

## The Opportunity

Every few years a new destination hits the headlines. It may be a fantastic spa, a superb ski resort or a funky beach...

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It may be a fantastic spa, a superb ski resort or a funky beach on an island in the Indian Ocean. Very rarely, does a number one "must-do" destination have all the ingredients required for longevity; we're thinking of St Tropez of the 50's, Martha's Vineyard of the 60's, Costa Smeralda in the 70's and Barbados in the 80's.

Port Louis is set to become all of this and more. A Mecca for the aficionado.

Peter de Savary with his many years of experience establishing clubs and resorts around the world has recognised a yet untapped opportunity on the unspoilt island of Grenada. As Chairman and Founder of Port Louis, de Savary will oversee the entire US\$500 Million project. Inviting a number of joint venture partners, he stresses the importance of the vibrant and international identity of Port Louis through its marketing focus. The new community will capture the warmth, charm and spirit of Grenada.

Grenada's location alone means that unlike most destinations, this is a "year-round" getaway, set outside the seasonal hurricane belt.

Its proximity to the Equator ensures a year-round climate in the early 80's (23-28 degrees C) which, with cooling trade winds, offers very comfortable conditions. It compares especially well with the northern Caribbean which can suffer from quite cold and wet weather and which is within the hurricane belt.

Grenadians have chosen to retain the best of their strong French and British influences whilst preserving all that is distinctive from their own West Indian heritage. Facilities are modern and efficient as can be expected from such a progressive country, built today on education and stability.

Port Louis itself is spectacularly set and is definitely the "St Tropez" or the "Portofino" of the Caribbean. The headland rises high above the picturesque and colourful capital of St. George's and development is underway to create a new and vibrant "mediterranesque" village community which will appeal to an international and diverse clientele.

The village will offer a wide range of options for investors, holidaymakers, yachtsmen and prospective homeowners. Designated a free-port by the Grenadian Government, Port Louis will provide duty-free shopping, a magnet for retailers and shoppers alike!

Offering magnificent views to the north lie the historic Fort and the restored Georgian buildings of St George's; to the east is The Carenage with its exotic waterfront adjoining the natural lagoon, forming a perfect safe haven for yachts in the new marina. To the west you will see some of the most breathtaking sunsets over the crystal-clear, sparkling azure waters of the Caribbean from the alluring shores of Port Louis's Pandy Beach whilst to the south lies the white sandy shore of Grand Anse Beach.

Port Louis will evolve as a complete village and one of the focal points will be the rebirth of a five star landmark hotel, "The Islander" (which may be known to older locals by its original name the "The Santa Maria"). In the 1950's this world famous property was a huge draw for the discerning and also the location for the movie "Island In The Sun" with James Mason, Harry Belafonte and Joan Collins to name but a few. The hotel exuded a warmth and style that was typical of the West Indies and the charming hotels of yesteryear. The new hotel on Pandy Beach will be of exquisite design and style and of an exceptional international standard.

Two or three more contemporary, boutique hotels are also planned within the maritime village offering a variety of styles and price points.