

Exclusive: Advisors Expect Kempinski Presence to Create Major Buzz Around Dominica

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 By: Joe Pike



Advisors expect Dominica's tourism to thrive in the near future following news that Kempinski will set up shop there.

Photo Credit: Discover Dominica.

Following the announcement of Kempinski's first resort in the Caribbean island of Dominica, Luxury Travel Advisor spoke with some notable advisors about the impact the hotel will have on the island's tourism.

And they all agreed that they should expect a few more phone calls inquiring about Dominica now that it has a well-known, luxury brand on the island.

"Kempinski coming to Dominica will easily help the island gain star power and interest from a clientele that can afford it," says Heather Christopher of Classic Travel at Tackett's Mill in Woodbridge, Virginia. "It will also hopefully help increase air service to the island so that it finds that balance of 'still secret' Caribbean island plus ease of access."

To be called the Cabrits Resort Kempinski Dominica, the new resort will be located on Douglas Bay in Cabrits on the island's north shore, close to Portsmouth.

"The high-end luxury hotel will definitely elevate tourism for the country, and will be built in a beautiful location on the island," says Margaret King of Bridgetown Travel Agency in Stamford, Connecticut. "The injection of foreign investment will also benefit the country. I can imagine that this property will be 'the' property to get to as more high-end clients look for something new and different in the Caribbean. I'm looking forward to seeing the property when it's finally built."

Situated next to the Cabrits National Park, the resort will be surrounded by the natural beauty that Dominica is known for. Indeed, Dominica markets itself as the "Nature Island"-- with volcanic peaks, pristine rainforest, 365 rivers, waterfalls and hot springs. The island has a host of hiking trails and diving sites for adventure enthusiasts.

"Many travelers are loyal to the brand and are excited about a new destination to discover and explore," says Daniela Harrison of Avenues of the World in Flagstaff, Arizona. "It will be interesting to see how Dominica will cater to this new luxury market and deal with the influx of travelers. As one of the lesser-known islands, this will be a big change for the local economy and allow these affluent travelers to experience an off-the-beaten-path destination."

The Cabrits Resort Kempinski Dominica will have 101 contemporary-style rooms, and, according to the official press release, the resort will be "designed to ensure a natural balance between the land and the sea." What's particularly interesting about the development is the "Citizen By Investment Program" offered by the Commonwealth of Dominica. Any investor that wants to purchase a share of the project (\$220,000) is given citizenship of the country. This is the first time a development has been approved for this initiative.

"Hopefully this has a snowball effect throughout the region creating more luxury properties, more jobs, roads, etc," says Ryan Mielke of Regency Travel in Fort Lauderdale, Florida. "The all-inclusive will never go away, so this will just add another option for the region, and it is an option that most agents would like to sell."

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