

## PUNTACANA RESORT

# All in the Family



*A vibrant 15,000-acre resort destination with an ecological reserve (containing 15 natural springs) and 45 holes of championship golf.*



“When I learned Pine Valley in New Jersey had a double-greened hole, I directed Tom Fazio to design Corales with two. Today, holes No. 3 and No. 15 each have two greens that create different shots, depending on pin positions.” —Frank Rainieri

PUNTA CANA, DOMINICAN REPUBLIC: When several Americans purchased 30 square miles of unblemished rainforest and beaches at the easternmost tip of the Dominican Republic, the original plan was to export its pure white sandy coastline to tourist developments in Puerto Rico.

Enter Frank Rainieri.

“I had read a magazine article about a fishing village on Mexico’s Pacific Coast that was going to serve a dual purpose as a movie set, then turned into a tourist destination. Thinking we could do something similar in the Dominican Republic, I approached the group of American investors with the idea,” recalled Frank Rainieri, chairman and founder of Grupo Puntacana.

“They agreed with some hesitation. I didn’t conduct any feasibility studies, but I simply relied on intuition. I felt vacationers would flock to our palm-fringed coastline,” continued Rainieri.

Punta Borrachón, the original name of the region, translates to Drunkard’s Point. “Not exactly the best name to entice visitors,” said Rainieri. “I chose Punta Cana, named after a palm tree that grows prodigiously in the area.”

The Punta Cana Club officially opened in 1971 with 10 beachside cottages that could accommodate 40 guests. It wasn’t until 10 years later Punta Cana finally got its first road. Today, more than 50,000 hotel rooms host 100,000+ daily visitors.

Frank and his wife, Haydée, then made a bold decision to add rocket fuel to Punta Cana’s growth trajectory by lobbying the government for a license to develop a major inter-



Playa Blanca



Tortuga Bay (comprised of 13 luxury beachfront villas) is a member of the Leading Hotels of the World and the only AAA Five Diamond awarded hotel in the Dominican Republic.



La Cana Course at Puntacana Resort

national airport. Through the ups and downs of economic cycles and macro news-making events, the airport grew and grew. Recent numbers suggest about 55,000 flights with over 10 million passengers pass through each year.

“Sustainability is in our DNA and key to our development,” said Frank Elias, who succeeded his father [Frank] as president/CEO of Grupo Puntacana in 2021. “We’ve always known that tourists come here for an environmentally responsible experience of being close to nature, surrounded by birds and vegetation, and enjoying our coral reefs.”

### *IN FOCUS: GOLF*

“Although Frank Rainieri has ‘passed the baton’ to his son, Frank Elias, to manage day-to-day operations, he still takes the time to stop and shake hands with fellow employees. He understands and appreciates their role in the company. Punta Cana is so well-organized, clean, safe, and a true community,” expressed Mark Fraser, manager of golf sales at Puntacana Resort.

Puntacana Resort is home to the Caribbean’s ultimate beach and golf experience. Amenities abound, with access to 45 holes of championship golf (home to an annual PGA TOUR event), miles of white sand beaches,

tennis courts, a world-class spa, endless water sports, and gourmet restaurants.

“It’s easy to glaze over the attributes of Corales,” continued Fraser. “There is so much more depth to the course. It’s not just about the finishing ocean holes. It’s larger than life on all levels, with many of the bunkers bigger than the size of school buses.

“Our La Cana Golf Club offers 27 holes of P.B. Dye golf [consisting of three nines: Tortuga, Hacienda, and Arrecife],” detailed Fraser. “I consider the trio of courses the most fun in the Dominican Republic. They will boost your ego, not pound you down.” ■

*For more information on seasonal packages, please visit [puntacana.com](http://puntacana.com).*

## In the Rainieri Family’s Own Words

“I consider my greatest success in life to be my children. But this accomplishment would not have been possible without the wonderful partner I am blessed to have.”

— HAYDÉE RAINIERI

“Whatever you do in life, you must do it with love. Nothing done with love is wrong, even if it doesn’t turn out well. Education is a driving passion for our family.”

— FRANCESCA RAINIERI

“I am proud to be of service to others. It gives me great satisfaction to play a direct part in helping provide a good living for many thousands of people and enabling their children to have a healthy future. Seeing positive results and knowing we are making a difference means everything to us.”

— FRANK RAINIERI

“My upbringing and life experiences have taught me the value of patiently listening and working as a team toward a common goal.”

— FRANK ELIAS RAINIERI

“Knowing that we can contribute to and impact our country positively gives us enormous satisfaction. We’ve told our children that if they want to work for Grupo Puntacana, they should study all the right things and work outside our business for a couple of years. That experience of working for another company builds self-respect.”

— PAOLA RAINIERI