Resort and Spa
 3.5 miles East from the center of Providenciales International Airport
 Another exceptional resort, this 100+ unit and water sports resort is on Grace Bay.
 The Sands of Grace Bay is an all-inclusive resort...
 \$300
 Choose dates

Trip Advisor



Tripadvisor.com – The Sands’ positive movement in rankings from September 2011 at #28 to June 16, 2012 at #22.
 >timely responses to feedback
 >operational response to feedback
 >tracking and measuring guest satisfaction

TripAdvisor is proud to congratulate Sands at Grace Bay on earning the prestigious 2012 Certificate of Excellence award.

Our travelers consistently commend your property with the highest praise, and we recognise your **4.5 rating** as an exceptional achievement.

Only the very best in the business are awarded a Certificate of Excellence — display yours proudly in a place where your guests can see it.

Your certificate will arrive in the mail in the next few weeks; in the meantime, be sure to download a free badge to promote your award on your own website.



Promotions - JETSETTER

The screenshot shows a web browser window displaying the Jetsetter website. The search bar contains 'the sands' and the results show '1 match found'. The match is 'The Sands at Grace Bay' located in Water Cay, Turks and Caicos Islands. The price is listed as 'From \$185/night'. The page includes navigation tabs for WOMEN, MEN, BABY & KIDS, HOME, FOOD & WINE, CITY, JETSETTER, and PARK & BOND. There are also filters for 'Exact dates' and 'Weekends'.

Caribbean Edge

CARIBBEAN NEWSLETTER - MARCH, 2012

CARIBBEAN *edge* MAGAZINE

FEATURED ARTICLE
The 10 Best Caribbean Snorkeling Spots
 Some sites have shallow waters and others plunge down to great depths, but wherever you go, beautiful coral reefs and even shipwrecks provide abodes for hundreds of brightly colored tropical fish - and stingrays! No matter where you are in the Caribbean, you'll probably be able to step off the beach near your hotel, grab a snorkeling mask and start exploring the beautiful world just beneath the water's surface. The following sites, however, are especially good, and you'll be guaranteed a snorkeling experience you'll never forget. [More >](#)

SPECIAL
Greetings from Anse Chastenet, St. Lucia!
 At this time of the year, you can take advantage of many different promotions for travel in 2012! Please have a look at our summer special promotions below. Also, we are planning special events for 2012, a watercolor artist workshop in July, photography workshop in September and more. We will send this information through as soon the dates are finalized. Do you like Jazz? Our annual Jazz Festival will take place in 2012 from May 5 - 13. Call us at Tel 1-800-223-1108. [More >](#)

FEATURED ARTICLE
Mustique
 It's remote, yet legendary as a long-favored hideaway of royalty, actors, pop stars. Lying near the end of the string of the Grenadines, Mustique nowadays is a little more accessible than it was in Seventies thanks to more stayover options and improved connections to the rest of the Caribbean. [More >](#)

SPECIAL
9-night Caribbean cruise on NORWEGIAN - Round-Trip from New York - Nov.25 - \$669 cabin \$769 view
 Freestyle Cruising - it's a choice experience! Norwegian Cruise Line (NCL) picks the ports, but the rest is your call. When NCL introduced its innovative Freestyle concept in 2000, it ushered in an extraordinary new era. They transformed the traditional cruise into a unique and far more personal experience. Designed to meet the changing needs of today's discerning cruise passenger, Freestyle Cruising offers guests a truly relaxed, resort-style experience with one goal in mind: complete personal flexibility. There is only one schedule on NCL's freestyle ships - yours. [More >](#)

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PURE VACATIONS

SPECIAL
SPRING INTO SPA SAVINGS AT COCONUT BAY BEACH RESORT & SPA
 Coconut Bay Beach Resort & Spa, the premier Caribbean all-inclusive resort for romance and multigenerational travel, located on St. Lucia's exotic southern coast, is offering an exclusive spa getaway package with savings of up to 60 percent for travelers looking to book an escape to paradise this spring.

In an effort to help travelers leave the winter blues and harsh weather far behind, Coconut Bay Beach Resort & Spa is enticing singles and couples alike to take advantage of a limited-time only opportunity to indulge in an oasis of relaxation with the special **Harmony Spring Spa Package**. This special spa package is perfect for guests looking to rejuvenate skin, restore a sense of well-being and soothe away worries. Guests must book their spa getaway by February 29, 2012 to enjoy ocean view accommodations in the Harmony adults-only wing, with rates starting at just \$174 per person, per night, based on double occupancy. This exclusive package is valid for travel between February 22 and April 30, 2012 and includes the following: [More >](#)

FEATURED ARTICLE
St. Barts - Where Celebrities Choose to Holiday
 A honeymoon, an anniversary, or just getting away from the ever present media glare; there's any number of reasons that celebrities of screen and entertainment keep making their way to little St. Barts. In fact, it's a longtime tradition for performers of all kinds to make this a favorite getaway, or even a permanent one with a local villa of their own. [More >](#)

SPECIAL
"One Sweet, Suite Deal" for 2012 at The Sands at Grace Bay
 As our special gift to you, we are offering a 4th night free travel promotion for reservations of four consecutive nights or more from May 1 through December 22, 2012!

Guests also receive complimentary access to non-motorized watersports equipment, including the use of our snorkeling gear, hobie cats, kayaks and windsurfing equipment. Prefer a land-based adventure? With this offer we're including free bicycle rentals for island exploration! [More >](#)

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Travel Writers

The Sands at Grace Bay Review - Family Vacation Critic 5/3/12 7:59 AM

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Home > Family Resorts > Caribbean Family Resorts > Turks and Caicos Islands Family Resorts > The Sands at Grace Bay

The Sands at Grace Bay Review

★★★★★



90% families recommend

★★★★★ 143 family reviews

Families will love:

- Condo-style accommodations
- Ability to accommodate large families
- Located on Grace Bay Beach

http://www.familyvacationcritic.com/sands-at-grace-bay.html Page 1 of 6

Travel Writer – Lissa Poirot, **Family Vacation Critic**

Lissa featured The Sands on this top family travel website as a favorite family resort in Turks & Caicos with a lengthy review which includes several photos and detailed resort information.

World's out about the world's best beach 1 The Australian 5/23/12 5:53 PM


The Australian

World

Search for: Search

Word's out about the world's best beach

By: Shelley Dempsey
From: AAP
May 22, 2012 12:00AM



The picturesque Grace Bay Beach. Picture: The Sands at Grace Bay
Source: Supplied

IT'S a shining jewel that often ranks as the world's best beach, yet most Aussies don't know it - or more importantly, where to find it.

Grace Bay Beach, with its white-sand beaches and clear blue water, is a tropical dream floating in the Caribbean. It's a 90-minute flight from Florida's Miami, or a three-hour jaunt from New York.

"Grace Bay is a hot button for travellers right now," says Mona Beeson, general manager of The Sands At Grace Bay.

"A lot of tourists have already been to Hawaii or Mexico, so they want to see something new - and Turks and Caicos is relatively new.

http://www.theaustralian.com.au/archive/travel-odd/words-out-about-the-worlds-best-beach/story-ft302659-1226362690542 Page 1 of 7

Travel Writer – Shelley Dempsey, **The Australian & Australian Associated Press**

Shelley included a mention about her stay at The Sands and her snorkel excursion with Reef Peepers in her Turks & Caicos travel article which appeared in The Australian national newspaper and featured in the Australian Associated Press.

Periodicals

BEAUTIFUL by NATURE
Turks & Caicos Islands

The all-inclusive Hemingway's Beach is on the Turks and Caicos Islands. The resort offers a variety of amenities and activities for guests to enjoy. The resort is located on a beautiful beach with clear turquoise water and white sand. The resort is a perfect destination for a relaxing vacation.

Discover the Turks and Caicos Islands in a new way with the award-winning magazine 'Beautiful by Nature'. This magazine is a must-read for anyone who loves the islands. It features stunning photos, insider tips, and information on the latest happenings in the islands.

Most visitors to Providenciales, known as Provo, are looking for a beach. Grace Bay Beach is a 1.8-mile stretch of powder white sand and turquoise water. It's a perfect spot for a relaxing day in the sun. The beach is surrounded by lush vegetation and offers a variety of activities for guests to enjoy.

For more information on the Turks and Caicos Islands, visit www.turksandcaicos.gov.tc or call 1-800-424-4277.

You can dive deep, ride bikes, catch big fish and walk Yet many visitors simply lounge at ocean's edge on

history in the Turks & Caicos Islands. Provo's Grace Bay Beach.

FIND YOURSELF... ON THE WORLD'S BEST BEACH.
Ocean Club Resort

Le Vele Resort
The most beautiful location in Grace Bay, Turks and Caicos Islands. This 400-room resort offers a variety of amenities and activities for guests to enjoy.

Let the Adventure BEGIN
Turks & Caicos Islands

Caribbean Travel & Life June/July 2012

Press Releases

The Sands AT GRACE BAY

Top Turks & Caicos Resort Unveils Property-Wide Enhancements In 2012

Providenciales, Turks & Caicos (June XX, 2012) – In response to a record breaking sales year and strong 2012 third and fourth quarter bookings, The Sands at Grace Bay resort situated on world-famous Grace Bay Beach has made several property-wide enhancements that will be completed before the busy winter travel season. The resort's award-winning Hemingway's Beachfront Restaurant has added an expansive retractable awning that offers guests additional shade from the sun and an even more enjoyable open-air dining experience just steps away from the beach. A newly installed heater in the resort's main swimming pool will keep guests comfortably warm during the cooler months. Additionally, the resort has undertaken a green initiative by installing an environmentally friendly Biocent wastewater treatment system to irrigate the lush resort grounds and gardens.

Scheduled for completion by December 2012, all 114 luxurious studio and suite accommodations are receiving the following bathroom enhancements: Travertine stone shower, bathtub, flooring and baseboards, Kohler fixtures, curved shower curtain rods, cast iron slip resistant bathtubs, and a fresh coat of paint. And finally, The Sands at Grace Bay has added stand-up paddleboards to their wide array of complimentary guest offerings, which include free use of kayaks, Hobie Cat, snorkeling and windsurfing gear, and bicycles.

"We are continuously trying to improve upon our luxurious resort accommodations and maximize our guest experiences during their stay with us," said Mona Beeson, General Manager of The Sands at Grace Bay. "We are delighted with our growing number of repeat guests who continue to call our property their 'home away from home,' as well as the increasing number of new guests who are choosing to stay at our resort. We are excited to bring even greater value to return guests and new travelers who will be staying with us this fall and winter."

Not only has The Sands at Grace Bay enjoyed a record number of guest bookings in 2011 and 2012, but the resort has also earned several prestigious awards over the past year recognizing its dedicated employees and impeccable service, popular restaurant and outstanding guest reviews. The Turks & Caicos Hotel and Tourism Association awarded two employees of The Sands at Grace Bay the prestigious "Employee of the Year" and the "Heart of Hospitality" awards during the 2011 Star Awards. Additionally, the resort's Hemingway's Restaurant was named "Restaurant of the Year" at the 8th Annual Turks & Caicos Coach Festival held in November 2011. And finally, The Sands at Grace Bay received the prestigious TripAdvisor 2012 "Certificate of Excellence" award for consistently achieving outstanding traveler reviews on TripAdvisor. For more information on the resort and for current announcements and special travel offers, visit www.thesands.com.

About The Sands at Grace Bay
The Sands at Grace Bay is situated on the world-renowned 12-mile crescent of powdery white sand known as Grace Bay Beach – voted the #1 Beach & Sun Destination In The World by Trip Advisor's "Traveler's Choice" Awards. This gracious, family-friendly 114-room resort located on six oceanfront acres offers accommodations in studios and 1-, 2- and 3-bedroom suites ranging from 1,000 to 1,600 square feet, all of which combine comfort-focused amenities and spectacular natural surroundings. Suites also come with fully equipped kitchens appointed with stainless appliances, granite countertops, coffee makers and more. The Sands at Grace Bay is the home of Hemingway's Restaurant and Bar – a legendary beach-side venue and local favorite – where guests can enjoy gourmet selections and island specialties seven days a week. Spa treatments by Spa Tropicque are also available by appointment.

Media Contact:
Cassie Dimrich, (802) 522-0714, cdimrich@niccorp.com

The Sands

AT GRACE BAY