



For Immediate Release
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9 Reasons 9 Beaches - Bermuda's Hottest Hotel Will Be Even Hotter in 2007

Sandys, Bermuda (January 1, 2007) – 9 Beaches, Bermuda's only ultra-casual hotel was called the "island's hottest hotel" in 2006. In only its second year of operation 9 Beaches has opened up Bermuda to a whole new kind of traveler – active and adventuresome guests who enjoy a truly laid-back resort atmosphere.

There are many reasons why Bermuda's Hottest Hotel will be even hotter in 2007. Here are our 9 favourites:

1. Bermuda's only ultra casual resort

Yes, Bermuda is still a sophisticated and very civilized island, but guests at 9 Beaches can leave jackets and ties at home. At 9 Beaches, flip-flops are cool and jackets and ties are certainly not required. "The guest who loves 9 Beaches is not the typical Bermuda luxury seeker," says Sue Fuhrtz, 9 Beaches' general manager. "Everything we do is designed to appeal to beach lovers who just want to relax and have fun."

2. 9 beaches - even at high tide

True to its name the hotel does have nine separate beaches even at high tide! At low tide there are a couple more, but we don't count those. There are larger beaches and several very private ones tucked away so as to make a lovely rendezvous. In addition, a 9 beaches are surrounded by some of the most gorgeous turquoise waters in Bermuda offering sun worshippers plenty of options for each day of their vacation stay in Bermuda.

3. Cabanas over water, viewing panels

Comfortably chic soft-sided cabanas, many at the water's edge and some perched on stilts over the tranquil waters, offer panoramic views of the Atlantic Ocean. Paradise Pier cabanas (pictured above) sit over the deepest water at the resort and feature a 2'x4' viewing panel in the floor to reveal the tropical fish underfoot.

And all the hotel's 84 cabanas are air-conditioned!

4. Home to Bermuda's best water sports facility

With a name like 9 Beaches you'd expect the hotel to be into water sports, and it is. There are water sports galore at our Surf Shack - more than any other Bermuda hotel or resort. Guests can kayak, snorkel, scuba, snuba, sail, windsurf, jet ski, take a scenic tour, go fishing or try their hand at the newest and most exciting water sport - kite boarding. 9 Beaches offers lessons from instructors certified by the International Kiteboarding Association.

5. Award winning Chef Guillaume Brard cooks up best meals in town

Dining at *9 Beaches* is just what you would expect, world-class cuisine in an ultra-casual setting. Chef Guillaume Brard, who took over the kitchen in early 2006, is known for his imagination, flair, and great food. It's no wonder Conde Nast Traveler's Concierge.com says Hi Tide, the main restaurant at 9 Beaches" is turning out some of the best food on the island." Simplicity, perfection, freshness and surprise are what you can expect at 9 Beaches.

Guests who enjoy fishing can try their luck catching one of the giant rockfish that swim by 9 Beaches daily. Chef Guillaume is always happy to prepare a guest's "catch of the day" for dinner that night. Talk about fresh from the ocean!

6. Only hotel to offer guests iPods, cell phones and Wi-Fi

At *9 Beaches*, things are done a little differently. No need to whistle for service. Each cabana is provided with a Bermuda cell phone that's pre-programmed with useful island phone numbers such as taxis, the concierge, Hi Tide or the Duty manager. And of course the phone is free.

9 Beaches also offers iPod Shuffles so that guests can enjoy a full library of tunes throughout their vacation. Those hesitant to leave the world behind can downshift and download at the same time with Wi-Fi and an Internet station.

7. 9 Beaches gives a whole new meaning to a la Carte.

Room Service? How about Beach Service! From 10:30 am to 6:30pm our roving private dining cart serves up your favorite snacks, light meals, and beverages anywhere at 9 Beaches. A simple call from their cell phone is all it takes - the number for "a la Carte" is pre-programmed to make it easy. Guests can have a Grilled Goat Cheese and Vegetable Wrap with San Benedetto Iced Green Tea delivered to whatever beach they happen to be sunning on.

8. Destination weddings grow larger and more casual

Casual is in – even in destination weddings! And 9 Beaches, one of the best values in Bermuda, is becoming an increasingly popular spot for couples to marry with over 40 weddings performed in 2006. And since 9 Beaches is so affordable, we are seeing a trend toward even larger wedding parties. Being unique, casual, and more affordable will help ensure 9 Beaches continues to be Bermuda's wedding hot spot in 2007.

9. 9 Beaches continues to climb on Trip Advisor.com

9 Beaches continues to receive great reviews on TripAdvisor.com, the second most visited travel web site. In its first year of operation 9 Beaches was listed in the top 50% of Bermuda's most popular hotels. In 2006, its second year it had climbed into the top 25%. The hotel is moving up and will continue to do so in 2007. Not an easy task for a new hotel on an island with so many great hotels.

About 9 Beaches – www.9Beaches.com

9 Beaches has been called "Heaven on Earth for the Down to Earth" and caters to active individuals who are young at heart and love the great outdoors. Guests at 9 Beaches enjoy the most relaxed Bermuda atmosphere where flip-flops are required and stilettos banned—truly heaven on earth for the down to earth. www.9Beaches.com.