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9 Beaches Hotel Knocking the STUFFY Out of Bermuda

Sandy's, Bermuda (July 18, 2006) – 9 Beaches, Bermuda's first and only ultra-casual resort is claiming a major victory in its efforts to knock the "stuffy" out of Bermuda.

Long perceived by many travelers and their agents as a "stuffy" vacation destination appealing primarily to society's upper crust, Bermuda's image is beginning to change. The image make-over began several years ago when a few of the island's resorts began relaxing their "jackets & ties required" dress code. The transition to more relaxed, country club casual attire has been a very gradual one and until lately, so too has the new perception of Bermuda.

"The grand opening of 9 Beaches last year was an important step for Bermuda in its efforts to re-invent itself as a fun and relaxing vacation spot", says Mark Steenge, the resort's new general manager. "No other hotel on the island is as casual or so focused on fun - here people can simply relax and be themselves. Our dress code reflects this - it simply reads: "flip-flops required!"

In addition to helping speed Bermuda's image makeover, 9 Beaches has also been instrumental in introducing the island to a whole new set of vacationers – younger, outdoor-loving and adventurous travelers are the core market for 9 Beaches.

"The people who love 9 Beaches are not your typical Bermuda luxury seekers," quips Steenge. "Our guests are outgoing; adventure seekers who love water sports, great beaches and know how to have a good time."

The more relaxed image of Bermuda is also being noticed by travel agents. In April, the Royal Gazette, Bermuda's main daily newspaper interviewed a number of travel agents who were visiting the island on a familiarization trip. The paper noted that many said the Island had improved and they felt it was less "stuffy" today.

Earlier this year the Bermuda Department of Tourism launched its "Beach & Sizzle Season" designed to even further the efforts of presenting a more fun image of the island. The program offers nightly live music venues, beach parties and festivals to entertain visitors.

"It's exciting to see how Bermuda is changing," says Steenge. "I'm just so happy that 9 Beaches can play such a major role in helping to kick the 'stuffy' out of Bermuda. We plan to stay at the forefront of fun and help the island cement its new, more casual image."

ABOUT 9 BEACHES

9 Beaches is Bermuda's only ultra-casual resort and includes 84 private cabanas stretched over 18 acres on the westernmost tip of Bermuda. Some guests have called it, "Heaven on Earth for the Down to Earth."

Soft-sided Cabanas stand on stilts and all have a view of the Atlantic Ocean. Some Cabanas even perch over the sapphire sea and plexi-glass floor panels reveal tropical fish fluttering underfoot! Ceiling fans and tropical breezes maintain comfortable temperatures – and for those who need that extra bit of cool air, each cabana has air conditioning!

All 84 Cabanas have wooden floors, ample windows and double doors--all with screens that open onto ocean view verandas. The sturdy structures have aluminum frames and sailcloth-like material covering the aluminum frame, perfect for casual Bermudian living. While some guests have called 9 Beaches' cabanas "luxury tents" they are more like private beach houses with a queen-size bed, a small bathroom with shower and veranda.

With 9 private beaches (even at high tide) and some of the most beautiful water in Bermuda, the resort caters to active, down-to-earth individuals who are young at heart and love the great outdoors. Guests at 9 Beaches enjoy a most relaxed Bermuda atmosphere where flip-flops are required, stilettos banned and traditional "luxury seekers" discouraged from coming.

Aquatic options abound: Hobie Catamarans, sailboards, and sea kayaks. Bob aboard a floating lounge or relax on our aqua decks. Ripple the waves in a paddleboat or a jet ski. Snorkel or snuba – a snorkeling-scuba hybrid - to the wreck of the HMS Vixen, a small, 1860s twin-screwed ironclad that is just off the coast of one of the 9 beaches. More adventuresome guests can skim the surface on kite boards, following lessons from instructors certified by the International Kite Boarding Association. Experience a thrill ride on our unique tow-able "Fly Fish".

Guests of 9 Beaches can downshift and download at the same time with Wi-Fi (high-speed wireless connections) over various hot spots around the Resort. There's an Internet station in Centre Stage for use free of charge. All guests also receive a complimentary Bermuda cell phone for local calls--one per cabana. Important numbers – such as the Concierge, a la Carte food & beverage service and our Duty Manager– are pre-programmed. iPods with music to fit just about every taste are also available free-of-charge.

Visit <http://www.9beaches.com/> for more information. For reservations call 1-866-841-9009 or your favourite travel agent.

Photos of this unusual cabana resort are available.