


# RESORT LIFE

ISSUE 14 2017



## Award Season FOR THE RESORT GROUP

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Hotel & Spa  
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# OUR AWARD-WINNING RESORTS

From the very first development by The Resort Group in Cape Verde, the awards have been forthcoming – praising everything from the guest experience to the luxurious facilities on which we pride ourselves.



*Kais Mbarek was awarded Best General Manager in Africa 2017 in Cape Verde this August. He has called the award his “greatest professional achievement”. Congratulations to Kais for all his hard work and this well-deserved reward.*



*Kais Mbarek, Jassy Sousa, José Luis Garcia Cuevas and Santiago González*

### Announced last year, MELIÁ Dunas came in at number 9 on the coveted TripAdvisor Travellers’ Choice list of the Top 10 All-Inclusive Resorts in Africa.

It’s an award that means a lot to the staff of the hotel as it is chosen entirely by the public who visit every year. Reviews on the popular review site describe the Resort as a great holiday destination on a beautiful Island with a stunning beach and a relaxing atmosphere so it’s no wonder we featured on the list.

Next, we were honoured to receive the World Luxury Hotel Award for Luxury Coastal Resort 2016, a shining endorsement of the incredible Algodoeiro Beach – the location of the MELIÁ Dunas Beach Resort & Spa. The sought-after accolade states the Island’s natural beauty and eternal summer climate for the win, alongside the many luxurious facilities available to guests.

Our Gold Sustainability in Tourism award came at the start of this year from valued industry experts, Travelife. Being located on an Island often means we need to pay special attention to the infrastructure and import situation, so to receive such praise only goes to show how

hard the on-Island team work to create an environmentally-friendly space.

The Cabo Verde Tourism Awards 2017 took place on the 30th September, an event that honoured the best tourism achievements in the last year through a series of Excellence Awards. There was a variety of categories, designed to promote the achievements of the diverse tourism offering on the Island of Sal, and specifically in the Santa Maria area.

It began at 7pm with a red-carpet entrance and a welcome reception for guests, with VIP attendees in their own private enclosure. Later, while guests enjoyed a Cape Verde-inspired meal, the reporters conducted flash interviews with the experts gathered there. The ceremony was then opened to the public and the Excellence Award Ceremony commenced with live performances taking place throughout the evening. The after party was a luxurious and celebratory event at Bikini Beach Club with special guests making the night complete.

Collecting nine awards in total, including the ones celebrating the best Hotel, Aparthotel and

Resort, the Meliá Hotels were the big winners of the evening.

*Mr Santiago of MELIÁ Tortuga Beach Resort, said: “We were proud to receive these awards that make the Meliá group’s career in this very short Cape Verde life.”*

The Resort Group PLC was also presented with a special recognition award by the organisers of the Cabo Verde Tourism Awards. Rob Jarrett commented: “I’m very proud of what The Resort Group has achieved here on Sal Island and what we are now doing on Boa Vista. This award represents all the ways we promote tourism to Cape Verde, something we’ve seen increase significantly in the last decade. It’s a proud moment for our operational resorts too, with nine well-deserved awards between them.”

The gala is set to be an annual event to match the celebrations on World Tourism Day. Director General of Tourism, Carlos Anjos commented, “The criteria used were essentially linked to the celebration of this year, which was declared as the year of sustainable tourism. We were careful to choose a jury that also took this criteria

into consideration. I think we are all to be congratulated and that all the winners are satisfied and thrilled with the prizes received.”

Most recently, MELIÁ Tortuga Beach Resort has received the World Travel Award for Cape Verde’s Leading Hotel for another year. Our original Sal Island Resort has won the award on no less than four previous occasions, in 2012, 2013, 2014 and 2015, as well as a nomination in the category last year. It is an award that symbolises our distinction as a luxury 5-star destination.

Our win was announced at a glittering gala event, held at the Radisson Blu Hotel in Kigali, Rwanda. The ceremony and the awards themselves serve “to acknowledge, reward and celebrate excellence across all sectors of the global travel and tourism industry.” Now in its 24th year, the World Travel Awards are recognised as the ultimate accolade in travel and tourism across the globe.

They specifically concentrate their praise on travel and leisure organisations that are known to push the boundaries of industry excellence and we are proud to be amongst those who are considered to do so.

### MELIÁ Dunas Beach Resort & Spa

Gold for Excellence: *Aparthotel*  
 Gold for Excellence: *Tourist Offering*  
 Gold for Excellence: *Resort*

### MELIÁ Llana Beach Resort & Spa

Platinum for Excellence in Innovation  
 Platinum for Excellence: *Resort*  
 Silver for Excellence: *Aparthotel*

### TUI Sensimar Cabo Verde

Gold for Excellence in Innovation

### MELIÁ Tortuga Beach Resort

Gold for Excellence:  
*Project for Sustainable Tourism*  
 Silver for Excellence: *Hotel*

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# IN THE PRESS

With interest growing every day in the tropical paradise of Cape Verde, the Group's popular Resort destinations have had plenty of press coverage recently. From visiting travel writers to an interview with our CEO and Founder, there has been a great deal of activity as journalists prepare for the winter sun season.

Following the success of Britain's Next Top Model's final three episodes, all eyes turned to Sal as the next big thing in holiday destinations. Hello Magazine certainly approved, calling the Islands picturesque and glamorous – and stating their beauty as the reason why it was an obvious choice for the BNTM finale. All four of our luxurious Resorts were mentioned as a place to stay on Sal and it seems as though The Level facilities were a particular hit for added opulence during their 5-star stay.

The Manchester Evening News also took a trip to the perennially sunny Island of Sal, but this time, the famous lemon sharks that sit on the shoreline seemed to be the main attraction.

Staying at the chic MELIÀ Llana Beach Resort & Spa, it sounds as though the writer took advantage of Cape Verde's incredible mix of stress-free relaxation, utter luxury and exciting activities. Meanwhile, taking to Bikini Beach in the evening made for the perfect sunset photoshoot.

*Back at HQ, the Group's CEO and Founder, Rob Jarrett, took the time to answer a few questions with BQ Live about his top tips for aspiring leaders and had some astute insights into the world of business for anyone taking their first steps.*

It is a motivating read for anyone interested in how he built The Resort Group PLC into the company it is today.

Meanwhile, the Travel Editor for The Scottish Sun made her way to the Islands for a relaxing break on our sun-soaked Resort. Thoroughly impressed by the TUI Sensimar Cabo Verde and all the adults-only destination has to offer, it was a great visit for the well-travelled journalist and it was compliments all round for the hotel staff.





# Celebrating 70 years of marriage

## Happy Platinum Wedding Anniversary to Her Majesty Queen Elizabeth II and Prince Phillip Duke of Edinburgh.

It is with great honour that we were invited to be involved with a commemorative book in celebration of Her Majesty Queen Elizabeth II and Prince Phillip Duke of Edinburgh's 70th Wedding Anniversary. It follows many seminal achievements for the Group, including our feature in the exclusive The Queen at 90 publication, the Cape Verde medal awarded to Rob Jarrett for his work in developing the Islands and celebrating our own 10-year anniversary in 2017.

As the main sponsor for the book, we received a double page to speak of our work over the past decade, an advertisement to highlight our 10-year legacy and an opportunity to congratulate the royal couple from the Group, as well as contributing a foreword by way of our Founder and CEO, Rob Jarrett. It is such a wonderful occasion to be honouring and we are proud to be featuring so prominently in a commemorative print that marks the first 70th Wedding Anniversary for any British monarch.

The Platinum Anniversary book will be handed out to VIP members of various industries, including government officials, fashion and textile companies, travel experts, car manufacturers and, of course, others who feature in the exclusive publication. You can read the entire book here and find out more about Her Majesty's incredible reign with the support and hard work of her husband and consort, the Duke of Edinburgh.

To download the book visit:  
[loundes-group.com/ElizabethII-DukeEdinburgh70Wedding.pdf](http://loundes-group.com/ElizabethII-DukeEdinburgh70Wedding.pdf)



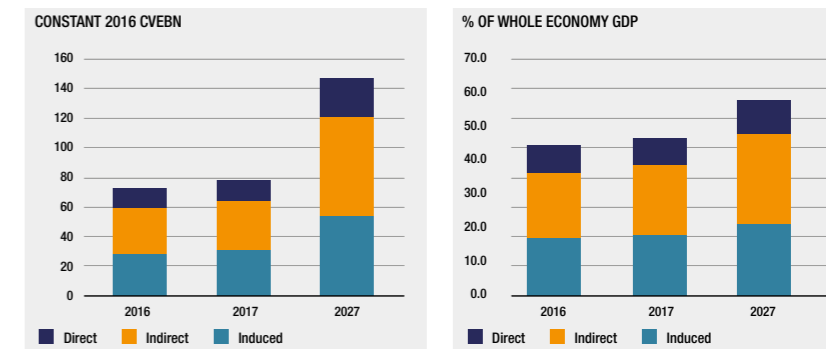
# The history of tourism in Cape Verde

Tourism has played a huge part in the achievements of The Resort Group PLC in the ten years since it started operations on the Islands of Cape Verde. Every year, it seems the statistics have risen, with tourists paying more attention to the colourful and culture-rich archipelago off the west coast of Africa. It has been quite the story with tourism numbers increasing 115% since 2000, but popular though it is today, Cape Verde has been rising steadily to the hot holiday destination we know it as today.

The 1970s saw the first boom, with well-travelled visitors particularly attracted to the undiscovered feel that the Islands still boast in 2017. This slowly rose over the years, but it is fair to say that the real increase came in the last two decades. As recently as the year 2000, tourism contributed \$41 million to the country's economy and 2.0% to the GDP – by the next year, it had risen to 6.8% with 115,000 tourists visiting the Islands. Fast-forward a few years and according to estimates, during the first half of 2010, tourism grew considerably along with the economy, while the share of public investment in the Cape Verde GDP had reached more than 10% in 2009.



CAPE VERDE: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP



All values are in constant 2016 prices & exchange rates

The Resort Group PLC opened its first Resort on Sal in 2011 and tourism to the Island was rising all the time, so much so that by 2016, the number of visitors had reached 644,000 – a clear sign of the ongoing boom on the exotic archipelago. Most of the international arrivals came from Europe and they still do – specifically, the United Kingdom, Germany, The Netherlands, Belgium, France, Portugal and Italy, whilst less than one percent of tourists come from the USA.

The Resort Group PLC's first two developments, MELIÁ Tortuga Beach Resort and MELIÁ Dunas

Beach Resort & Spa, collectively attracted over a million tourists and multiple industry awards in the years between 2011 and 2015, and this shows no sign of slowing down. Especially given the agreement with a leading travel company just last year, guaranteeing strong returns for years to come. The agreement means that approximately one million guests are expected by the end of 2019, positive news for The Resort Group PLC's property buyers. In fact, with the tourism boom set to continue into the next few years and beyond, now could not be a more perfect time to invest in a Cape Verde Resort property.



# INVESTING IN YOUR FUTURE

All sensible investments are made with capital growth and assured returns in mind, and at White Sands Hotel & Spa, we have investment opportunities designed to deliver both.



The latest development from The Resort Group PLC, White Sands Hotel & Spa is situated on the beautiful Boa Vista Island. The Cape Verde tourist industry continues to grow from strength to strength, building upon the country's mounting reputation as being one of the world's most beautiful and undiscovered tropical getaways. More and more holidaymakers are flocking to Cape Verde every single year, and the country has indeed been named as one of the world's top ten destinations for long-term tourism growth. Attracted by year-round temperatures averaging between 25°C and 30°C, crystal clear waters, the inimitable Cape Verdean laid-back lifestyle and impeccable hospitality, the growing number of visitors are driving high levels of demand for luxury accommodation – a demand that is currently outstripping supply.

Investing in a property at the brand new White Sands Hotel & Spa Resort, therefore, presents a real opportunity to tap into this thriving market, diversify and strengthen your portfolio, and lay down some additional security for your future and your family's.

### Thriving Tourism Creating High Demand for Luxury Accommodation

There is never a true low season on Cape Verde. Benefitting from a year-round climate, demand for accommodation on the Islands is strong right around the calendar. What's more, increased direct and frequent flights to the country, backed by some of the world's biggest tour operators, are boosting its appeal.

As such, it's no wonder that the World Travel Tourism Council (WTTTC) expects Cape Verde to receive 578,000 international tourist arrivals in 2017 alone, and forecasts this number to rise to 728,000 by 2027, generating expenditure of CVE78.8 billion, an increase of 5.8% per annum. For anyone looking to secure their financial future, these figures make the prospect of investing in a luxury rental property in a thriving tourist market an exciting one.

### Investment Opportunities at White Sands Hotel & Spa

One of the greatest benefits of an overseas investment property that mustn't be overlooked, of course, is that it's not only your own future that you're securing, but your family's as well.

*Owning a prime piece of luxury real estate that you can pass down to your nearest and dearest is a comfort and indeed a joy to behold.*

Wealth planning for your eventual heirs can be a complex issue to contend with. However, when you choose an exciting investment such as those on offer at White Sands Hotel & Spa, there's much pleasure to be taken from the knowledge that it's not only substantial security that you will one day pass on, but also a place that future generations will be able to enjoy for themselves for many years to come.

With soaring house prices at home, combined with all the uncertainty and instability the prospect of Brexit is throwing into the mix, investing in a property overseas can indeed be the more sensible choice when thinking about your future. And nowhere is this more true than on the beautiful Islands of Cape Verde, where tourism is continuing to grow from strength to strength, providing you with the opportunity to enjoy many, many years of assured returns and watch your capital grow.

If you're looking for an investment that will make your money work harder for you long into the future, and one that comes with all the benefits of owning your own personal piece of paradise in the sun that your friends and family can enjoy, too, White Sands Hotel & Spa has everything you're searching for.



## White Sands Hotel & Spa Construction Update





# THE NATURAL CAPE VERDE LANDSCAPE

Provides an ideal  
property investment



**Bathed in tropical sunshine on an Island 300 miles off the west coast of Africa, a 5-star luxury Resort named White Sands Hotel & Spa is quickly taking shape. The Island is Boa Vista, and it's the third largest in the stunning archipelago that makes up the nation of Cape Verde.**

The country is emerging as one of the world's ideal investment hotspots. The rising number of tourists is creating a huge demand for luxury accommodation – demand that is currently outstripping supply. The endless beaches, the turquoise waters, the year-round climate, the impeccable Cape Verdean hospitality and “no-stress” lifestyle all combine to create an idyllic holiday destination, which more and more people are discovering every year. These visitors want somewhere equally beautiful and relaxing to stay during their trip, which is exactly what The Resort Group PLC is providing with the brand new White Sands Hotel & Spa, due to open its doors in early 2019. And here at this luxury 5-star Resort in beautiful Cape Verde, 835 overseas property investment opportunities await the smart, modern investor.

### The Pristine Beauty of Boa Vista

In the past, much of the country's tourism success was driven by visits to the Island of Sal. However, such is the popularity of the country as a tourist destination that today, more and more people are choosing to explore alternative Islands when making their visit. Boa Vista, indeed, was something of a well-kept-secret not so long ago but is now the second most popular Island in Cape Verde, and it's not hard to understand why.

With temperatures averaging between 25°C and 30° all year around, the 55km of unspoilt sugar-white sands that stretch around the Island's coastline are something that must be seen to be believed as they twinkle beneath the beating sun. Though there are a few mountainous regions on the Island, Boa Vista is mainly flat and is renowned for its spectacular sand dunes and petrified forests.

*Adding to the wonder of this beautiful, natural landscape is the stunning array of wildlife that can be seen both on and offshore.*



*The stunning Santa Monica beach*

Boa Vista's southern beaches are recognised as one of the most significant nesting sites in the world for the beautiful and majestic giant loggerhead turtle. Indeed, turtle watching tours are a big attraction on the Island and a significant part of the reason why Boa Vista has become such a popular destination in recent times.

So too are the magnificent humpback whales that have made the waters off Boa Vista's coast their breeding ground. Weighing as much as 40 tonnes and reaching 18 metres in length, these sea giants sing their enormous hearts out, while leaping pods of dolphins put on unforgettable displays. Whale watching tours are indeed a big part of the appeal of Cape Verde, and Boa Vista – the home of White Sands Hotel & Spa – is the best Island on which to stay for the best chance of seeing these spectacular creatures in the wild.

### Overseas Property Investments Made Easy

Back on dry land, Santa Monica Beach is the jewel in the sandy crown of Boa Vista. Named after the perhaps better-known version in California, which it does indeed resemble, Cape Verde's Santa Monica Beach is a stunning 18km stretch that leads right up to the doorstep of White Sands Hotel & Spa.

With 835 luxury properties – including a range of stunning villas and penthouse hotel suites – six swimming pools with swim-up bars, children's facilities, six restaurants, tennis courts, beach ball courts, and the world-famous YHI Spa all adding to the attraction, it's not hard to imagine just how popular White Sands Hotel & Spa will become to the many thousands of tourists who come to Boa Vista every year.





# Staff Spotlight: Jessica Love

As Sales Support Director, Jessica Love works tirelessly to ensure that investment is easy and smooth, whether you're a seasoned or first-time purchaser. We spoke to her about her time at The Resort Group and got her insight into the sales process.

## How long have you worked for The Resort Group?

I have worked for The Resort Group since very early 2008, so it's nearly ten years now.

## What did you do before you worked with The Resort Group?

I worked within sales teams in the automotive industry for many years and briefly in the financial services industry before coming to The Resort Group.

## How many times have you been to Cape Verde and what were your first thoughts?

I have been to Cape Verde a few times now, and it is somewhere you cannot help but fall in love with. I think my first thoughts were how beautiful the islands are, the obvious blue seas and sandy beaches, and the culture of the islands, which are very laid back "no stress". The slow pace of life makes it extremely relaxing. On my first visit to Cape Verde, I remember seeing what huge potential the Islands had and feeling very excited about what The Resort Group could achieve there, and since then we have gone on to do so much more.

## What advice would you give to anyone looking to invest in overseas property?

I would advise to do plenty of research and look at the organisation behind the developments. Does the project have a positive long-term future and the developer have a track record? What are previous developments like and how successful have they been?

The Resort Group has all of these things in abundance and operates in a commercially intelligent way, which ensures the success of all projects. One example is the creation of many vertically integrated businesses that not

only support the growth and long-term future of the Group but drive cost and operational efficiencies from a leisure and tourism perspective and therefore, in the long-term, support the growth of investor yields.

## What are the advantages of The Resort Group as an alternative investment?

The advantages are primarily the returns, there are very few investments that offer the extremely competitive and attractive returns that we do, whilst being able to give real investor confidence backed by the partnerships that we have with the biggest names in the industry, not to mention the commercial agreements with major tour operators that generate occupancy on the Resorts.

## How would you describe the sales process and how easy it is for investors?

A positive investor experience is the heart of everything we do at The Resort Group and something we are extremely committed to. We handhold our clients through the buying process every step of the way and work hard to ensure it is as straightforward and hassle-free as possible.

The way the investment is structured now makes the proposition very simple. In comparison to owning a buy-to-let property in the UK, for example, and some of the headaches that can bring, with an investment with us, you literally just sit back and let The Resort Group and our commercial partners do the hard work.

## Could you give any examples of good investor feedback?

We have thousands of very happy clients, and I think that is proven by the number of clients who continue to reinvest with us time and time again. Also, a lot of our new investors are referred to us by our existing clients, so again, this speaks for itself.

## What has changed since you joined the company?

Wow, so much has changed! Cape Verde was barely heard of when I started with the company. Now, most people you speak to have either



been themselves or know someone that has been. Cape Verde is experiencing a huge rise in popularity and now is in the news and media everywhere you look.

In terms of the economy, our projects have brought considerable success to the country, we are the biggest employer in Cape Verde and that combined with much of the charity work we are involved in means we make a real positive contribution to the country, as well as delivering extremely successful Resorts for our investors. You have to remember The Resort Group achieved all of this throughout the world's biggest financial crisis, and I believe we delivered Resorts that surpassed expectations of what could be achieved during those times.

## What has been your proudest moment with the Group?

I have so many. I am extremely proud to be part of The Resort Group and to have been a part of the journey from the beginning, from looking at (what was back then) very basic 3D plans of what the Resorts may look like, and staring at blank pieces of land, to watching the resorts take shape and start taking in holidaymakers. Swimming in the pools, eating in the restaurants and staying in the hotel rooms you have spent many years selling are extremely proud moments.

Particular highlights have been the Resort openings, seeing them open is extremely exciting. I am so proud of the company and what we have achieved every day I come to work and I am sure I will be for many more years to come.

## What is next for The Resort Group PLC?

What is next is to deliver White Sands Resort and Spa, and begin on the next projects on Boa Vista. The Resorts and Beach Club on Sal look amazing so now we focus our efforts on selling and developing on Santa Monica Beach in Boa Vista, which is absolutely stunning!

# Cape Verde temperatures warm up property investors



Drenched in year-round tropical sunshine, Cape Verde tourist attractions – ranging from kitesurfing to whale watching tours to quad biking adventures – are simply not to be missed and can be enjoyed at any time of year. And indeed, as awareness of these endless-summer paradise Islands grows on the world travel stage, tourism is booming, demand for luxury accommodation is high, and the country is fast-emerging as one of the most propitious overseas property investment hotspots the world has to offer.

## Year-round Summer Climate

Down by the equator, just 300 miles off the west coast of Africa, temperatures never drop below 24°C on Cape Verde, and average between 25°C and 30°C right around the calendar. While this is great news for tourists, it's also great news for the Cape Verde economy, and of course, the property investors who have chosen to make a buy-to-let purchase in the country.

## Cape Verde Tourist Attractions Keep Demand for Luxury Accommodation High

A good, overseas buy-to-let property investment is one that is made in a country that enjoys high tourist numbers. High levels of tourism ensure high demand for accommodation, which means that the likelihood of a buy-to-let property being occupied around the calendar is also high. With so much to see and do on the Islands, it's easy to see why Cape Verde will continue to enjoy an even greater tourism boom long into the future.

## Kite Surfing and Windsurfing

As described in The Mirror, "This is one of the country's unique selling points. Due to their mid-Atlantic positioning, the Islands are breezy and also boast wide sandy beaches – ideal for the adrenaline-rich sport of kite surfing, where the wind takes your kite-sail and drags you over the waves on a specially-made board." Windsurfing adventures are also on offer on Cape Verde, and the country indeed is known as one of the very best locations in the world for the sport. With kitesurfing and windsurfing



schools offering everything you need to ride the waves, this is one Cape Verde tourist attraction that keeps the thrill-seekers coming, and then coming back for more.

## Fishing Trips

For those that prefer to navigate the ocean waves from the safety of a strong boat, there are a number of fishing trips available on Cape Verde for unforgettable days chasing a big catch in the salty sea air. From big game fishing for blue marlin and tuna to trolling, vertical jigging and deep sea fishing, Cape Verde offers a host of angling adventures all year round for all experience levels.

## Shark Spotting, Whale Watching and Turtle Watching

The waters surrounding the Islands offer no end of Cape Verde tourist attractions that simply can't be missed. At the top of the list for many are the unrivalled opportunities for getting up close to some truly exotic tropical sea life.

At Shark Bay on Sal Island, lemon sharks swarm the shallow waters, where, believe it or not, it is perfectly safe to join them. Despite growing to staggering eight feet in length, these beautiful creatures are only interested in eating fish and pose no threat to humans. Still, with their razor-sharp teeth and menacing black fins gliding through the water, sharing the waves with these great predators is an exhilarating experience.

*Over on Boa Vista, one of the world's most important nesting sites of the magnificent loggerhead turtle is found, while humpback whales have made themselves a breeding ground just a short distance offshore.*

Both whale watching and turtle watching tours are very popular Cape Verde attractions for tourists.



# New partnerships with Italian and Scandinavian sales agents



We, at The Resort Group PLC, believe in expanding our horizons, which has been proven with our growing network of agents across Europe.

Our latest venture shows the true partnerships we have developed with the leading Real Estate agents in Italy and Scandinavia, amongst many other countries.

Our most recent trip to Cape Verde welcomed Nuccia Barile and Vittorio Savoia from Remax, Fabrizio Bordunale from BF Servizi Immobiliari, and Winston Roberts and Esko Trofast from IG Consultants.

Upon arrival to the Cape Verdean Islands, our International Sales Director, David Dumble, brought to light the many products we have available as well as the capabilities of The Resort Group PLC, which gave the guests a greater insight into the products they are promoting.

The tour consisted of visits to three of our operational resorts, MELIÀ Tortuga Beach Resort, MELIÀ Dunas Beach Resort & Spa and MELIÀ Llana Beach Resort & Spa, as well as the popular Bikini Beach Club.

Furthermore, they visited the nearby bustling town of Santa Maria and took a trip to see the famous turtles. A short journey to Boa Vista and the team were at the fast-moving construction site of White Sands Hotel & Spa. The spectacular development is coming along wonderfully, but it was the breathtaking beach location that captured everybody's attention.



*“At the MELIÀ Llana Beach Resort and with The Resort Group’s hospitality, I found myself very well taken care of, with impeccable service and really great, varied food. The room was equipped with every comfort but I do not need to say anything about the beach and sea because the photos speak for themselves.*

*Even if I had no doubt, you have demonstrated that there is a serious and solid organisation behind us and seeing this personally, in my opinion, is the best way to convey enthusiasm and reliability to our customers.*

*Finally, I thank you personally for experiences such as seeing turtles, eating fantastic fish on the sea and seeing fairytale beaches. I’ll do my best to come back soon!”*

**Fabrizio Bordunale, BF Servizi Immobiliari**



*“A huge thank you for your hospitality in Cape Verde. We have had beautiful days in your company at the fantastic MELIÀ Llana Beach Resort & Spa.*

*It is a great location, you can enjoy excellent food in the various restaurants inside the hotel, the staff are helpful and always smiling, it has beautiful suites with every comfort and it is next to a dreamy sea.*

*I hope to return very soon with customers interested in purchasing the various properties on sale at Boa Vista, facing the paradise beach that is Santa Monica.”*

**Nuccia Barile, Remax**



*“The hospitality was wonderful, worthy of the best wishes. The service of the hotel that hosted us confirmed the high standard of the brand represented, Melià.*

*The impression received by the presentation by The Resort Group, combined with the observation of the progress of the same developments, resulted in the conviction that we can share the commercial commitment that distinguishes us, in order to achieve the successful sale of products offered.”*

**Vittorio Savoia, Remax**



*“Our European partners are doing a great job of representing the brand. We want to say thank you for all the hard work and commitment we see on a daily basis.”*

**David Dumble, International Sales Director**

## OUR EUROPEAN PARTNERS





# Why Cape Verde is the perfect winter sun destination

Are you waiting to book your winter sun break? Hesitate no longer – there's a reason why Cape Verde tops the charts when it comes to escaping the cold.

## 1. Year-round sun

Rarely descending below 24C, the Cape Verdean sun is a reliable entity when you're deciding on your winter holiday. Often settling somewhere amongst 25C and 30C in the high-season months between September and January, it is truly a heat-seeker's paradise.

## 2. Easy to book deals

Package deals come with luxury guaranteed with a stay in one of the 5-star Resorts that live on Algodoeiro Beach. From the elegance of the MELIÁ Tortuga Beach Resort or the family-friendly fun at the MELIÁ Dunas Beach Resort & Spa to the adults-only experience at the TUI Sensimar Cabo Verde or MELIÁ Llana Beach Resort & Spa, there's something for everyone.



## 3. Culture

Despite being a few short hours away, you can find yourself in a completely different culture here on the Cape Verde Islands. The colourful houses and creole language come from the distinctive mix of Portuguese and African influences on the Islands, it's a unique experience that you won't find anywhere else.

## 4. Music

It's the sort that makes you feel like it's summer, whatever time of year it is. An especially helpful form of escapism if you're avoiding the cold British winter. Morna is a uniquely Cape Verdean musical style, made famous by Cesaria Evora, and one that still drifts from the doorways of Santa Maria's streets today.



## 5. Watersports

A truly exhilarating hotspot for anyone who fancies their chances on the famous waves, Cape Verde has a world-renowned reputation for watersports. Try your hand at kite or wind-surfing at Kite Beach or hire out a jet ski for a bit of fun at Bikini Beach Watersports.

## 6. Short flight time

Though it may seem far, Cape Verde is a mere five hours from some UK airports and seldom goes over six hours from further destinations. It's a manageable flight time with no jet lag, which makes it perfect for families and those who prefer to avoid long-haul journeys.

# Plan your beach wedding in Cape Verde



**Planning your perfect wedding abroad can feel a little overwhelming, but in Cape Verde there's nothing to be daunted by, only excited about, as there could really be no better place in the world to begin your "happy-ever-after" and make all your dreams come true.**

From the moment you open your eyes in the morning through to getting yourself pampered and prepared to walk down the sandy aisle to your sunshine ceremony by the sea, our Resort staff will see that your beach wedding is as picture-perfect as you've always dreamed. We have four luxurious destinations, all of which cater for your every nuptial need, so whether you choose MELIÁ Tortuga Beach Resort, MELIÁ Dunas Beach Resort & Spa, TUI Sensimar Cabo Verde or MELIÁ Llana Beach Resort & Spa, we are ready to help you celebrate your day in style.

## Getting Married on Cape Verde

It's not just weddings. Cape Verde is also very popular for those seeking marriage blessings and renewal of vows ceremonies. Indeed, there are so many different ways to organise your day. Civil weddings can only take place when tourists have been on the Islands for 30 days, so, even

if this isn't viable for you, a marriage blessing ceremony either before or after your legal UK service offers a wonderful alternative, and is a popular choice for many couples.

## The Dream Destination for Ceremony and Honeymoon

Weddings are an incredibly important festivity on Cape Verde, and there are customs and traditions in which you may wish to partake to make your ceremony unique to the culture and country. For instance, there is the batuque, inspired by the nation's African roots, whereby the wedding party takes part in solo dancing and a call and response choir. This is a lively event, and one where all friends and family are invited to take part – lots of fun and full of excitement. Alternatively, you can make your own arrangements for some live music on the beach, ensuring that you have the perfect soundtrack to match the perfect backdrop of clear skies and turquoise waters for your ceremony.

## The White Sands Hotel & Spa Wedding Experience

If you're planning for a 2019 wedding, consider having your big day on Boa Vista at the new White Sands Hotel & Spa.

*Whatever you want, and no matter if you're celebrating your wedding, renewing your vows, having your marriage blessed, or relaxing on your honeymoon, you will find everything you need at White Sands Hotel & Spa.*

We can't wait to start making wedding dreams come true at our Resort when the 5-star construction is complete.

In the lead-up to the big day, the bridal party can make the most of being pampered at the world-class YHI Spa. From getting your hair styled just how you want it, to your make-up and nails polished to perfection, we are here to advise you on how to make the arrangements with local stylists. The same goes for the organisation of your bouquets, buttonholes, and flowers, of course. And then, following your dream ceremony on the white sands of Santa Monica, bride, groom, friends, family and all can celebrate together at White Sands Hotel & Spa, where a range of restaurants, bars and beach clubs can all be tailored to make your after-party special.



# Investor Stories

## What do our investors have to say in their own words?



David Maddocks

*What made you choose this investment over other options?*

It was mainly the good returns on the investment and in such a great location, especially when you get to visit as part of process. But the helpfulness of the sales team was a real plus too.

*What was the process to invest?*

It was surprisingly straightforward to invest, especially given that I work abroad so it might have been complicated. I was really impressed.

*What's your favourite thing about the Resort and what's the best activity?*

The relaxed atmosphere, which is definitely helped by the fact that it is adults only. I was impressed by the nightly entertainment as well.

*What's your favourite thing to do on Sal Island?*

The Resort is amazing, it's such a great place to stay. Outside of that, Santa Maria beach is well worth a visit.

*Take us through your perfect day.*

Get up and go for a dip in the pool, I had one at the end of the patio area as I was a LEVEL guest. Then I would head to breakfast at Casa Nostra, it is nice and relaxed and the staff were super. Next, it's off to the beach to have a swim and sunbathe. At some point, I would have a light lunch in the sunshine and a drink in the Sens Bar then spend the afternoon in the LEVEL area by the pool. To finish the day, I'd get dressed for dinner, then choose the nightly entertainment.

*What are the advantages of investing with The Resort Group PLC?*

You get a good return on investment and lots of holidays as a bonus when you purchase a property.

*What are the advantages of investing in Cape Verde compared to other overseas places?*

Cape Verde is a safe place, the people are really friendly and you feel comfortable.

*What were your experiences with The Resort Group PLC?*

My dealings with The Resort Group could not have been better. They really do go the extra mile to help with your investment processes and it makes everything so simple.

*What piece of advice would you give to future investors?*

Go for it, this is one of the best investments I have made recently.

*Now you know the Islands, if you could describe Cape Verde in 5 words, what would they be?*

Safe, friendly and no stress!

# Hospitality at The Resort Group

**The Resort Group PLC is known amongst investors for its long-term plans, excellent track record and dedication to the ongoing success of a development.**

With the latter in mind, the Group has made great strides in expanding the hospitality side of the business – working hard to create a well-rounded experience for guests. The start of our wide-ranging integrated businesses began as soon as the MELIÁ Tortuga Beach Resort opened its doors. The Medical Services SA provide first response care to holidaymakers, while CV Alerta ensure the safety of all on the Resorts, both incredibly important given the new wave of tourists coming to Sal Island. It was this increased interest that encouraged the company to look even further into our hospitality offering.



Our comprehensive food and beverage offerings quickly followed, supplying high quality produce to the Resorts and their varied restaurants. Meanwhile, the beautiful boutiques, where many guests enjoy a holiday shopping trip, were established to lend visitors a stylish helping hand while they enjoyed the Cape Verdean sun. Similarly, the beauty salons provide a number of treatments to help guests relax with a range of hair and beauty packages available.

The Group's newest venture in hospitality comes in the form of Bikini Beach. It is a beach club that offers an off-Resort venue, with 5-star service,

exceptional food offering and renowned DJs treating the crowd to music throughout the day and night.

With plans to take this successful model to another Cape Verdean Island and then further still, to some of the most popular holiday hotspots around the world, this is one part of our drive for better hospitality that will be translated globally.





# Bikini Beach Club gets rave reviews



Opened in December 2016, Bikini Beach Club has become synonymous with a unique style of luxury. It was a welcome addition to the Santa Maria shoreline as regular visitors and first-time guests expressed a desire for something different to do during their stay.

Whilst most holidaymakers revel in an all-inclusive experience, we discovered a certain appeal for an off-Resort activity. With that in mind, we set about creating a once-in-a-lifetime beach club, set 40 metres into the Atlantic with all the comfort and extravagance expected of some of the finest beach clubs in the world.

Perhaps it's the various experiences on offer that have so impressed our visitors. From day drink passes that allow a relaxed freedom to sit back

on your bespoke sun lounger and take in the atmosphere with no stress, to the exclusively designed menu options that take your tastebuds on a truly incredible culinary journey – we have packages to suit everyone.

Top it all off with the Atlantic lapping at your feet and a sunset that brings tourists back to the Island year after year and it's no wonder Bikini Beach has become a must-visit destination on Sal.

**When will you be visiting our exclusive Beach Club?**

**Book now with our team on [bookings@bikinibeachclub.com](mailto:bookings@bikinibeachclub.com) for a day in the sun or an amazing meal in our restaurant.**



## Trip Advisor Reviews

*We went to Bikini Beach whilst staying at the TUI Sensimar Hotel. We went for a 3 course meal and for lunch the following day. The food is absolutely amazing! I highly recommend to try this place whilst you are out in Cape Verde. The staff are fantastic and the location is superb.*

LucieLou93, TripAdvisor

*We came here as part of our honeymoon as we stayed in the Sensimar hotel opposite, from the booking weeks ago by e-mail the staff were so helpful and made us look forward to our visit. They did not disappoint, the staff, food, drink, atmosphere & entertainers were all fabulous we had a great day. Can't recommend this enough I would love to return one day.*

RW1986, TripAdvisor

# Miss Turismo returns to Sal Island



The exciting Miss Turismo came to Sal Island again this weekend as participants from each Island competed for the title.

Hosted by VIP Eventos, the much-anticipated contest took place on Friday 15th September, on the Island of Sal at the MELIÀ Dunas Beach Resort & Spa. The Resort Group was honoured to act as the main sponsor of the contest, which aims to make a splash in the world of tourism in support of Cape Verde. The contestants and their entourages were all provided with free accommodation at the MELIÀ Dunas Beach Resort & Spa thanks to the Group.

Amongst an atmosphere of glamour and courage, ten women took their place on the stage. It was marked by the professionalism and elegance of the candidates, who were Doribell da Luz (Santo Antão), Dorislene Tavares (São Vicente), Karina Santana (São Nicolau), Yasmin Pereira (Boa Vista), Esli dos Reis (Sal), Djaniza Rocha (Sal), Dircelene Ribeiro (Maio), Carienne Santos (Santiago), Zaida Miranda (Fogo) and Patrícia Almeida (Brava).



In a great weekend for Cape Verde tourism, the competition took place on the same day as the 27th edition of the Santa Maria Music Festival, which featured Cordas do Sol, Justino Delgado, Matias Damásio, Djodje, Bulimundo, Paulo Gonzo, Dynamo and Gentleman.

Happy to support such a popular local event, Bikini Beach Club, an integrated business within The Resort Group PLC, donated DJ Neev to the music festival.



*Competing for the crown of most beautiful and intelligent, the winner will have the responsibility of representing the country across the world.*

She will also actively contribute to boosting the quality of national tourism, promoting and spreading the message nationally and internationally, under the motto "One Country, Ten Destinations".

When the results came in, the atmosphere was tense but the hotly contested title of Miss Turismo went to Island of Sal competitor, Esli Patricia Chantre Almeida dos Reis at 17 years old. First runner-up was named as Cariane Nadine Santos Timas, 20 years old from the Island of Santiago and second runner-up was 21-year-old Boa Vista Island resident, Yasmin Graciela Lima Pereira.



The winners of Miss Turismo take to the podium at MELIÀ Dunas Beach Resort & Spa. The title of Miss Turismo went to Esli Patricia Chantre Almeida dos Reis.

# Spotted at Bikini Beach



Jason Derulo



Basement Jaxx



Tinie Tempah



Alesha Dixon



# Fundraising for the Foundation across the Resort Group

The Resort Group's offices have long been known for their willingness to get involved to fundraise for the Foundation and their generosity when it comes to donation and this shows no sign of slowing down.

The team have always been front and centre to help raise money for the underprivileged children of Cape Verde, supporting the orphanages and schools on the island. This year, the departments were set a task to raise as much money as possible, with each team given a whole month to make a difference.



The Gibraltar staff were first, taking on nail painting, smoothie making and much more to raise money for the Foundation. They hoped to have set the benchmark of donations, with an incredible £1,500 contributed.

Next up were the Admin Services team, who started with an office leg wax. The chosen victims, who sacrificed the hair on their legs from the knee down, were Liam, Tom, Kully and Ben! But it wasn't as simple as that because the money pot had to hit the first benchmark of £250 to unlock this special option. It was smiling faces all round (except for the poor boys getting their legs waxed) as they more than beat their target. The rest of July saw two crumpet and coffee mornings, and a brilliant Fancy Dress Day. The team raised £917.06 across all the amazing events that happened in July.

As August came around, the Customer Services team hosted a tasty summer smoothie fundraiser. Raising over £93, the team wanted to give a big shout out to those who dug deep to support the cause. A charity auction also took place on August 31st at The Distillery, 3 Friar Gate, Derby. With beer pong and a limbo game providing plenty of entertainment, the atmosphere was buzzing with excitement before the auction had even begun. Tickets for the raffle sold like hot cakes and the auction was the highlight of the night. The grand total is yet to be released but it has already surpassed £2,200 so we are expecting big things!

In September, the Sales Support Team took up the mantle. On Friday 28th, The Resort Group gathered for the last barbecue of the summer as the Sales Support team came to the end of their month of fundraising. The remainder of the team donated by purchasing the delicious hot food and drinks on offer. All in all, the barbecue and sleep out raised a fantastic £420 when all of the sponsors have paid. It is a brilliant effort from the team and we are grateful for their sacrifice on that uncomfortable floor!

The battle of the teams came to an end as the Marketing and Accounts department closed the competition with a spooky Halloween Party. The night was a great success! Cocktails were specially created for the event, Hubble Bubble Toil & Trouble and Pumpkin Smash, and £1 from every cocktail was donated to the Foundation. The final figure hasn't been confirmed but between the charity calendar, auction, raffle and party, it stands at £5,141.34 so far!

**It's been an incredible few months raising money for the Foundation and we want to take this opportunity to thank all the organisers and attendees as well as anyone who donated time, money or leg hair to the cause. The total raised so far is £10,178.40!**

THE  
RESORT  
GROUP  
PLC



# The Cape Verde Foundation leads drive to support the healthcare system in Cape Verde

Although the hospitals and clinics in the growing tourist hotspot of Cape Verde are clean and professional, they are still in desperate need of some of the most basic equipment.

The Cape Verde Foundation recently called on private and public healthcare providers to give urgent donations as the doctors and nurses are currently struggling to fulfil their duty of care without the most basic of medical equipment. With the help of Mandy Galley, a director of the Foundation and leader of this initiative, it is hoped that we can begin to rectify that situation.

*Working with the Hospital Agostinho Neto in Praia, Cape Verde's capital city located on the southern coast of Santiago Island, the Foundation has developed a wish list highlighting the equipment it is most desperately in need of, including but not limited to, a cardio monitor, a portable x-ray machine, an ECG machine and a nebulizer.*

To source the equipment, the Foundation worked with Dr Alistair Robertson, an aid worker at Yorkshire-based charity the Jacob's Well Appeal, which sends medical, educational, agricultural and disaster relief to third world countries. In return for donations, the Foundation offered to help arrange placements for young or retired professional doctors to do a sabbatical or some voluntary work in Cape Verde's hospitals and clinics.

The donations were incredibly generous, amounting to an estimated total value of £269,521.23.



## Introducing the Rob Jarrett Scholarship

Earlier this year, The Cape Verde Foundation supported the build of the new University in the country's capital Praia as part of the bid to improve educational facilities on the Islands. Officially inaugurated on the 26th May 2017, it was an auspicious occasion that marked a modern, forward-thinking approach to learning. On opening the University back in May, Robert Jarrett, CEO of The Resort Group PLC, spoke about the Group's "participation in the development process of the country", adding "we are very proud to be involved in the opening and to be able

to announce these grants for students." He has now followed through on this commitment, demonstrating further support for this initiative by agreeing to fund 20 scholarships per year to help young adults in the local community maximise their learning potential. The Rob Jarrett Scholarship will give undergraduate applicants an opportunity to take their knowledge to the next level in the twelve classrooms, sports ground, laboratories, amphitheatre and library that form part of the newly-built university. Spearheaded

by the Foundation, this represents an important milestone in the Group's program to give something back to the Cape Verde people through higher education and training.





# Share in the success of our World-Class Resorts



**The Resort Group PLC offers the opportunity to invest in a luxurious 5-star Cape Verde property with assured returns.**

Our track record is unrivalled in the industry – it's our commitment to proven financial success that has secured the Group's place as market leader in Cape Verde. With three operational Resorts managed in partnership with Meliá Hotels International, the world's largest Resort operator, every guest can enjoy an exclusive holiday experience. It explains the excellent rate of return for property investors, alongside the guaranteed occupancy agreements from major tour operators, which underpin your rental guarantee.

**Our proven property investments include:**

- ✓ A choice of property types across our luxurious Resorts
- ✓ Payment options to suit your budget
- ✓ Entry level property investments from only €10,000
- ✓ Annual usage of the property for up to 5 weeks\*

Terms and conditions apply. \*Subject to investment plan selected.

**For more information about the assured returns  
on our 5-star Resorts, get in touch today.**

**Call +44 (0)1332 387811 Visit [trg-property.com](http://trg-property.com)**



THE  
RESORT  
GROUP<sup>®</sup>  
PLC

CELEBRATING

10  
YEARS

OF SUCCESS



Thank you to everyone who has made this possible.



OVER THE FIRST TEN YEARS OF OUR EXISTENCE, THE RESORT GROUP HAS GROWN FROM A RESORT DEVELOPER ON THE LITTLE-KNOWN ISLANDS OF CAPE VERDE TO A WORLD CLASS OPERATOR OF AWARD WINNING RESORTS AND HOTELS IN A WORLD-FAMOUS HOLIDAY DESTINATION.



CEO OF THE RESORT GROUP PLC  
**ROB JARRETT**



The Resort Group, along with Cape Verde's popularity, has gone from strength to strength. In January, we released findings that showed 50 percent of UK holidaymakers didn't know where Cape Verde is. Ten years ago, I'd have been surprised if even 10 percent did.

We are also celebrating a few other important anniversaries as a Company - MELIÁ Tortuga Beach Resort celebrated its sixth birthday and has welcomed nearly a million visitors since opening. In addition, we are also nearing the one-year anniversary of Sal's first adult-only hotels, TUI Sensimar Cabo Verde and MELIÁ Llana Beach Resort & Spa, which have proved hugely popular additions to the islands. Meanwhile, our Resorts have continued to win awards for our commitment to tourism in Cape Verde and operational excellence.

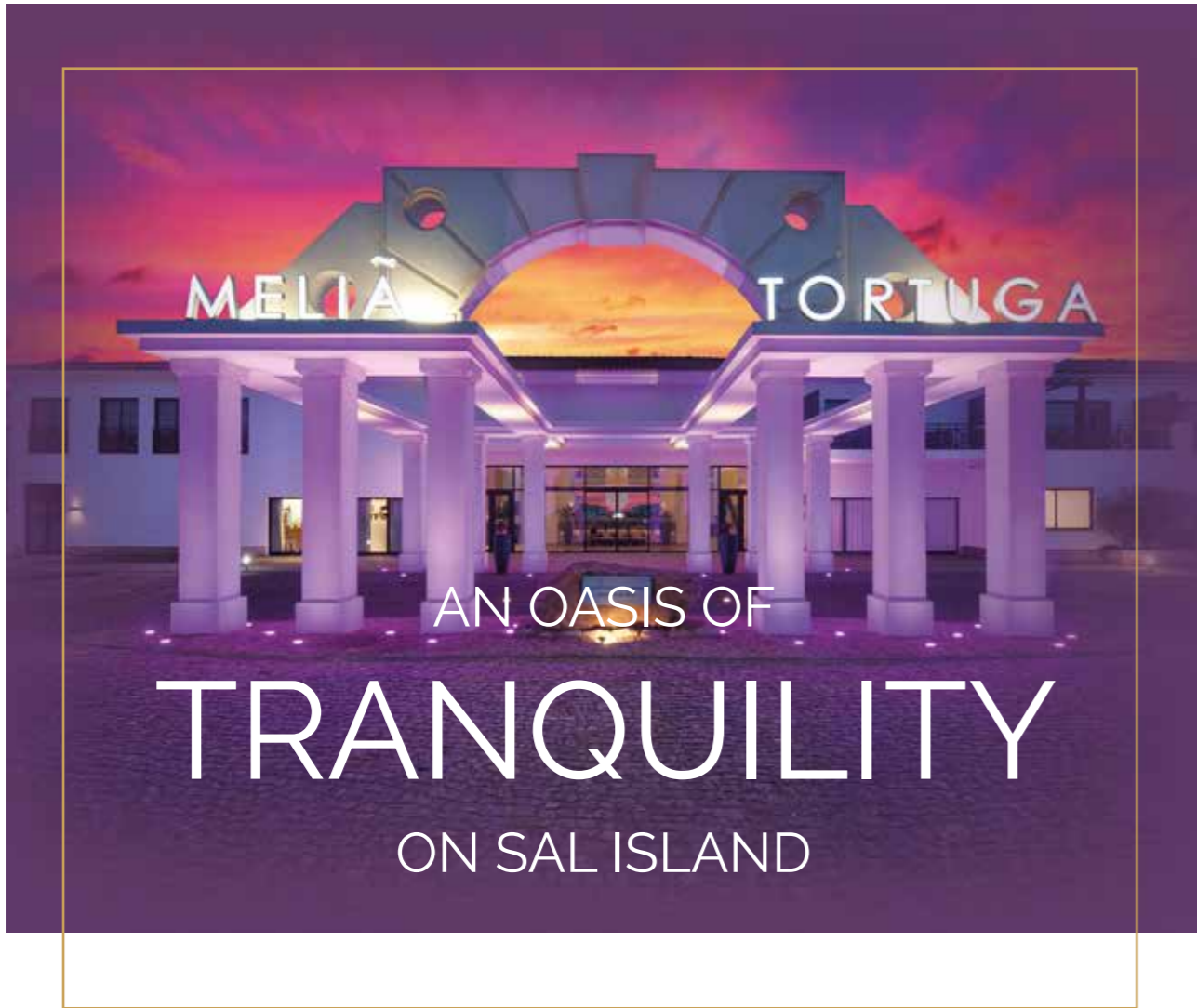
Bikini Beach Cub is also celebrating its first birthday and it has quickly established itself as a welcome addition to the Santa Maria shoreline.

with excellent reviews from holidaymakers and a pipeline of exciting activity, including world-renowned DJs.

On a personal note, I was delighted to be awarded with the second-class merit medal, one of the highest accolades awarded by the Cape Verdean Government, for the contribution The Resort Group has made to the country.

What a year 2017 has been. Thank you to everyone who has made this possible - our investors, employees, friends and family. We look forward to seeing what is in store for 2018 and wish you all the very best for the year ahead.





# MELIÁ TORTUGA

This opulent retreat was our first Resort to open on sun-drenched Sal Island

When The Resort Group first began in 2007, we imagined a spectacular Resort with breath-taking views of the pristine white sandy beach on which it sits and an ocean that glistens with endless shades of blue. The MELIÁ Tortuga Beach Resort certainly does not disappoint. Sophisticated and established, it enjoys a reputation of laidback yet indulgent luxury where those who enjoy

peace and quiet have found a familiar feeling retreat. It was the start of something beautiful for everyone involved in our inaugural Cape Verde project. The first of our Resorts to open on Sal Island, it has been a success story that has surpassed everyone's hopes, securing a future for The Resort Group and making many savvy investors incredibly happy.



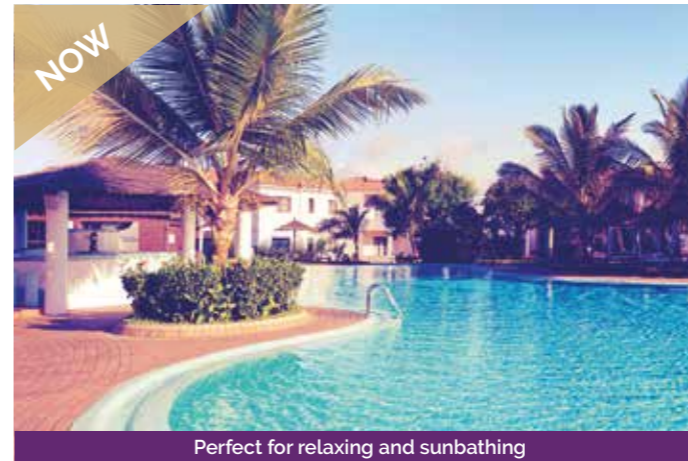
Construction of one of the large pools



CUSTOMER RELATIONS DIRECTOR  
**AMANDA WHEEL**



STEPPING FOOT ON MELIÁ TORTUGA BEACH RESORT SEEMED UNBELIEVABLE. I'M PROUD TO BE A PART OF THE STORY SO FAR.



Perfect for relaxing and sunbathing

GROUND  
BREAKING DAY  
FEBRUARY  
2009



OPENED  
MAY 2011



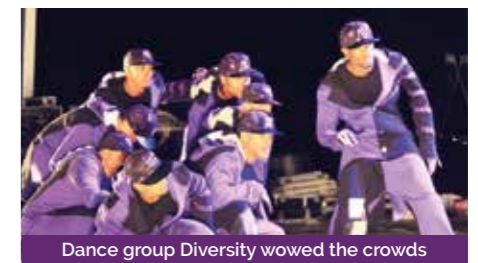
WORLD  
TRAVEL AWARDS  
WINNER

## AWARD-WINNING FROM THE FIRST

The Resort has been no stranger to praise since it first opened its door to guests in May 2011, and the accolades and acclaim have continued to roll in over the years, commending the idyllic location, impeccable service and exquisite Resort facilities. This year, it was voted Cape Verde's Leading Hotel 2017, an award it has won on no fewer than four previous occasions. In September, The Resort Group took home an Excellence in Hotels and an Excellence in Project for Sustainable Tourism at MELIÁ Tortuga Beach in The Cabo Verde Tourism Awards 2017. We can't see the awards stopping anytime soon.



Rob Jarrett cuts the ribbon at the opening



Dance group Diversity wowed the crowds



# HOW CAPE VERDE HAS CHANGED OVER 10 YEARS

The Resort Group PLC was founded in 2007 and although it would still be four years until Rob Jarrett's dream of opening a Resort on the stunning Island of Sal would be realised, Cape Verde was already an exciting prospect.

It was a tip from colleague David Dumble that led him to look at the small but sunny archipelago of Cape Verde and after a trip across the Atlantic, The Resort Group history was made.

Prime Minister José Maria Neves had just been elected to a second term in office and the country was enjoying a period of long-term political and economic stability, partly due to the emerging boom in the tourist trade. The first of the direct European flights were coming into the two international airports on the Islands and the stage was set for the development of luxury Resorts to accommodate the incoming holidaymakers.

International Sales Director David Dumble, who was one of the first to make the, then

complicated, journey to Sal Island recalls there was "no choice but to fly from Newcastle to Paris, from Paris to Lisbon and finally Lisbon to Sal".

But it was as soon as early 2007 that flights began to get more convenient, with a direct return from Manchester to Sal making lives much easier. Flights today come from all over Europe and the world, the country now boasts over 112 direct flights a week, serviced by 12 airlines.

There have also been multiple commendations – for the Islands, the Resorts and The Resort Group. Most recently, Rob Jarrett was awarded the Tourism Merit Medal by the Cape Verde government and all three Resorts received high praise and a total of nine accolades at The Cabo Verde Tourism Awards.



## THREE LUXURY DEVELOPMENTS PLANNED AND COMPLETED BY THE GROUP OVER THE PAST 10 YEARS

Working with leading figures in the country means the Group can do even more to improve infrastructure and quality of life, through corporate initiatives and The Cape Verde Foundation. The coming years will also see the Group bring new hotel and Resort developments to Boa Vista and the archipelago's capital, Praia. With so much to look forward to, it's set to be another exciting 10 years in Cape Verde.



INTERNATIONAL SALES DIRECTOR  
**DAVID DUMBLE**



MY FAVOURITE MOMENT WAS THE OPENING OF MELIÀ TORTUGA, THE FIRST OF MANY TO COME. ON THAT SAME TRIP TO CAPE VERDE, I VISITED DUNAS BEFORE CONSTRUCTION HAD EVEN BEGUN, I HAVE WATCHED IT DEVELOP INTO THE LARGEST RESORT IN WEST AFRICA. WHAT WE HAVE ACHIEVED OVER THE LAST 10 YEARS IS INCREDIBLE.





# REDEFINING A LUXURIOUS HOLIDAY EXPERIENCE



## MELIÃ DUNAS & SOL DUNAS

A holiday destination like no other, welcome to MELIÃ Dunas Beach Resort & Spa and Sol Dunas.

The warm, welcoming atmosphere is the first thing you will notice as you enter the impressive chandelier reception at MELIÃ Dunas Beach Resort & Spa. Just beyond is the vast pool with an accompanying piano bar and further still, the stunning white sandy beach you might have seen on your flight into Cape Verde. Said to be simply awe-inspiring when you first arrive, you will soon settle into this friendly home away

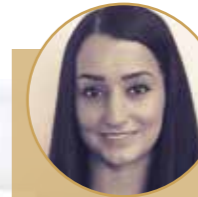
from home, with the attentive staff and wonderful facilities making your stay completely stress-free. From the children's areas in our family-focused Sol Dunas part of the Resort, which was separated and opened last year, to the exclusive LEVEL package, it is the Resort that keeps on giving, leaving you free to enjoy the year-round Sal sun and famous Cape Verde waters. What more could you ask for?



The boulevard as it looked in 2013



Enjoy one of the many shops and restaurants on Resort



OPERATIONS DIRECTOR  
AND EXECUTIVE PA  
**YASMIN REILLY**



IT'S AN INCREDIBLE FEELING TO HAVE STOOD ON THE EMPTY LAND ON WHICH OUR RESORTS ARE NOW BUILT. TO KNOW I HAVE SEEN IT GROW FROM THE BEGINNING, I AM SO PROUD TO BE A PART OF IT.

GROUND  
BREAKING DAY  
**DECEMBER  
2009**



OPENED  
**OCTOBER  
2014**



NEARLY  
**1 MILLION  
VISITORS**



## LARGEST RESORT HOTEL IN AFRICA

Not just award-winning, MELIÃ Dunas Beach Resort & Spa boasts the title of largest Resort on the African continent and it makes good use of all that space. Designed as a five-star sanctuary for couples and families alike, the activities available will astound you and there truly is something for everyone. All of the fantastic things on offer throughout the Resort and beyond are perfectly complemented by the mix of smart hotel suites, airy apartments and luxury villas, giving the Resort so much more versatility. It's no wonder we consider it an incredible success story for the Group, our partners and the investors.



Tinie Tempah took to the stage at the opening



apl.de.ap from Black Eyed Peas was a big hit with the crowd





# MELIÁ LLANA & TUI SENSIMAR CABO VERDE

The first adults-only destinations on Sal Island have taken the guests by storm

One location but two stunning Resorts, it may have been the last development by The Resort Group to open on Sal Island but it is by no means the least. Not only has it already garnered the attention of the international press, it has also become the norm for the two Resorts to battle for the top spot on TripAdvisor as guests continue to submit the most complimentary five star reviews of both

MELIÁ Llana Beach Resort & Spa and TUI Sensimar Cabo Verde. It might be because of the amazing team members who go above and beyond to cater for every need or perhaps it is the sophisticated experiences available to guests but either way, it is safe to say that these Resorts are the shining stars of Sal Island. Long may they reign.

THEN

The apartment blocks under construction

NOW

Relax in one of the private gardens

CHIEF OPERATING OFFICER  
**CHARLIE KING**

“  
OPENING MELIÁ LLANA BEACH RESORT & SPA WAS A VERY SPECIAL MOMENT. TO HAVE COMPLETED ALL OF OUR PROJECTS IN SAL AND HAVING FIVE BRANDED RESORTS FULLY OPERATIONAL WAS A REAL MILESTONE FOR THE GROUP.

GROUND BREAKING DAY  
**OCTOBER 2012**

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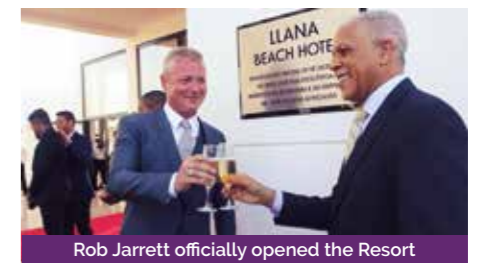
OPENED  
**DECEMBER 2016**

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NEARLY  
**150,000 VISITORS**

## REVOLUTIONISING THE OFFERING ON SAL

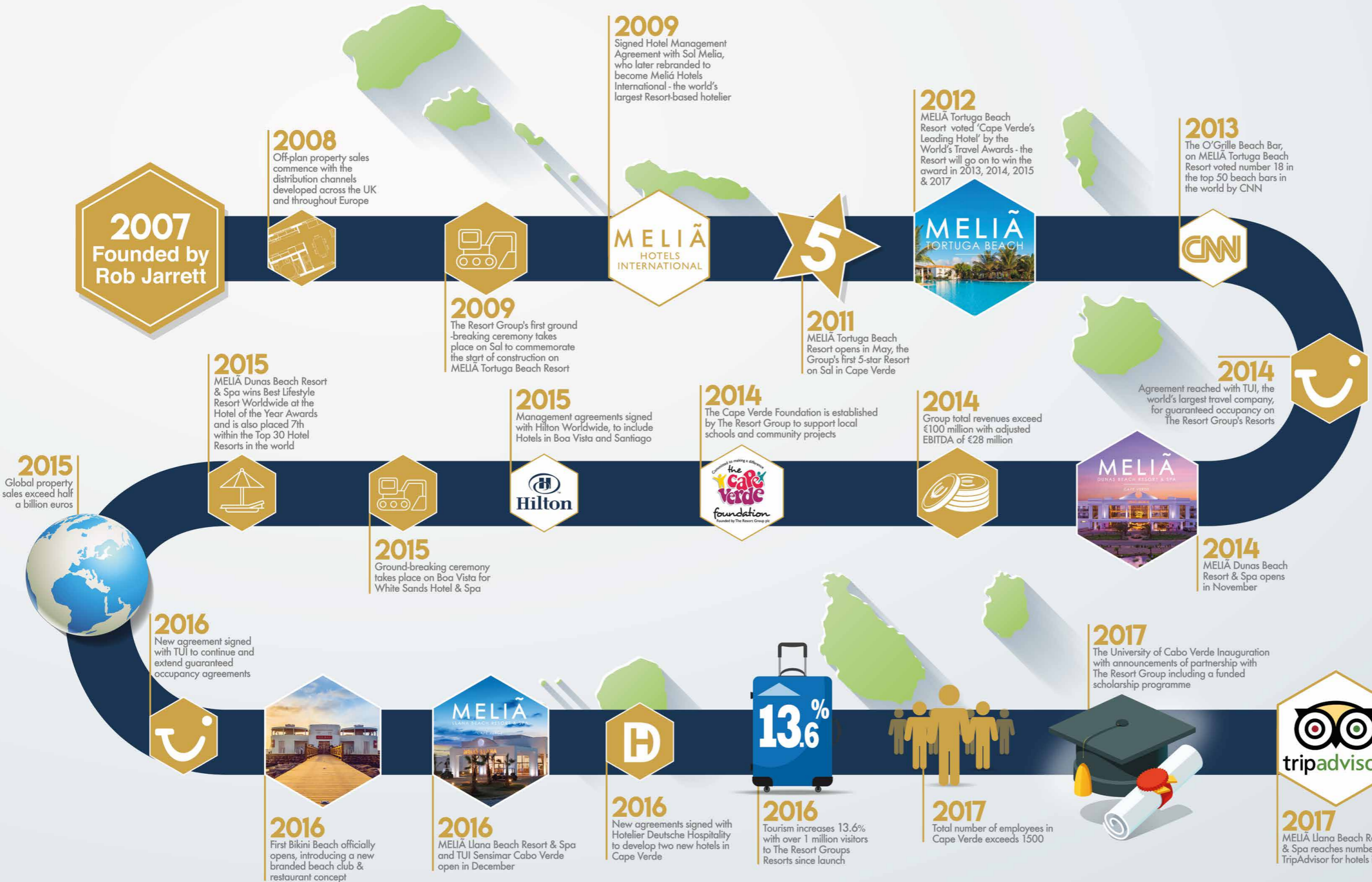
Already the ideal getaway from the pressures of day-to-day life, The Resort Group wanted to ensure Sal presented a diverse range of destinations for prospective tourists and an adults-only Resort was the obvious choice to complete the trio. Accompanied by the opening of Bikini Beach Club, the Group set out to introduce an option that would bring younger couples and those who no longer holiday with their children to the Island. It is an approach that has been received with open arms by all, not least by allowing a whole new demographic of guests to experience the wonders of Cape Verde.







THE RESORT GROUP PLC



WORLD-CLASS HOSPITALITY COMPANY SPECIALISING IN CREATING FIVE-STAR HOLIDAY RESORTS AND HOTELS



# OUR POSITIVE CONTRIBUTION FOR THE LOCAL COMMUNITY



It is a partnership between country and company that has seen a great deal of achievements, and whether that be economic, environmental and social, we have been proud to be a part of each and every one.

We are always aware that tourism businesses must care about sustainability to help protect the unique natural and cultural characteristics of our Resorts, so they continue to attract tourists in the future. With that in mind, we continually look for ways to improve our environmental footprint and protect the natural environment. As such, we were very proud to be granted the Travelife Sustainability in Tourism Gold Certification for MELIÁ Tortuga Beach Resort and the MELIÁ Dunas Beach Resort & Spa. Every element of the Resorts operations were taken into consideration – from our energy-saving efforts on Resort, waste reduction through recycling, day-to-day environmental measures and our various methods to save water, to our regular staff training programmes, support of local businesses and sustainable communication to guests.

The certificate is a fantastic recognition of our work to improve our environmental footprint.

May saw the opening of the University of Cabo Verde Business and Governance School. The school includes twelve classrooms, a new sports ground, laboratories, cafeteria, amphitheatre and a library. The partnership between the University of Cabo Verde and The Resort Group will improve living conditions for the academic community and has been funded with the sole purpose of teaching and nurturing the next generation of managers and business students to ensure Cape Verde continues to prosper and grow. We have also committed to providing 20 scholarships a year to guarantee continued learning and development for those who would not normally get the opportunity to carry on with their studies.



## WE WOULD NOT HAVE ACHIEVED THIS WITHOUT THE SUPPORT OF THE COMMUNITY

We've also held initiatives throughout the year for the Cape Verde Foundation, the staff at The Resort Group alone raised over £10,000 in fundraising activities. The support we have received in 2017 has meant we have helped more than 170 children visit the Viveiro Botanical Gardens on Sal Island, donated sports equipment, opened a Summer school for the local children, as well as provided much needed medical supplies.



OPERATIONS DIRECTOR & EXECUTIVE PA  
**LISA KELLETT**



I HAVE BEEN WITH THE RESORT GROUP SINCE 2007 AND HAVE HAD THE OPPORTUNITY TO NOT ONLY WATCH OUR RESORTS BEING BUILT BUT TO SEE THE POSITIVE IMPACT THAT THIS HAS HAD ON TOURISM FOR THE ISLANDS AND HOW IT HAS CONTRIBUTED TO ECONOMIC GROWTH, WITH THE CREATION OF THOUSANDS OF JOBS FOR THE CAPE VERDEAN COMMUNITY.







AN OASIS OF  
**LUXURY**  
 ON A PARADISE ISLAND

# WHITE SANDS

Our latest exclusive Resort represents the Group's first development on the Island of Boa Vista.

Welcome to Boa Vista and our first foray into the emerging tourist scene on this breath-taking and lively Island. Nestled on the southern shore of Boa Vista, White Sands Hotel & Spa is due to open in 2019 to tourists who are longing to look out on the striking Santa Monica beach. This five-star Resort is advancing quickly as construction continues apace and the stunning suites

take shape. Excitement and anticipation are high as properties are coming up for investment and the Resort itself becomes more recognisable by the day. It's easy to see why investors are so eager - White Sands Hotel & Spa presents a smart investment move where you can also enjoy all the fun and relaxation it offers with our holiday allowance programme.



The deluxe apartments were built first



GROUP DEVELOPMENT  
 AND CONSTRUCTION DIRECTOR  
**ANDREW LAWSON**



I KNEW WHITE SANDS WAS GOING TO BE SPECIAL THE FIRST TIME I STEPPED ONTO SANTA MONICA BEACH. THE VIEWS HAVE TO BE SEEN TO BE BELIEVED, IT'S GOING TO BE AN INCREDIBLE RESORT TO STAY IN.



Construction continues on Boa Vista

GROUND  
 BREAKING DAY  
**DECEMBER  
 2015**

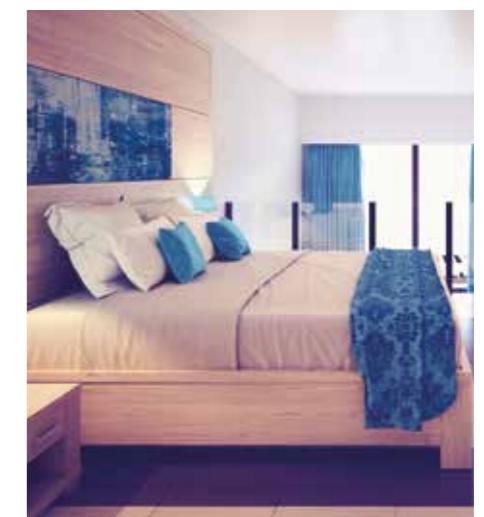


**DUE TO  
 OPEN 2019**



## A PEACEFUL HAVEN ON SANTA MONICA BEACH

It is no mistake that The Resort Group chose this particular piece of land – the panoramic views alone are worth the short flight to Cape Verde and there is no doubt that White Sands Hotel & Spa will live up to its incredible location. The Resort will sit under boundless blue skies with unspoilt surroundings and is set to be home to numerous swimming pools, bars, restaurants, fitness centres, children's facilities, and much more besides. In short, you will have endless, white-sanded beaches, crystal clear waters, year-round sunshine, thriving culture and impeccable hospitality awaiting you on your arrival.



Hotly-anticipated five-star properties





# BIKINI BEACH

Bikini Beach has quickly become synonymous with a unique style of luxury in Cape Verde.

Escape the stress of the everyday in the chilled-out bliss of Bikini Beach. Every element of this unique restaurant and bar has been specifically designed to capture the 'no stress' motto that Cape Verdeans use on a daily basis. Relax in your private poolside bed for a laidback day of indulgence where food and drinks are served straight

to you, treat yourself to an evening of delicious dining in our restaurant with unbelievable views of the Atlantic, or join us for Cape Verde-inspired cocktails and music played by world-renowned DJs. However you choose to spend your time, it's always an unforgettable experience to walk the boards to Bikini Beach.



THEN



NOW



MARKETING DIRECTOR  
**ADAM ELLIS**



WALKING INTO OUR FIRST BIKINI BEACH CLUB WAS DEFINITELY ONE OF MY FAVOURITE MOMENTS SO FAR. IT HAS A TOTALLY UNIQUE SETTING AND REPRESENTS A NEW AND EXCITING VENTURE FOR THE GROUP.

GROUND  
BREAKING DAY  
**AUGUST  
2015**



OPENED  
**DECEMBER  
2016**



 **50,000  
VISITORS**

## THE PLACE TO BE IN CAPE VERDE

A beach club like no other, it has already attracted big name DJs and celebrity visits as word gets around that Cape Verde is the next big thing in holiday destinations, especially when it comes to catching some sun in the cold Winter months. It's been such a positive venture that more are planned at new locations in Cape Verde and it is set to launch globally in the coming years. It's no surprise that it has gone down well with investors too, as part of our drive to improve investment yield with a diverse set of integrated businesses. We can't wait to see what's next.



Jamelia attended our star-studded launch party



Even the staff got involved in the dance routine



SPECIAL EDITION Q&A

International Sales Director



## David Dumble

**What were your first thoughts of Cape Verde?**  
I fell in love with the Islands on my first visit – the climate, accessibility from Europe and, of course, the friendliness of the local Cape Verdean community.

**What has changed since you joined the company?**  
If you had asked about Cape Verde 10 years ago, the typical response would have been "I've never heard of it". Now we are seeing an increase in tourism, more direct flights and an improved infrastructure to support the development of the Islands. What hasn't changed is the beautiful climate and "No Stress" charm.

**What is next for The Resort Group PLC?**  
We will continue our focus to develop and deliver the highest quality five-star Resorts.

## José Luis Garcia Cuevas

**How has The Resort Group helped the Island?**  
As one of the biggest investors in Cape Verde, The Resort Group PLC has been able to enrich Cape Verde socially and in terms of infrastructure. It has been a great process to watch.

**What has been your proudest moment so far?**  
MELIÁ Llana Beach Resort & Spa and TUI Sensimar Cabo Verde positioned on the 1st and 2nd place on TripAdvisor was a particularly great moment for everyone involved.

General Manager



## Kais Mbarek

**How do you start your day?**  
I greet my staff and my head of departments early in the morning with a coffee together in the hotel bar. It is great to start the day with conversation and jokes, as well as the all-important reminders. Fortunately for me, my team is so good and professional that the most difficult task becomes an easy one.

**What is the one thing you think people should always bring to Cape Verde?**  
A person who wants to come to Cape Verde should always bring the spirit of adventure.

**What has been your proudest moment so far?**  
The greatest professional achievement so far was when I was awarded Best General Manager in Africa 2017.

## Esther Montoro

**How has The Resort Group helped the Island?**  
They have helped the Island develop into a luxury destination and, therefore, brought with them a great deal of employment opportunities.

**What did you do before you worked at the Resort?**  
I did three hotel re-brandings in the year before I joined the team here in Cape Verde. It is a process that helps optimise the Resort to best meet our guests' needs and it prepared me very well for my position here.

**What do you love most about your job?**  
It is my absolute passion, I wouldn't want to work in any other industry.

Hotel Manager



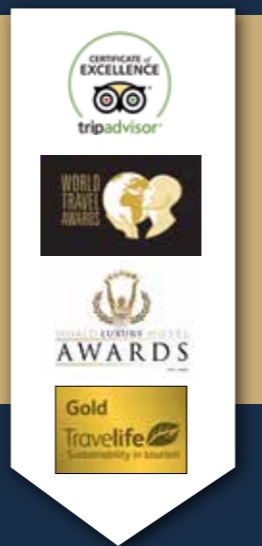




From the moment our first project launched, we have enjoyed unprecedented success in the industry. Each Resort is held in high esteem by experts in the field and it is not hard to see why.



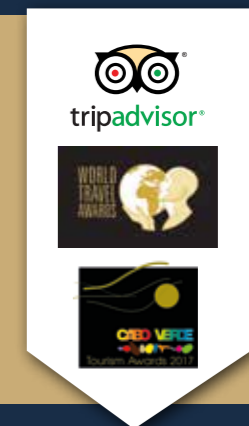
Our inaugural development has impressed the judges over the years, racking up an extraordinary five 'Cape Verde's Leading Hotel' awards, taking home the Luxury Island Resort in 2016 and even collecting a Certificate of Excellence from TripAdvisor.



A steadfast member of the awards scene, MELIÁ Dunas Beach Resort & Spa has collected many accolades over the years, including Best Lifestyle Resort Worldwide, Best Luxury Coastal Resort and TripAdvisor's Travellers' Choice Award.



A big hit on TripAdvisor, these two Resorts have the top spots tied up. Meanwhile, they are already beginning to get recognition in local honours and one recently received a nod in the respected World Travel Awards.



A quality seal of approval for clubs worldwide, World's Finest Club is only awarded to clubs that satisfy a number of rigorous conditions including an evaluation of atmosphere, service, the so-called "it" factor and an in-person appraisal from WFC associates.





CELEBRATING  
10 YEARS  
OF SUCCESS

The Resort Group PLC is a world-class luxury Resort hospitality company specialising in creating five-star holiday Resorts and hotels. Our developments have capitalised on the thriving tourism market in Cape Verde while our strategic partnerships ensure they are operated to the highest standard, establishing our proven track record.

THE<sup>®</sup>  
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GROUP  
PLC

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