

THE STRAND

Owners Newsletter

October Update

Core Completion:

Building C is on track to be furnished and available for rentals on November 1st. This completes our “core” of 62 keys and makes The Strand a viable small luxury resort without any additional construction directly in the core.

In addition, R8 (5 Br Luxury Residence) is now part of our inventory and R6 will be our first Grand when it has completed its custom furnishings by January 2026.

Many small projects were completed in September during the closure including:

- Four new parking lots, including lots near the B and C buildings on Seaview.
- Landscape upgrades.
- Two more beach access sets of stairs.
- Excavation of the Spa and the Signature units.
- New signage at the entry and back of the bar.

Hospitality Sales News:

Now that our core is complete, we are aggressively working with OTA's (Online Travel Agencies) to exponentially expand our distribution. Here is a list of new partnerships we are working with:

Expedia (In process – close to launching)

Booking.com (In process)

TripAdvisor (In process)

Mr & Mrs Smith (In process)

WebBeds (Launched)

HotelBeds (Launched)

Ultimate Jet Vacations (Launched)

Island Destinations (Launched)

Chase Sapphire “The Edit” (Accepted into the program)

We are also in discussions with American Express for inclusion in their Platinum Card featured Fine Hotels and Resorts. This process is very challenging, and we may be kept out until our Spa is completed.

LHW is now the Exclusive Luxury Hotel Collection partner of American Express U.S. Consumer and Business premium cards. More than four million Platinum and Centurion U.S. Card Members will now receive complimentary Leaders Club status just by signing up.

In addition, our in-house marketing is driving an average of 35,000 people to our website every month.

Our PR team continues to perform at a very high level with over 60 articles featuring The Strand by the end of the year. Check out our latest PR articles on **our website**.

Regrettably, since late March, Turks and Caicos has experienced a historically difficult hospitality market. The entire Caribbean is stagnated at best, but TCI is especially tough. TCI bookings on Booking.com (the largest OTA in the world) are down 25% YOY. Rates in TCI have fallen for the first time in 20 years (other than Covid).

Our response to this market difficulty is to “double down” on our marketing efforts and aggressively pursue the OTA partnerships we discussed above. We hope that the completion of the core and the substantially reduced construction noise will help engage the travel trade, which has been cautious in bookings because of construction.

Our staff should be commended for providing guests a great experience during this first year. Our survey results and our online reviews have been extraordinary. This has created a critical foundation to now aggressively build on.

Food and Beverage:

We have exciting updates coming to The DelMar Restaurant & Beach Club; starting November 1st, it will have two venues in the evenings:

The DelMar Restaurant in the main dining room, first sunken dining area, the first two cabanas and toes in the sand beach dining will have an all-new menu featuring the *parrilla* fire grill every night.

The DelMar Beach Club – which includes the bar, new high tops near the bar, three cabanas, the lounge areas towards the pool, and casual lounge seating on the beach. This venue will have fun, elevated, light dining dishes perfect for sharing.

Breakfast is undergoing a refreshed concept with a new interesting menu and a cook-to-order egg station at the outdoor grill.

We are also introducing our enhanced Lunch Experience with new flavors on the menu.

We are thrilled with Chef Alvaro; the new menus finally showcase his talents and his commitment to high-level cuisine.

We remind everyone that as owners you receive a 20% discount on food and beverage.

Strand Boat Charters:

Private charters are available on our Boston Whaler 320 Outrage with our incredible Captain JD. Enjoy snorkeling, fishing, or sightseeing.

Special Owner pricing is as follows:

Morning: 9 AM – 1 PM

Afternoon: 1 PM – 5 PM

Half-Day: \$1,200 (\$1,400 with fishing)

Full-Day: \$2,000 (\$2,200 with fishing)

Includes towels, snorkeling gear, ice, and water. Food and beverages can be brought onboard or catered by The Del Mar.

Please note, fishing licenses (obtained by concierge) are required for guests 16 and older.

2025 Annual Homeowners Meeting:

The annual meeting is scheduled for Saturday, December 13th. Kindly contact us at your earliest convenience to confirm attendance and accommodation needs. The meeting will also be available on Zoom for those who are not able to attend in person.

The proposed Club budget will be sent out 30 days in advance. More correspondence on weekend activities will be forthcoming.

Sargassum Update:

Providenciales has experienced unusually high seasonal sargassum since June. Our maintenance team continues daily cleanup to keep the main beach and nearby areas clear. We believe this issue will be largely dissipated by November.

High Season and Festive Planning:

The high season runs December through May, if you plan to visit soon, let us know when you have the opportunity, so we can prepare accordingly or include your residence in rental availability. Please consider reaching out to us, so we can arrange your boat, dining, and other activities reservations.

Warm regards,
The Strand Management Team