



EAST WINDS INN NAMED MAJOR AWARD WINNER FOR FOURTH CONSECUTIVE YEAR

TRIPADVISOR 2011 TRAVELERS' CHOICE AWARD NUMBER SIX OF TOP TEN ALL-INCLUSIVE HOTELS IN THE WORLD

East Winds Inn, one of the Caribbean's last remaining authentic beachfront resorts, situated on tranquil LaBrelotte Bay in St. Lucia, West Indies, is extremely pleased to announce for the *fourth* straight year, their winning in a major award category by TripAdvisor - one of the world's leading and most respected on line hotel review services. This prestigious award represents the results of direct published feedback from hundreds of guests who have stayed at East Winds Inn, as well as comparisons with reviews provided by millions of travelers worldwide. The results are reported in the 2011 winners of the World Traveler's Choice Awards, as published on the TripAdvisor website.

Unlike any other hotel awards programs in the world, TripAdvisor Travelers' Choice winners are based on the millions of real and unbiased reviews and opinions about hotels on www.TripAdvisor.com and content from across the web. "With the help of millions of travelers around the globe, TripAdvisor is thrilled to recognize the world's most outstanding hotels for the ninth year of the Travelers' Choice Awards," said Karen Drake, senior director of communications for TripAdvisor. "From the best luxury hotels, remarkable service, value and quality are the hallmarks of our Travelers' Choice winners".

For the 2011 year, East Winds Inn ranked number six in the prestigious category of *Top 10 All-Inclusive Hotels in the WORLD*, the fourth year in a row that the resort has earned this recognition as one of the world's premiere holiday experiences. Again this year, TripAdvisor eliminated their former category of *Top 100 Luxury Hotels in the WORLD*, for which East Winds Inn was also named in 2008 and 2009. East Winds Inn was the only hotel to achieve this honour from the entire Eastern Caribbean region in both of the mentioned categories.

Mr. Gareth Leach, General Manager and a renowned figure at the resort for nearly 20 years, stated “In the midst of an extremely competitive tourism environment, we are pleased with this recognition by our valued guests – both new and repeat visitors. Winning such an award for the fourth straight year is a major accomplishment for any resort, and speaks to the authenticity and consistency of our guest experiences – which are placed at an impressive 97 percent satisfaction rating by TripAdvisor. While many of our clientele have been staying with us at East Winds Inn for years, it is rewarding to see so many new, satisfied faces who have vowed to return and become repeat guests”.

East Winds Inn has benefited from new ownership over the past five years, with the initial introduction of the Caribbean’s first concert Steinway grand piano setting the tone for the future of the hotel. The majority of the public areas, rooms and furniture have also received upgrades, as have the lush and spacious gardens, accommodating only 30 rooms on 13 acres - which are clearly well accepted by the majority of guests. A new yoga centre and activities pavilion were opened in the fall of 2009, as well as a fitness track in 2010 - increasing the amenities and activities, but not the room count at the resort. This has resulted in numerous awards and acclaim for the hotel, from the traveling public as well as travel agents and tour operators.

George and Marilyn Reti, General Partners of East Winds Inn, commented “Once again, without the consistent and genuine desire to please from our dedicated and long term staff, we could neither achieve nor maintain such a high level standard of service to our valued clients. The ever-increasing expectations associated with public awards such as those we have received over the past four years from TripAdvisor, Virgin Holidays and National Geographic Traveler make continued favourable guest experiences a real challenge and achievement. We will endeavour to uphold these established standards for all future visitors to East Winds Inn”.

“The honour of once again being recognized by our guests and our peers as one of the World’s most desirable holiday destinations confirms that our stated ambition to retain the quaint charm and character of this unique resort is working. At the same time, we will continue to offer the service and comfort expected of a top class Caribbean resort in today’s competitive hospitality industry.”

For more information on East Winds Inn, please visit www.eastwinds.com, or TripAdvisor www.tripadvisor.com.