

Nikki Beach Resort & Spa Set to Open in the Bay Islands, Honduras Caribbean Coast in 2010

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Scheduled to open in fall 2010, Nikki Beach Resort & Spa Roatan, located in Honduras' stunning Bay Islands, will deliver over-the-top luxury and the brand's signature Nikki style with more than 100 luxury suites, penthouses and ocean view villas, a lavish spa, a mega-yacht marina and an 11-acre interactive nature park and reserve.

Roatan has been recognized by the New York Times and CNN Money as one of the world's top up-and-coming travel destinations and Nikki Beach Resort & Spa will create a private enclave where jet setters can experience the island's natural beauty and sparkling waters along with Nikki Beach's unsurpassed entertainment. The resort will be the centerpiece of Blue Ocean Reef, an exclusive 90-acre development bordered by 2500 linear feet of white sand beaches. For guests interested in an equal balance of nightlife and wildlife, the resort area is surrounded by the world's second largest barrier reef offering spectacular diving and snorkeling. The on-site nature park and reserve is home to more than 20 species of exotic native animals.

'Over the last five years, I've had the pleasure of traveling the Caribbean in search of a magical place to create the next world-class luxury resort destination. When I first laid eyes on Roatan, its natural beauty captivated me, and I knew the island presented a one-of-a-kind opportunity,' said Todd S. Murray, developer of Nikki Beach Resort Roatan. 'With TradeMark Developers, LPA International, Pluribus and Nikki Beach leading the way, we are well positioned to launch a project that will truly be a new luxury standard in the region.'

At Nikki Beach, every guest is a VIP, incomparable service and chic, luxurious amenities are the hallmarks of the resort experience. A personal assistant will greet guests upon check-in with a glass of champagne and will be available around the clock during their stay. Guests wanting to see and be seen will be able to lounge at the infinity pool, enjoy bottle service from the shade of Nikki Beach's signature opium beds, indulge in global cuisine at Café Nikki and capture the spirit of Honduras while dancing to Nikki music at the high-energy Ultra Lounge.

'The pristine natural beauty of Roatan and its status among those in the know make this location a natural fit for Nikki Beach,' said Gary Sims, president of Nikki Beach Hotels & Resorts. 'We look forward to welcoming our guests to this magnificent Caribbean playground where they will be able to combine adventure with indulgence for a diverse and unique experience.'

'Nikki Beach Resort and Spa is Roatan's most exclusive and ambitious development to date, and it provides a tremendous economic opportunity for the entire country of Honduras,' said Josh Murray, Blue Ocean Reef principal and director of sales and marketing. 'The glamour, style, first-class dining and incredible energy that Nikki Beach is known for will help us cement Roatan's status as an in-demand destination for the upscale, international traveler.'

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