



# MIDWEEK Nation

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## INSIDE

Activist Frank da Silva is suggesting consumers support those shops and outlets which do not sell tobacco products.



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Dr Shirley Ibagroo is recommending a national screening programme for the early detection of prostate cancer. Page 6A

A prison warden goes before court on charges of assaulting three people, including two constables.

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# PROJECT PUSH

Sealy urges developers not to scale down

PLEASE SEE PAGE 3A.



### FOUR SEASONS ON TARGET.

The multimillion-dollar upscale Four Seasons resort in Black Rock is moving along very well, its developers reported yesterday.

When construction is wrapped up in 2011, 275 rooms (hotel and private villas) will be available and added to Barbados' room stock.

"The price range [of the villas] is from

US\$10 million to US\$40 million [and] the first phase – the first eight on the beach, will be handed over this year," said Michael Pemberton, founder and co-chairman of Cinnamon 88, the principal developers of the project.

Twenty of them have been sold to date, he added. He further noted that the Four Seasons "is the strongest five-star global brand in the world and people find

it very comfortable putting their money into the strength of Four Seasons".

He and his co-chairman Robin Paterson, along with others associated with the expansive project that sits on 32 acres of prime beach front land, took the Minister of Tourism Richard Sealy and the media on a tour to get a first-hand look at the progress. (DS)

■ Please see also Pages 24A and 25A.



FOUR SEASONS  
PRIVATE RESIDENCES  
*Barbados*

A DEVELOPMENT BY CINNAMON 88 LIMITED

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## ► CENTREPIECE



A PANORAMIC VIEW of the multimillion-dollar Four Seasons project. Inset, Minister of Tourism Richard Sealy (left) looking over the plans for one of the houses with Cinnamon 88's founders Michael Pemberton (centre) and Robin Paterson. (Pictures by Charles Grant.)

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► **CENTREPIECE**

# Seasons all set

by **DONNA SEALY**

**THERE WILL BE ROOMS** for all seasons when construction of the upscale Four Seasons Hotel and private villas is completed.

Michael Pemberton, founder and co-chairman of Cinnamon 88, developer of the project, who is also the principal developer of the 32-acre multimillion project at the old Paradise Beach Hotel site, said yesterday that work was progressing apace.

He said it was on schedule and within budget although "a little bit of time" had been lost to bad weather.

His comments came after he and joint founder/co-chairman Robin Paterson took Minister of Tourism Richard Sealy and the media on a tour of the expansive site. This included a stop in one of the US\$18 million villas where he pointed out the two-bedroom suite, the wooden columns done by local craftsmen who used

Indonesian coconut trees, where the freshwater sharks will swim, the flower gardens, the infinity pools and the lovely view of the Caribbean Sea.

The pedestrian access only path through the property was also pointed out.

Pemberton said the economic downturn had not affected their sales and the holiday period was a busy time for the sales office.

"Out of the 35 villas that are planned, six will be held back because of the area we are using for construction. They will be the last; so they haven't even been launched yet. But of the 29, we have nine left, and to be honest with you we have had a busy Christmas and New Year.

"We have got quite a lot of very, very serious inquiries on the nine that we have left. It is rather surprising, but we have been as busy this year with the sales office as we were last year, if not probably a little bit busier. So [the economic] downturn doesn't seem to affect us," he said.

The first phase, including eight beach villas ranging in price from US\$20 million to US\$80 million, will be handed over this year. There will be a total of 275 rooms when the entire project, including the five-star hotel, is finished.

The five-star hotel is to be completed by 2011 and includes one-bedroom suites, two-bedroom suites and presidential suites with their own swimming pools.

Pemberton said there were "just over 700 workers on site and about 90 in office administration and that will go up to over 1 000 in the second quarter of this year".

He said the majority of them were Barbadian workers.

"The original few Chinese that were here to start with are still here, but they are very, very much in the minority," added.



**VINCENT ZEPHANIAH** (left) and **Charles Simpson** hard at work in the show house.



**MICHAEL PEMBERTON** (right) showing Minister of Tourism **Richard Sealy** the model of the project that will include the reforestation of 15 000 trees to replace those removed from the site.



# Sealy: Let's get going!

## Minister urges developers to finish projects

by **DONNA SEALY**

**GOVERNMENT IS GETTING after developers who have put their tourism projects on hold.**

Minister of Tourism Richard Sealy said yesterday after touring the 32-acre Four Seasons site at Black Rock, St Michael, that some of the proposed projects had been affected by the global economic downturn.

"I wouldn't want to call names of developers, but there are people who, frankly speaking, we went out of our way to give concessions to who have come to us and have indicated because of the [economic] situation globally that they have put their plans on hold.

"We are of course negotiating with these players with a view to getting those projects going, and that's all I can really say on that. That is why I think it is important that developers like those responsible for this project, who have had a

long-standing relationship with Barbados, who are showing confidence even in these bleak times, that we have to work with them to see that the projects can continue," he said.

He told the **MIDWEEK NATION** in a later interview that discussions were being held to find out what challenges the developers were facing, "assuring them that we as a Government are doing all that we can to get us through this period and going from there".

"The thing is to inspire them and give them confidence to forge ahead with their projects and the only way to do that is by engaging people and trying to see them through, which is what any responsible Government would do because in the long run it will boost the economy and provide jobs," Sealy explained.

The Minister of Tourism has placed his stamp of approval on the five star

Four Seasons Resort and private residences project at the former Paradise location where hundreds of Barbadians have found jobs.

"I think it is excellent that we will soon have a Four Seasons in Barbados. It will do a lot for us as a destination. It is a brand that is highly regarded worldwide, and since we are regarded as a quality destination I think that having a quality brand like Four Seasons will certainly enhance our attractiveness as a destination.

"I have said over and over again that we need new hotel plant in Barbados and that is what I am hearing from our partners both in the UK and in North America. So I think if we are going to try to bring new hotel plant

this is the type of project that we would like to have," he said.

The minister noted that although there were mixed views on the villa market, this type of accommodation played an integral part in the industry.

"There is a high demand for villas because there is a market out there that finds that type of accommodation to be very attractive, families and so on, and larger groups especially, who prefer a villa situation as opposed to hotel rooms.

"So we have to also find a place for villas when we plan our accommodation sector going forward," said Sealy.

Michael Pemberton, founder and co-chairman of Cinnamon 88, the project developers, said



**MINISTER OF TOURISM Richard Sealy. (FP)**

that the people they have sold the villas to have been coming to Barbados for "many many years" or they already own a villa though not on the ocean or in a branded hotel group.

"They feel the security of Barbados, the west coast and Four Seasons put together makes it a very, very strong investment possibility . . .," he said.