



## PRESS INFORMATION 2011-12



### LOCATION

Ladera is located on the southern end of Saint Lucia, just outside the port town of Soufrière, approximately 40 minutes from Hewanorra International Airport. It sits on a forested ridge at 1,100 feet overlooking the volcanic Piton Mountains and the Caribbean Sea.

### BACKGROUND

Ladera receives the highest awards and accolades as the best hotel in the Caribbean from the most discriminating leaders in travel, including *Condé Nast Traveler*, *Travel + Leisure*, *ForbesLife* and *Caribbean Travel + Life* magazines. For the eighth consecutive year, Ladera has been included in the top 10 of the Best Caribbean Hotels, as voted by the readers of *Condé Nast Traveler* in the magazine's 22<sup>nd</sup> Annual Readers' Choice Awards. Ladera's impressive score of 88.9 secured itself as one of the leading resorts in the Caribbean. In November 2005, *Condé Nast Traveler* readers voted Ladera not only the "Best Hotel in the Caribbean," but gave it the highest score of any hotel in the world, ranking it the "Best of the Best" in the overall hotel category.



Ladera opened in November 1992 and has since been distinguished by a wide range of international publications, including being named one of the Caribbean's "Ten Best Romantic Spots" by *Caribbean Travel and Life*. The Saint Lucia Tourist Board has awarded Ladera its "Best Small Hotel" and "Best Chef" awards.

Ladera's accommodations cater to a maximum of 60 guests, ensuring the highest level of service, apparent from the first greeting at the airport to the personal attention given to each guest.

### **DESIGN**

Perched above the port town of Soufrière, Ladera is a romantic and exclusive hideaway, featuring 32 villas and suites. What sets Ladera apart is that each guest suite was intentionally built without a fourth wall, allowing astounding views of the island's two volcanic Piton peaks and azure coastline below. Yet the suites were cleverly designed to remain sheltered, safe, and completely private. Interiors are furnished with polished woods. The open wall in all suites and villas leads to a private plunge pool and lush tropical landscaping. Each villa and suite embraces the panoramic views and island ambiance through tropical design and the ultimate in open-air living.



### **SPA**

The *Ti Kai Posé Spa* at Ladera provides guests with an array of relaxing wellness treatments in an intimate setting. The list of special treatments is inspired by Saint Lucia's volcanic history and the lush rainforest that surrounds this unique retreat. In local patois, *Ti Kai Posé* means "little house of rest."

Ladera opened new mineral pools adjacent to Ti Kaye Posé Spa . Drawn directly from the source at the Diamond Mineral Baths near Soufrière (French for sulfur), Ladera guests are able to soak up the restorative waters right on property, in the newly-built bathing pools. Guests may include a mineral soak as part of their pre- or post-massage routine, or simply use it to relax after a day hiking or spent at the beach. Originally built in 1785, just before the French revolution, with funds from King Louis XVI, it is rumored that Napoleon's Empress Josephine bathed in these same waters. The new Mineral Pools are complimentary to all guests.



### **VILLAS AND SUITES**

The 32 villas and suites, each with a private pool, overlook the famous Piton Mountains, a World heritage site, the Caribbean Sea and the Soufrière valley. Ladera is know for its distinctive eco-lodge architecture, built with Caribbean timbers and modeled on luxury tree-house living, and a relaxed, barefoot lifestyle. Villas and suites were intentionally built without a fourth wall, yet are designed to be sheltered, safe, and completely private. The design affords spectacular sunset views and unobstructed star gazing at night.

### **DREAM SUITES**

The luxurious, open-air Dream Suites were introduced in response to the high demand for more seclusion and special design features. Each of the Dream Suites is intentionally set apart from the

other rooms and provides an ultra-private escape, ideal for honeymooners. They feature Ladera's signature unobstructed views of the Pitons and Caribbean Sea and are designed in the same elegant tropical architecture as all of the Suites and Villas, using polished hard woods, luxurious white linens and colorful tile work in the bath areas.

Guests who book one of Ladera's Dream Suites or Dream Villas for five nights or more, needn't wait a single moment for their carefree getaway to begin. Ladera's exclusive Above and Beyond VIP Service expedites the airport arrival process and allows Dream Suite/Villa guests to experience the resort's signature personal service from the moment they land in Saint Lucia. A Ladera representative will meet Dream Suite and Villa guests directly outside the customs exit and escort you to an awaiting private sedan for the drive to Ladera. Stocked with cold drinks and refreshing towels, the scenic ride will help guests feel restored after their flight and get a preview of the tropical paradise that awaits them at the resort. On arrival at Ladera, Above and Beyond VIP guests will be escorted directly to their Suite/Villa where check-in will be done at leisure. Upon departure, guests will travel back to Hewannora International Airport in equal comfort and style.



### **WEDDINGS AND HONEYMOONS**

Ladera provides the ultimate romantic tropical escape thanks to their signature open-air suites that intentionally have no connect to the real world. Without televisions, phones, and computers, the only thing to focus on is each other. Maybe that's why the Saint Lucian Oriole mates for life. Ladera's Romance Package is a popular choice for newlyweds and includes a bottle of champagne, couples massage, trip for two to the Mineral baths, and dinner at Dasheene. Ladera is also a favorite destination for newlyweds-to-be who want to tie the knot in the shadow of the world famous Pitons. The Dream Wedding Package includes all legal requirements and transportation, fresh flowers for the bride and groom, champagne and canapés for four, a two-tiered wedding cake, floral wedding arch, and two plush Ladera bathrobes for pre and post ceremony relaxation.

Ladera unveiled its new Paradise Pavilion this past year, it's a dramatic open-air destination wedding venue destined to become the Caribbean's preeminent setting for ceremonies and receptions of up to 100 guests. The newly constructed Pavilion is located along Ladera's extraordinary rainforest ridge, on previously undeveloped land adjacent to the hotel. Architecturally, the 1,200 square-foot Pavilion is a showpiece venue featuring the same renowned open-air design concept found throughout the resort, along with the famously unending panoramic views. The



Pavilion is crafted in Ladera's signature rainforest style, with terracotta flooring, columns milled and richly polished from tropical Greenheart wood, as well as cut stone and tile work crafted by local Saint Lucian masons.

## DINING

**Dasheene Restaurant** and the **T'cholit** bar (pronounced *Choleet*) offer some of the best dining in the Caribbean and by far the best views. The open-air dining room features breathtaking vistas of the rainforest, the dramatic Piton peaks and the Caribbean Sea below. Dasheene's elegant decor uses natural fabrics and woods to complement the birds-eye view of the island from the 1,100-ft. ridge in southern Saint Lucia. The menu features innovative interpretations of Saint Lucian and Caribbean specialties, based on local produce, fresh fish and colorful presentations.



**Dasheene Restaurant** serves a tropical breakfast for hotel guests and a full à la carte menu from 7:00 a.m. – 10:00 a.m.; lunch from 11:30 a.m. – 2:30 p.m.; dinner from 6:30 p.m. – 9:30 p.m. Sunday brunch is from 11:30 a.m. to 2:30 p.m. Daily Afternoon Tea is from 3:30 p.m. to 4:30 p.m. A snack menu is available from 11:00 a.m. to 5:00 p.m. daily as well as room service from 7:30 a.m. to 9:00 p.m. Guests from other parts of the island are always welcome for lunch and dinner. Dinner Reservations are required and there is a dress code. Ladies are asked to wear casually elegant attire and gentlemen are requested to wear long pants and collared shirts. Jackets are not required. No shorts, tank tops, or beach footwear in the evening. In-room dining is available for breakfast, lunch and dinner. Breakfast and Afternoon Tea are complimentary for registered guests. Entertainment is available five nights a week from 8:00 p.m. to 11:00 p.m.

## AMENITIES

### Swimming Pool

- The main pool and deck area are located below the restaurant and bar overlooking the Pitons and Caribbean Sea
- Dasheene restaurant's full menu is available poolside
- The infinity pool was used in the filming of "Superman II", and was the first of its kind in the Caribbean



### Recreation

Ladera is pleased to arrange a variety of activities for guests, including:



- Island tours
- Hiking/rainforest walks with local guides
- Bird watching
- Jeep or car rentals (driving is on the left side of the road)
- Day trips to the city of Castries Scuba diving, snorkel trips, sailboats and fishing charters

- Horseback riding
- Climbing the Pitons

### **Complimentary Services**

- Shuttle to and from Sugar Beach
- New fitness center with cardio and strength training machines
- A fully stocked library is located at the main bar
- Board games
- Mixology class twice a week
- Snorkel gear and beach towels supplied at the hotel
- Daily continental breakfast
- Daily afternoon Breeze tea service
- Portable DVD players available for in-room movie viewing upon request.
- Free Wi-Fi



### **Accommodations**

- A selection of specialty pillows available on Ladera's Dream Pillow menu
- Shake Awake silent alarm clock

### **Housekeeping**

- Daily housekeeping service
- Nightly turndown service



### **Electricity**

- 220 volts, 50 cycles (square, three-prong plug)
- Adapters and transformers available for guests

### **Telephone/Internet**

- Rooms are not furnished with telephones, however a private phone room is located at reception
- A two-way radio enables guests to communicate with reception and the restaurant for in-room dining or other requests
- A separate guest computer room is available

### **RATES/ PACKAGES**

Special All-Inclusive, wedding and honeymoon packages are available. Go to [www.Ladera.com](http://www.Ladera.com) for the most up to date information,

### **ABOUT SAINT LUCIA**

- Size: 27 miles long by 14 miles wide (238 square miles)
- Population: 160,000
- Status: Independent Member of British Commonwealth
- Language: Officially English, but many speak French Patois
- Currency: Eastern Caribbean Dollars 1 US\$ = 2.67 EC\$ (US Dollars are accepted)
- Average Temperature: 83-87 degrees Fahrenheit

### **POINTS OF INTEREST NEAR LADERA**

- Piton Mountains, World Heritage designated, 3000-foot volcanic peaks that rise vertically out of the sea
- Diamond Waterfall and Botanical Gardens
- Sulphur Springs, the world's only "drive-in" volcano
- Louis XVI Mineral Baths
- Tropical rain forest
- Historic military ruins and museum at Pigeon Island

### **TRAVELING TO SAINT LUCIA**

Travelers returning to the U.S. from the Caribbean are required to hold valid passports. All visitors must have a return or ongoing ticket. Airport departure tax is \$21 U.S. dollars.

Hewanorra International Airport (UVF) in the south, services international flights. GFL Charles Airport in the north is used for inter-island flights.

From the United States: There is service to Saint Lucia from most U.S. gateways via Jet Blue Delta Air Lines, American Airlines, BWIA and US Airways. Flying time is three and half hours from Miami, four hours from Atlanta, and five hours from New York.

From London: British Airways, BWIA, and Virgin Atlantic.

From Canada: Air Canada, American Airlines, and West Jet.

From Paris: Air France to Martinique, then LIAT.

### **VICE PRESIDENT OF OPERATIONS**

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**RESERVATIONS**

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