



NEWS RELEASE

For further information,
please contact Grace Lohn
(786) 457-1301

grace@valentinesresort.com
[@valentinesBAH](https://www.valentinesresort.com)

Valentine's Residences Resort & Marina's upgrades include bringing "Mom & Pop" back to the hotel

Harbour Island, North Eleuthera, Bahamas, February 26, 2015—Change is in the air on Harbour Island, in the Bahamas. Since Dean Spychalla came aboard as the director of Valentine's Residences Resort & Marina, he has been transforming the hotel—from facility and operational upgrades to molding the staff into 5-Star Hospitality Rock Stars. Dean said the industry is "filled with impersonal, 1,000 room hotels where you line up to eat and play." Valentine's 41-unit condo-hotel is like home with a kitchen, well-appointed rooms, and the friendliest staff around. "We're bringing back Mom & Pop," said Dean. One condo-owner even stated "we give Dean a lot of leeway because you can see he has a vision, and the results are speaking for themselves."

Exciting events and guest programs have been developed in conjunction with the other changes. "Valentine's at Valentine's" was a weekend of romance including marina cocktails, beach picnic, Bahamian aphrodisiac dinner, and beach bonfire party on their world-famous pink sand beach—one of the nine most incredible beaches in the world according to the [Huffington Post](#).

A new program implementation is their "[Pilot's Journey Program](#)", a program for private pilots. Because Valentine's is only 20 minutes from North Eleuthera Airport (MYEH) pilots are regular guests. This program allows them to accumulate nights to earn free stays at Valentine's Resort.

Another implementation was hiring [Grace Group International](#) as their new marketing firm—tasking them with the sale of the remaining developer units and directing the overall marketing effort. In the short time since they've been working, there have been substantial improvements to their branding, consistent and higher-quality social media, and directed major upgrades to the Valentine's website. They've even helped develop the aforementioned events and programs.



Dean represents the island well as a business leader of Harbour Island by serving on the board of the [Bahamas Out-Island Promotion Board](#) (BOIPB) and the Marina Operators of the Bahamas (MOB). BOIPB promotes tourism to the Bahamas smaller islands. MOB promotes the Bahamas marina's, like Valentine's own marina, to boaters, fishermen, divers, and Yachtsmen.

Have these efforts paid off? Compared to the same months last year, occupancy in January is up 49%, February is up 114%, and March is tracking high, too. Four and Five star reviews are frequent. Engagement and social media followers are quickly increasing. It's shaping up to be a game-changing year for this "mom & pop" resort because of the business acumen of its leadership.

ABOUT VALENTINE'S RESIDENCES RESORT & MARINA

Valentine's is one of the finest condo-hotels on Harbour Island in the Bahamas, well-known for its warm ambiance, spacious accommodations, 51-slip, full-service sport fishing and yacht marina and famous pink sand beach. To learn more visit <http://www.valentinesresort.com> or friend them on facebook. For reservations call (866) 389-6864 or email reservations@valentinesresort.com. For ownership opportunities call (786) 457-1301 or email <mailto:realestate@valentinesresort.com>.