

## **TripAdvisor Rates Nisbet Plantation One Of Its “TOP FIVE CARIBBEAN HOTELS”**

**(Nevis, West Indies – April 26, 2007)** – Nisbet Plantation Beach Club, a 36-room luxury hotel with a solid reputation for providing guests with exceptionally warm and friendly service has been recognized as one of the “Top Five Caribbean Hotels” according to TripAdvisor, the world’s largest travel community.

“This is an exceptionally rewarding recognition,” said David Dodwell, owner of Nisbet Plantation. “TripAdvisor hotel reviews written by past guests are one of the most influential sources of planning information for millions of travelers and to be ranked as one of the top five hotels in the entire Caribbean is quite an honor. It speaks volumes about how well our mostly Nevisian staff cares for the hotel and for every guest who chooses a Nisbet vacation.”

According to Forrester Research, Cambridge, MA, the travel industry is one category most impacted by the Internet. Today 83% of people who travel are web savvy compared with 71% of the general public. By 2010 approximately 90% of travelers will conduct their search and trip planning through the Internet.

As a result, web sites like TripAdvisor where consumers can read reviews of hotels, restaurants and local attractions written by past visitors will continue to grow in popularity.

Hotels will need to provide uniformly superior service and value in order to be rated high on these sites by departing guests. Nisbet Plantation has succeeded at providing both and is dedicated to maintaining a superior customer satisfaction and a top rating in TripAdvisor. As a small hotel Nisbet sees high marks in TripAdvisor as a key strategic advantage over larger hotels and resorts with significantly larger marketing budgets.

"Small luxury hotels are at a financial disadvantage versus larger hotels these days", adds Dodwell. "But by providing higher levels of customer satisfaction (which according to TripAdvisor Nisbet does) and letting our guests spread the word through Internet word-of-mouth Nisbet will continue to flourish."

In addition to being one of the Top Five Hotels in the Caribbean, TripAdvisor's Popularity Index also ranks Nisbet Plantation as the #1 hotel on the island of Nevis. The Popularity Index dynamically rank hotels based on the popularity of a given hotel, as measured by both the quantity and quality of content written about the hotel on the Web.

TripAdvisor is the world's largest travel community with more than 20 million unique monthly visitors and more than 5 million travel reviews and opinions from travelers around the world. It has reviews on over 180,000 hotels.

The other Caribbean hotels to make Trip Advisor's Top Five List include: Turtle Nest Inn on Grand Cayman, Hotel L'Esplanade and Le Petit Hotel on St. Maarten/St. Martin and Deep Blue View Intimate Resort on Bonaire.

### About Nisbet Plantation

Nisbet Plantation Beach Club is the Caribbean's *only* deluxe plantation inn located directly on the beach. It is also one of the Caribbean's historic sugar plantations and the ancestral home of Fanny Nisbet, the loving and ever-faithful wife of Britain's most famous naval hero - Lord Admiral Horatio Nelson.

The plantation's beautifully-restored Great House, which dates from 1778, and 36 charming cottages with all modern conveniences are set in 30 acres of lush tropical foliage. A broad lawn, flanked by stately royal palm trees, sweeps down from the Great House to a half-mile-wide white sand beach.

A lovely freshwater pool, hot tub, restaurant and beach bar conveniently overlook the ocean. Guests can play tennis, croquet and snorkel at Nisbet, and keeping with the resort's value-added focus, the use of all sporting equipment is complimentary.

The resort recently completed a multi-million dollar renovation adding a spa treatment room, a new fitness centre and hot tub by the pool overlooking the ocean. Every guest room and bathroom has also been updated making Nisbet the *newest resort* on Nevis. The Great House is now one of only three restaurants on the island where guests can dine in air-conditioned splendor.

In July 2006 Nisbet Plantation Beach Club achieved the prestigious Green Globe Benchmarked Certificate recognizing its commitment to operating at the world's highest environmental standards.

Nisbet is regularly named one of the top ten values in the Caribbean and voted one of the "world's best" by the readers of Travel + Leisure. It was proclaimed one of the "world's best places to stay" in the Condé Nast Traveler's 2005 Gold List and TripAdvisor.com rates Nisbet as the #1 most popular hotel on Nevis.

It is a favorite of honeymooners and lovers and is one of "the Top 10 most romantic resorts in the Caribbean," according to TheKnot.com, the leading web site for weddings and honeymoons.

The island of Nevis, where no hotel is higher than a palm tree, is as welcoming and relaxing as the resort. Locals smile and say "good morning" to visitors and the people at Nisbet Plantation go out of their way to please guests.

For more information on Nisbet Plantation Beach Club visit [www.NisbetPlantation.com](http://www.NisbetPlantation.com).