



**FOR IMMEDIATE RELEASE**

Contact: Priscilla Caldwell  
Madigan Pratt & Associates

[Priscilla@madiganpratt.com](mailto:Priscilla@madiganpratt.com)

757-645-3113

[The Reefs Press Room](#)

## **THE REEFS RESORT IN BERMUDA UNDERGOES MAJOR EXPANSION OF FACILITIES WHILE PRIVATE RESIDENCES ARE CONSTRUCTED NEXT DOOR**

SOUTHAMPTON, Bermuda — When [The Reefs](#) re-opens its doors April 1, the first guests of the season will be able to enjoy the completed initial phase of resort enhancements as part of its current renovation. Not all of the rooms will be open, so availability will be limited.

Upon opening, The Reefs reception area will present a whole new look. At check-in, guests will enjoy comfortable seating while sipping complimentary Rum swizzles. There is a new concierge desk to help guests make the most of their trip.

The greatly expanded bar and lounge will have a designated band and dancing area so more guests than ever can enjoy the hotel's nightly entertainment. Guests arriving April 1 will enjoy complimentary cocktails at 4:00 PM in the newly renovated bar. The redesigned terrace overlooking the Atlantic and just off the bar will sport a new fire pit providing an intimate venue for guests. The resort also has refitted and enlarged the lobby restrooms.

Guests staying at [The Reefs](#) between April 1 and May 22 will have the opportunity to play The Reefs drawing to win an identical free stay the same time in 2009. Two Free Vacations will be given away – one for guests staying in April and once for those staying between May 1 and 22. Several early season package specials are available including one where guests receive their 6<sup>th</sup> night Free. Details can be found at: <http://www.thereefs.com/specialoffers>.

“Whenever a luxury hotel undergoes renovations there are always concerns from past guests about whether the character of the property will be altered. The Reefs has undergone renovations several times in the past with the vast majority of guests being pleased with the results,” says Managing Director Ben Tutt. “The Reefs is widely recognized as the best hotel in Bermuda and we would never do anything to our guest’s experience to jeopardize that distinction. We continue to strive for perfection in offering guests an intimate and relaxing Bermuda experience where they can ‘feel perfectly at ease.’”

In August, the guest experience will be further enhanced with the completion of two brand new restaurants and new multi-million dollar kitchen. Everyone will be glad to hear the kitchen at The Reefs is an “extreme makeover” with more than \$1 million in top-of-the-line appliances alone. Over \$3 million have been invested in the complete redevelopment of the kitchen at The Reefs. The hotel has always been famous for its food and now Chef Laurent will have a platform to take gourmet dining to an even higher level.

La Serena Spa, the first spa in Bermuda to offer the relaxing Thai massage therapy, is one of the most popular spas on the island. Being so popular it was oftentimes difficult for guests to secure an appointment due to its small size. That will all change once the New La Serena Spa opens in 2009. The facility will more than quadruple in size going from 2 to 8 treatment rooms. The new spa will sport two saunas and a full locker facility along with expanded manicure and pedicure stations. A large relaxation area with expansive views of the Atlantic Ocean is a new feature sure to please every guest.

Meanwhile, next door, The Reefs Club private residences will be under construction. Those who enjoy visiting The Reefs to “feel perfectly at ease” in beautiful Bermuda, now can “live perfectly at ease” with

fractional ownership of these two- and three-bedroom homes. For information on the residences, please visit [www.reefsclub.com](http://www.reefsclub.com).

Since 1947, The Reefs has been providing the ultimate in hospitality for its guests, many of whom return year after year. For information and reservations at the hotel, call 800-742-2008 or visit [www.TheReefs.com](http://www.TheReefs.com).