


Top Ten Dumbest Hotel
Marketing Mistakes?



TAMBOURINE



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Zemi Beach House, Anguilla

Shoal Beach is largely considered as one of Anguilla's – if not one of the world's – best beaches, owing to its pinky-hued sand and bright-blue waters. This February, the beach will welcome its first hotel (it's also the first to open on the island for six years). Classic Caribbean architectural detailing will accompany luxurious features such as a beach concierge, glass-bottomed kayaks, a sybaritic spa and an ocean-front pool with an underwater window facing the beach. It is now taking reservations.

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