



CuisinArt Golf Club, a Greg Norman Signature Design

Championship Golf is back BETTER THAN EVER ON ANGUILLA

Resorts & Residences by CuisinArt has established a reputation as a getaway for the experienced traveler with its powdery white beaches, turquoise blue water, unmatched privacy and championship golf.

ANGUILLA, BRITISH WEST INDIES: The professors at Harvard University and the University of Chicago (co-ranked with the No. 1 MBA programs by *U.S. News & World Report*) couldn't have prepared management at CuisinArt Resorts for the looming storm clouds on the horizon.

Last fall, Hurricane Irma caused catastrophic damage in the Caribbean. The tiny sun-drenched island of Anguilla took a direct hit with winds estimated at 200 mph. Actual wind velocity is unknown because the local weather station was destroyed before the eye wall of the hurricane passed overhead.

"We rode out the storm on property and when it was safe to venture out, the full impact to the property was devastating," emotionally recalled Stephane Zaharia, president and managing director of Resorts & Residences by CuisinArt.

"At the golf club for instance, we found wooden planks impaled deep into several of our greens and 40 foot semi-truck containers flipped and rolled more than a quarter of a mile.

"After we accounted for staff and established basic humanitarian needs for their families, we rolled up our sleeves to begin the daunting task of rebuilding."



WALK BEFORE YOU RUN

Building luxury resorts in the middle of the Caribbean requires forethought. Materials must be sourced from around the world and basic utilities aren't a given. Case in point was the original creation of CuisinArt's Greg Norman Golf Course. Construction was a complex operation requiring shipping greens mix and sand on a barge from Guyana, over 700 miles away.

"Looking back, it was overwhelming," said Zaharia. "Everything we needed to rebuild had to be imported via

"WE ARE REMOTE. THAT IS OUR BIGGEST APPEAL. Unlike other beach destinations, guests don't have to fight for a beach chair. Our beach is tranquil, relaxing, and is one of the world's most beautiful."

— STEPHANE ZAHARIA, PRESIDENT & MANAGING DIRECTOR

ship and plane. Anguilla doesn't have the luxury of a Home Depot around the corner. As you can imagine, planning was a delicate balance. We simultaneously juggled assisting our hundreds of staff to get back on their feet, to arranging meetings with architects and suppliers and establishing and monitoring strict schedules."

The Resorts & Residences by CuisinArt is comprised of two sister hotels: The Reef by CuisinArt and CuisinArt Golf Resort & Spa, and an exclusive selection of estate homes and residences.

"The Reef by CuisinArt was less than a year old," stated Zaharia. "Its newness did provide a bit of a break and we were able to reopen and welcome guests back on April 1. Our legacy property, CuisinArt Golf Resort & Spa, did suffer a larger impact but the silver lining is we are in the process of a full transformation with a November 1 relaunch scheduled."

WORDS TO LIVE BY

Management followed the mantra from the *Six Million Dollar Man* television series from the 1970s. "The tagline, 'we have the technology and capability to be better than before...better, stronger, faster' is appropriate," said Zaharia. "The tragedy allowed us to elevate the guest experience on and off the course.

"Our Norman Course was certainly affected as well, with virtually no sand left in the bunkers," said Zaharia. "However, it took seven weeks to restore power to the

island and thus to our irrigation pumps, severely impacting course conditions. During this period, we were provided the opportunity to invest resources to enhance our golf experience. For example, we relined bunkers with the Better Billy Bunker System that utilizes a polymer-based spray to create a liner by bonding to gravel. An aggressive maintenance program was also put into effect that includes a better balance with irrigation water, and a full aeration plan for the greens and fairways. With the renovation of the bunkers and the enhanced maintenance practices, CuisinArt Golf Club will provide an exceptional golf experience timed to coincide with the reopening transformation of CuisinArt Golf Resort & Spa on November 1." ■

Traveling to Anguilla: Located 1,200 miles southeast from Miami and directly north of the popular cruise ship port of Saint Martin, Anguilla is an underdeveloped, 16-mile-long island. Unlike many other islands in the Caribbean, Anguilla is flat and fairly dry. Major carriers offer non-stop service from East Coast hubs to St. Maarten (airport code SXM). Fun Time Shuttle is located adjacent to the SXM Airport for a 30-minute boat ride to Anguilla.

For more information on The Reef by CuisinArt, now open, please visit TheReefbyCuisinArt.com.

For more information on CuisinArt Golf Resort & Spa, reopening on November 1, visit CuisinArtResort.com.

"PREVAILING WINDS are always a factor when I lay out a golf course, especially the trade winds of Anguilla. I was cognizant of the wind and ensured longer holes played down wind and shorter holes into the wind. I also took advantage of the incredible scenic vistas by routing several holes for long views overlooking the bay and the island of St. Maarten." — GREG NORMAN



2017 CONDÉ NAST TRAVELER READERS CHOICE AWARDS named The Reef by CuisinArt the No. 1 resort in Anguilla and the No. 2 resort in the Caribbean.