



Sugar Cane Club
HOTEL & SPA

FREEDOM, FLEXIBILITY & AUTHENTIC EXPERIENCES

TRADE MANUAL

Sugar Cane Club Hotel & Spa
St Peter, Barbados
Relaunching May 2026





A Message From

THE MANAGING DIRECTOR

Dear Partners and Friends,

We are thrilled to unveil the next evolution of Sugar Cane Club Hotel & Spa, a complete reimagining of the concept and guest experience.

For years, we have proudly offered an all-inclusive experience. Now, as the world and travellers have evolved, so must we. Today, the modern Caribbean traveller is seeking authentic, relaxation, experience-rich escapes that blend wellness, culture, quality service, and value!

In response to this movement, we are excited to announce a fundamental shift in our Model. Effective May 1, 2026, Sugar Cane Club Hotel & Spa will transition from an all-inclusive resort to a premium Boutique Hotel. Within this document, you will find everything you need to know about the upcoming changes and how to sell Sugar Cane Club into the future.

We recognise several pillars that we are going to thrive on and have designed the product around:

1. A 4-star hotel at great value
2. Bespoke services and facilities
3. Spa & well-being
4. Authentic, localised experiences
5. Culinary uniqueness (Quality over quantity)
6. Sustainability & the environment

We are transforming the Hotel into one of Barbados' most intimate wellness sanctuaries - a place where guests reconnect with themselves, nature and the art of authentic Caribbean hospitality, which is in our roots.

Thank you for your continued partnership and support. We look forward to sharing this exciting journey with you. Together, we will redefine the Sugar Cane Club experience and wellness in Barbados.

Warm regards,
Rod Weatherhead
Managing Director, Sun Group Hotels

WHAT YOU NEED TO KNOW ABOUT OUR CHANGE

1. WHEN?

As Sugar Cane Hotel and Spa evolves, we are redefining the guest experience to reflect the changing desires of today's travellers. Moving away from the traditional all-inclusive model, our focus remains on wellness, relaxation, culinary excellence and genuine Caribbean hospitality, creating an intimate boutique escape where all travellers, including children, are welcome to reconnect with nature and restore balance.

2. THE CONCEPT

Sugar Cane Club is a boutique Hotel and Spa set amidst the lush hills of Barbados' West Coast. Rooted in tranquility, nature, and Caribbean warmth, it blends timeless island charm with contemporary well-being and relaxation.

Our concept at Sugar Cane Club is designed around the six following pillars and additional points:

1. A great value 4-star hotel

- A product that overdelivers
- High-quality service
- Comfortable rooms, suites & amenities
- Safety, cleanliness & trust

2. Bespoke services and facilities

- Staff who care for your needs
- A personalised service
- Concierge services
- Functional technology

3. Spa & well-being

- Outstanding facilities, 7 treatment rooms at Sugar Cane Spa (14+)
- Spa/ Wellness rituals
- Movement & Mindfulness (Yoga, fitness classes, breathwork, hiking, meditation, and nature immersion)
- External partnerships across the island, adding value and options (Haymans Market, Walkers Reserve, Soulful Wellness)

4. Authentic, localised experiences

- Specially curated activities and entertainment
- Local culture and authenticity
- Staff who feel warm, genuine, and knowledgeable
- A memorable experience

5. Culinary uniqueness (Quality over quantity)

- Fresh, high-quality ingredients
- Creative, well-executed menus at attractive prices
- More local ingredients and sourcing
- Cocktail, wine, and coffee culture

6. Sustainability & the environment

- Travelife certified (Global certification system)
- Energy-efficient operations
- Community outreach programs
- Local hiring

The Guest Journey

WHAT A STAY MIGHT LOOK LIKE

From the moment you arrive at Sugar Cane Club and receive the warmest of welcomes, time begins to slow. The air feels fresh, the building's furnishings feel warm, and the natural environment surrounds you.

Your room or suite is your private sanctuary - a place to unwind and relax.

Each day unfolds gently with nature, with oneself, and the rhythm of living an island life.

Try out the morning yoga, breathwork, or special pleasures designed for your experiences. Food & drinks across multiple outlets celebrate nourishment and pleasure in equal measures; service feels personal, genuine, and quietly attentive.

You can choose to relax at the beach or by the pool with a fresh detox juice or cocktail, or pamper yourself with a rejuvenating treatment at the Spa. Alternatively, you can take part in various activities, including yoga, breathwork, meditation, hiking, mountain biking, and more.

At Sugar Cane Club Hotel & Spa, all guests will have access to several of the hotel's sister companies and services, such as Haymans Market (Barbados's largest indoor market), Sand Street Bistro Restaurant and Bar in Speightstown (5 min away), Car Rental and Excursion Companies.

You are truly encouraged to do as little or as much as you wish during your stay, and our team remains attentive to your needs.

When it's time to leave, you will carry something deeper than memories — a feeling of renewal, clarity, and calm that stays long after you've gone.

3. UNIQUE EXPERIENCES

We have curated a unique and more personalised guest experience and entertainment schedule. Though we will no longer be all-inclusive, we've sure packed a lot into the package.

What's Included:

- Access to 3 Restaurants & 4 Bars
- Breakfast included on all stays; option of Half & Full Board available
- Full service Spa with 7 treatment rooms (14+)
- A weekly entertainment and activity schedule (wellness-inspired)
- Gym with weight and cardio equipment
- Access to mountain bikes & equipment, on-site forest walk & recommended trails
- Weekly scheduled Glass Bottom Boat excursion (mimimum child age: 4)
- Concierge services
- Scheduled transfers to Speightstown, several nearby beaches and Haymans Market
- Guest laundry on site
- Souvenir corner shop
- The green monkey hospitality lounge & games room
- Conference and meeting facilities
- Free parking
- Complimentary Wifi
- 2 Swimming Pools

Our concept is simple - Luxury & wellness without pretence. You are encouraged to do as little or as much as you wish. We offer you all the options in a serene and unique environment in Barbados that is intimate, authentic and your home-away from home.

Child ages are 4-12 years



Here is a sample of our weekly entertainment and activities planner:

Daily Activities Schedule

DAY	SESSION I	SESSION II	SESSION III	DINING SCHEDULE	LIVE ENTERTAINMENT
MON	Stretch & Relax 8:00AM	Mixology 4:00PM	Manager's Welcome Reception 6PM	A la Carte 6:30-9:30PM	Live Entertainment 7:30-9:30PM
TUE	Breathwork 7:30AM	Gully Walk 10:00AM	Cooking Demo 4:00PM	Caribbean Dinner 6:30-9:30PM	Games Night 6:30-9:30PM
WED	Yoga 7:30AM	Glass Bottom Boat Trip 10:00AM	Speightstown Tour 2:00PM	BBQ Buffet 6:30-9:30PM	Live Entertainment 7:30-9:30PM
THR	Meditation 8:00AM	Shuttle to Haymans Market 11:30AM	Salsa Lessons 5:30-8:00PM	A la Carte 6:30-9:30PM	Rum & Rhythm Cocktails 8:30-10:30PM
FRI	Sound Healing 9AM	Gully Walk 10:00AM	Beach Walk & Dip 4:00PM	Bajan Fish Fry 6:30-9:30PM	Live Entertainment 7:30-9:30PM
SAT	1 Hr HIIT Class* Transfer For 7:30AM	Shuttle to Haymans Market 11:30AM	Sunset & Sangrias on the Beach 5:00PM	International Buffet 6:30-9:30PM	Live Entertainment 7:30-9:30PM
SUN	Yoga 8:00AM	Boardgames 10:30AM	Shuttle to Haymans Market 11:30AM	A la Carte 6:30-9:30PM	Mix & Mingle Cocktails 6:00-9:30PM

PRIVATE ACTIVITIES: Bikes, Paint & Sip, Spa Treatments, Reiki, Physical Therapy, Pilates, Salsa Dance, Life Coaching, Breathwork, Yoga, Meditation, Personal Training, Stand-up Paddle Board, Snorkelling, Golf, Tennis, Paddle Ball, Squash, Board Games, Fishing, Walkers Reserve Tours.

Sign-up is required for many activities; this can be done at the reception. Some activities may incur charges or require a minimum number of persons. If you are looking to partner with anyone, we will help coordinate any activity. If you don't see it and want it, please ask! All activities are subject to change, and some may contain charges. If you don't see it and you would like it, just let us know.

*Requires a charge

4.SPA & WELL-BEING

The Sugar Cane Spa — long celebrated for its intimacy and tranquility — now forms the heart of our wellness offering. Treatments combine botanical ingredients and traditional techniques to awaken the body and soul. At our spa, treatments are done using two premium, eco-conscious product lines, Phytomer & Fleur, combining luxury, science and sustainability for a truly rejuvenating experience.

Rejuvenate: Body polishes, detox wraps, and brightening facials.

Release: Deep-tissue, aromatherapy, and reflexology massages that melt away tension.

Restore: Breathwork, hydrotherapy, reiki, and wellness rituals that calm the mind and open the heart and body.

Each experience begins with relaxation and ends with a moment of stillness, creating a journey that is as mindful as it is indulgent.

5.FOOD & DRINK EXPERIENCES

The resort continues to offer a unique dining experience across multiple restaurants and bars. Our international and locally curated culinary team thrive on delivering an authentic food and beverage experience that will tantalise the taste buds, and excite the mind and body. In resort, guests will have the option of a dining schedule

- La Salsa Restaurant & Bar is the main dining facility
- The Chattel Bar & Restaurant, a Barbadian-themed rum restaurant
- Poolside bar with a light snack menu
- All-day snack menu
- Room service
- Sand Street Bistro, located 5 minutes from the hotel in Speightstown

Guests will also have access to the hotels' sister company location at Haymans Market with numerous shopping, food and beverage outlets. A scheduled shuttle service will be available to those who need transfers. This will be limited to specific times and days.

A weekly dining schedule across the outlets will be delivered according to occupancy, with following meal times:

Breakfast: 7:30 – 10:00 am Snack Menu: 11:00 - 9:30 pm
Lunch: 12:00 – 3:00 pm Room Service: 7:30 am - 9:30 pm
Dinner: 6:30 – 9:30 pm (last sitting)

The Sand Street location is open Wednesday to Sunday (5 days) for lunch and dinner service. To complement the resort's wellness focus, a poolside menu & juice bar will offer fresh juices and smoothies, wellness bowls, light bites and snacks.

6.MEAL PLANS & WHAT YOU NEED TO KNOW

Our Bed & Breakfast plan is included with every stay, establishing it as our core selling basis. Guests may choose to upgrade their stay to Half or Full Board when booking.

Half Board will include the choice of a daily Lunch or Dinner being added to your stay, and you may choose this daily.

Full Board will include Lunch and Dinner, being added to your stay.

3 courses (Appetizer, Main & Dessert). All drinks will be on consumption, and not included in any meal plans.



Sandstreet Bistro, Speightstown

Just a short complimentary shuttle ride from Sugar Cane Club Hotel & Spa, Sand Street Bistro invites guests to experience the laid-back rhythm and authentic flavours of Barbados' west coast. Nestled in the heart of Speightstown, this charming seaside bistro offers a seamless extension of the resort's tranquil, wellness-focused atmosphere, where ocean breezes are paired with nourishing cuisine.

Conveniently located near several picturesque beaches and just a gentle stroll from the shuttle drop-off point, Sand Street Bistro is ideally positioned for guests seeking a relaxed coastal outing. The setting is casual yet inviting, with views of the sea and a warm, friendly ambience that reflects the authentic spirit of Barbados.

The menu celebrates fresh, wholesome ingredients and vibrant island flavours. Guests can savour locally caught seafood, freshly prepared Caribbean specialities, crisp salads, and light, flavourful dishes that complement a day of sunshine and sea air. Tropical juices and handcrafted cocktails, (infused with local fruits and island rum) provide the perfect refreshment, whether enjoyed over a leisurely lunch or at sunset as the sky turns soft shades of gold and coral.

For guests embracing the wellness and retreat ethos of Sugar Cane Club, Sand Street Bistro offers a mindful dining experience: nourishing meals, relaxed pacing, and an atmosphere that encourages connection, to the surroundings, to loved ones, and to oneself. After a morning of snorkelling in crystal clear waters, a restorative beach walk, or exploring the historic charm of Speightstown's boutiques and cafés, the bistro becomes a welcoming sanctuary to pause, unwind, and simply be.



The surrounding area enhances the experience, with opportunities for beachfront strolls, cultural discovery, and gentle exploration. Speightstown's historic character, colourful architecture, and vibrant yet unhurried energy perfectly complement the resort's retreat concept.

The Sugar Cane Club's complimentary shuttle operates throughout the day, offering guests the freedom to explore at their own pace while maintaining the ease and comfort of resort life. Whether visiting for a light seaside lunch, a romantic sunset dinner, or evening cocktails under the stars, Sand Street Bistro captures the effortless beauty and restorative charm of Barbados' west coast.





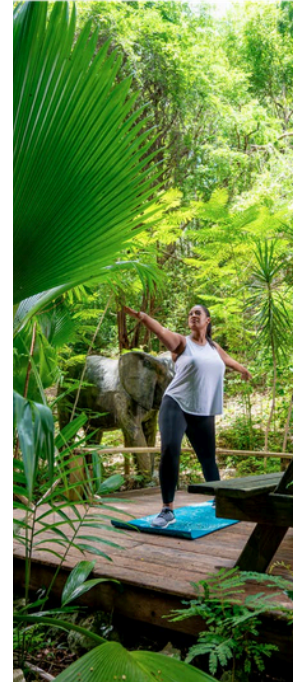
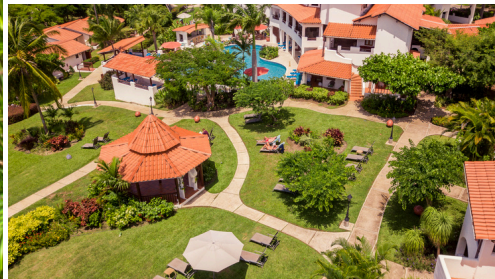
Hayman's Market

Haymans Market is a short, scenic drive from Sugar Cane Club Hotel & Spa and brings guests a lively destination where history, culture, and wellness come together. Once the site of the historic Haymans Plantation, established in 1649 by English planter Henry Haymans, it was originally a thriving sugar factory. After closing in 1988, the site was reborn in 2020, merging Barbados' rich heritage with modern creativity and leisure.

Today, Haymans Market features over 50 unique shops, cafés, bars, and artisan stalls. Guests can explore colourful murals by local artists, follow a self-guided tour of Barbados' sugar history, or unwind at Fresh Nest Spa and Soulful Wellness Studio. Families enjoy the Bambini Learning Centre, while fitness enthusiasts can visit Sunnd x Pilates Place or anticipate the new gym with inspiring views. Each Sunday, the 3rd Space hosts live music and art, celebrating community and creativity.

From local crafts and fresh cuisine to wellness experiences and historic charm, Haymans Market offers a culturally rich, restorative escape that perfectly complements the retreat-style ethos of Sugar Cane Club - with complimentary transfers every day from the resort.





8. SUGAR CANE CLUB: KEY SELLING POINTS

- 4-star boutique hotel nestled on Barbados' serene West Coast
- Attractive Price Point for a four-star hotel (Unique on the West Coast)
- 56 Rooms & Suites
- Bed & Breakfast, Half Board, Full Board options available - Bringing flexibility
- Full-services Spa and facilities (14+)
- Unique equipment, squash court, mountain bikes and more
- Extensive activity and wellness schedule
- Surrounded by nature and lush tropical gardens, and a natural gully
- Spacious suites with kitchenettes and a living space
- An array of dining options on and off the property
- Complimentary shuttle to nearby beaches and attractions
- Ideal for couples, groups, families or solo travellers

9. CONTACTS

FOR TRADE ENQUIRIES

Kate Downing - Senior Account Director

kd@resort-marketing.co.uk
Resort Marketing International

Lucy Mortimer - Sales and Marketing Executive

lm@resort-marketing.co.uk
Resort Marketing International

Reservations

res@resort-marketing.co.uk
+44(0) 1245 459 900



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