

Built For Connection

An Interview with Adam Stewart, Executive Chairman, Sandals Resorts International

EDITORS' NOTE Adam Stewart is Executive Chairman of Sandals Resorts International (SRI), the company founded by his late father, Gordon "Butch" Stewart, and the organization behind the world's most recognized brands of luxury all-inclusive resorts including adults-only Sandals Resorts and family-friendly Beaches Resorts. Prior to becoming Executive Chairman, he previously spent more than a decade as Deputy Chairman and Chief Executive Officer of SRI. In addition



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to his responsibilities with SRI, Stewart continues his leadership role in the family's extensive hospitality, media, automotive, and appliance business holdings, including his position as Executive Chairman, The ATL Group, comprising the Jamaica Observer, the country's leading daily newspaper, and ATL Appliance Traders, a chain of domestic and commercial appliance outlets combining exclusive distributorship of the world's top electronic brands with exceptional customer service throughout Jamaica. Deeply committed to the region, he is the President of the Sandals Foundation, a 501(c)(3) nonprofit organization aimed at making a difference in Caribbean communities. An entrepreneur in his own right, Stewart is the founder of leading attraction and tour company, Island Routes, offering more than 500 unique tours that make it easy for visitors to authentically connect with locals and experience the region. Recently appointed as a special investment envoy for tourism by Jamaica's Prime Minister, Andrew Holness, to drive innovation, investment, and economic growth in Jamaica, and to the Executive Committee of the World Travel & Tourism Council (WTTC), Stewart is a graduate and active alumnus of The Chaplin School of Hospitality & Tourism Management at Florida International University in Miami. He has been personally recognized as the Jamaica Hotel and Tourist Association's Hotelier of the Year 2015, World Travel Awards' Rising Star, Caribbean World's Travel and Tourism Personality of the Year, and received the Distinguished Alumni Torch Award from FIU and The Gleaner Company's Jamaica 50 under 50 Award.

COMPANY BRIEF The world-renowned Sandals Resorts (sandals.com) brand was conceived and brought to life on the majestic shores of

Montego Bay, Jamaica – earning its place as one of the most well-known and award-winning hospitality names in the world over the last 44 years and counting. Together with its sister brand, the family-friendly Beaches Resorts (beaches.com), the organization comprises 19 properties in nine Caribbean island nations including Antigua, The Bahamas, Grenada, Barbados, Jamaica, Saint Lucia, Curaçao, Saint Vincent and the Grenadines, and Turks & Caicos. As the undisputed leader of Caribbean vacation experiences, Sandals Resorts and Beaches Resorts remain fiercely committed to the region, dedicated to innovative resort development that in the words of founder Gordon "Butch" Stewart, "exceed expectations" for guests, associates and the people who call the Caribbean home.

Will you discuss the history and heritage of Beaches Resorts?

Beaches Resorts was founded in 1997 on a simple but powerful idea: that families deserve the same standard of luxury, service, and innovation that couples were experiencing at Sandals Resorts. But the foundation of Beaches goes far deeper than that. It's rooted in the warmth, hospitality, and vibrant culture of the Caribbean.

Beaches is "Made of Caribbean" – not just in geography, but in spirit. As a Caribbean-born and Caribbean-led brand, our heritage is shaped by the communities around us, the team members who bring our resorts to life, and the thousands of family stories we've been privileged to be part of over the years. It's a living, breathing force that influences how we care for families today, and how we design for the families of tomorrow.

With properties in Jamaica and Turks & Caicos, and more on the horizon, Beaches is built for connection. From our exclusive partnership with Sesame Street, to our expansive waterparks, to specialized programming like our Advanced Certified Autism Centers, every element is thoughtfully created to reflect the evolving needs of modern families. We're proud to keep raising the bar for what family travel can look like while staying true to where we come from.

How do you describe the Beaches experience?

What sets Beaches apart isn't just the beauty of our surroundings; it's the soul of the Caribbean that lives in everything we do. It's the authenticity of our culture, the warmth of our people, the flavors on your plate, the rhythms in the air, and most of all, the way we make you feel. Beaches is a place where parents can



Rendering of Treasure Beach Village at Beaches Turks & Caicos (above); Rendering of Beaches Runaway Bay, Jamaica (opposite page)



relax, knowing their children are engaged and entertained, and where every generation finds something to enjoy. From specialty cuisine to immersive experiences and personalized service, everything we offer reflects the care and pride of the people behind it.

And we're proud that families choose to return, year after year – not just because of what we provide, but because of how it makes them feel. That sense of belonging is what truly defines the Beaches experience.

What will be the impact of the recently announced \$1 billion investment in the Beaches brand?

Our \$1 billion investment across the Caribbean is a bold commitment to the future, for both the families we serve and the region we call home. This expansion will nearly double our footprint over the next several years, bringing Beaches Resorts to new destinations like The Exumas and Barbados, while reimagining what luxury family travel can look like. It's about setting a new benchmark in family travel and ensuring that Beaches remains the top choice for families seeking luxury, adventure, and authentic experiences.

But this growth goes far beyond new resorts. Each development is an opportunity to contribute to something bigger, strengthening the local ecosystem in partnership with the communities we are privileged to be part of. From taxi drivers and tour operators to farmers, fishers, and artisans, we are working to deepen economic linkages that create lasting, sustainable value. That includes sourcing local produce and seafood wherever possible, investing in farm-to-table partnerships, supporting local artisans, and generating thousands of jobs across construction, hospitality, and services. This is how we define responsible growth: not just by building new rooms, but by building regional capacity. This investment future-proofs the Beaches brand, ensuring we remain resilient in the face of shifting demographics and rising competition, powered by the strength of our destinations, the pride of our people, and the long-term future we are shaping together.

Will you elaborate on your plans for growing the Beaches brand?

Our growth strategy for Beaches is deliberate and designed to meet the unique desires of our guests – never a cookie-cutter approach. The new Treasure Beach Village at Beaches Turks and Caicos will feature 101 thoughtfully designed rooms and suites, a lagoon-style infinity pool with a dedicated splash zone for children, six restaurants offering a variety of culinary experiences, and an on-site cinema for family entertainment. In Barbados, we're building a family luxury resort rooted in upscale design and vibrant local culture. It will be our first property on the island with 600 rooms, including expansive suites and a "Main Street" with dining, shopping, and entertainment options.

In The Bahamas, Beaches Exuma will leverage the island's natural beauty to offer experiential luxury anchored in authenticity, with 249 suites, 12 restaurants, and exclusive amenities like our Sesame Street partnership. Beaches Runaway Bay in Jamaica will offer approximately 400 suites and villas designed with extended families in mind, featuring wellness zones, adventure trails, and access to championship golf.

We're investing not just in new resorts, but in redefining the future of family travel, creating unforgettable experiences that reflect the soul of each destination and raise the bar for the entire industry.

What have been the keys to Beaches' strength and leadership, and how do you define the Beaches difference?

Our entire philosophy is built around a family-first mindset – not just in who we are, but in how we operate. Our greatest strength lies in our people and our ability to remain relentlessly attuned to the evolving needs of modern families. The Beaches difference is rooted in personalization, innovation, and a deep commitment to creating a true sense of belonging.

We don't chase every trend; we filter innovation through the lens of what truly matters to our guests and what aligns with our brand's DNA. We listen closely, anticipate thoughtfully, and consistently deliver experiences that resonate across every generation. That philosophy

has made Beaches the benchmark for family luxury travel, and we're proud to lead not by volume, but by vision.

Will you highlight Beaches' investment in training and commitment to its workforce?

Our people are, without question, our greatest asset and the only truly sustainable competitive edge in hospitality. That's why investing in their growth isn't just an HR initiative; it is a core business strategy. Through our Sandals Corporate University, we've built strategic infrastructure not only to upskill our team, but to empower them with leadership, empathy, and world-class proficiency. These development programs create meaningful career pathways and elevate not just the individual, but the entire Caribbean hospitality ecosystem.

We're committed to transforming local talent into globally competitive professionals who are Caribbean-born and Caribbean-proud. This investment ensures we remain agile, future-ready, and capable of delivering the increasingly complex and deeply personalized experiences today's guests expect.

At the heart of it all is a simple truth: when we take care of our people, they take care of our guests. And that is the foundation of everything we do.

What do you see as Beaches' responsibility to be engaged in its communities?

As a Caribbean-born brand, we don't just operate in these islands – we are of them. That comes with a profound responsibility to uplift the communities that surround us. For us, corporate responsibility isn't a separate initiative; it's embedded in how we do business. Through our philanthropic arm, the Sandals Foundation, we're deeply invested in education, community, and the environment across the region. These efforts aren't surface level. They're long-term commitments, built through real partnerships with local organizations that drive measurable impact. Our work spans from restoring marine ecosystems and protecting fish sanctuaries to advancing sustainable agriculture and food security through school garden and composting programs. We also expand access to healthcare through free dental and vision clinics, reaching residents in underserved communities.

We see our role as a catalyst for meaningful growth, using our reach to create opportunity, protect the environment, and preserve local culture. A thriving community isn't just good business; it's the foundation of who we are and the future we're building.

What do you tell young people about the type of career the hospitality industry offers?

Hospitality is a dynamic, purpose-driven career for those who are passionate about service and innovation. It offers a global stage where young people can experience diverse cultures and make a real impact. I often think of it as a grassroots MBA in human connection, agility, and creativity. That's why at Beaches Resorts, we're committed to empowering the next generation to bring their unique perspectives and talents to this vibrant industry. ●