



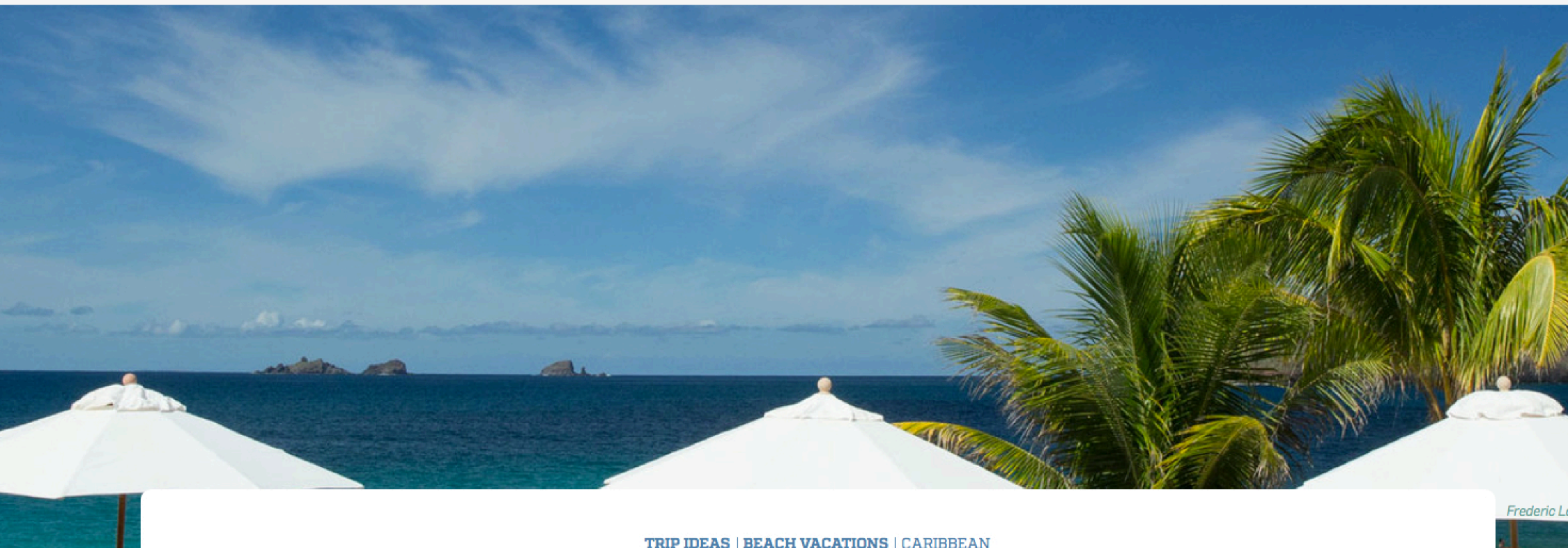
Top Ten Dumbest Hotel
Marketing Mistakes?



TAMBOURINE



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TRIP IDEAS | BEACH VACATIONS | CARIBBEAN

Frederic L.

The Perfect Caribbean Vacations For Every Traveler

Setting off for the Caribbean seems so easy—until you have to choose from among 25 countries and an untold number of resorts. And then there's what to do about the kids or the sand-averse spouse. Which is why we've broken down 16 of the most in-demand destinations by need. Beach haters, sun bunnies, food snobs: there is an island for you, whoever you are.

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by Eimear Lynch



Courtesy of Malliouhana

I Need My Vacation to Be Art-Directed.

The approximately Manhattan-size island of Anguilla didn't have electricity or running water until the 1980s. Today it straddles the line between sleepy and sumptuous, with truly unspoiled beaches where the palm trees are tilted just so and hotels strike a variety of style notes.

Vaguely New Age: Opened this month as the first upscale property on Anguilla's east end, the white-and-teak, pavilion-style **Zemi Beach House** sits on beachfront limestone bedrock edging the bar-speckled Shoal Bay. There are five restaurants and bars for 70 rooms (you do the math), plus a 15,000-square-foot spa specializing in herbal and mud-based treatments. zemibeach.com; doubles from \$699.

Discreetly Retro: With a pleasantly 1980s vibe in its cluster of Moroccan-inspired buildings on a mile-long, crescent-shaped beach, Cap Juluca is old-school in its sensibilities: because it's neither splashy nor sceney, it's the favorite of private types like Jennifer Aniston. Every room is on the beach, where the loungers are spaced out for maximum privacy. capjuluca.com; doubles from \$995.

Sunny and Family-Friendly: Malliouhana (shown above) opened in 1984, but its rooms—set on 25 acres between a sugar-sand beach and tropical trees—were redone in 2014 in a perfectly preppy color palette of white, mango, and mint. Don't miss lounging by the new infinity pool. aubergeresorts.com; doubles from \$975.