


FRENCHMAN'S REEF **THE WESTIN**
BEACH RESORT & SPA
AT FRENCHMAN'S REEF

THE WESTIN BEACH RESORT & SPA OPENS, BRINGING A SECOND RESORT EXPERIENCE TO FRENCHMAN'S REEF IN ST. THOMAS

The Westin Beach Resort & Spa offers travelers an idyllic Caribbean escape set amongst a stunning tropical backdrop & sets a new standard for wellness travel in the destination



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St. Thomas, U.S. Virgin Islands – [The Westin Beach Resort & Spa at Frenchman's Reef](#) is now open and welcoming travelers to become immersed in a quintessential island experience. The opening signals the completion of an extensive \$425 million rebuild project at Frenchman's Reef, which debuted its sister resort, [Morningstar Buoy Haus Beach Resort at Frenchman's Reef, Autograph Collection](#) this past May. Operated by Aimbridge Hospitality, the property features sleek designs by architects Kollin Altomare and The Johnson Studio, as well as exciting culinary and public space concepting from Sixteenfifty Creative Intelligence.

The new resort is the latest to join [Westin Hotels & Resorts](#) – part of [Marriott Bonvoy®](#)'s global portfolio of 31 extraordinary hotel brands and hospitality's global leader in well-being for more than a decade. The Westin experience comes to life through the brand's Six Pillars of Well-Being – Sleep Well, Eat Well, Move Well, Feel Well, Work Well, and Play Well – allowing guests to personalize their stay and engage in programming that best meets their needs.

"In the heart of the Caribbean's tranquil beauty, The Westin Beach Resort & Spa at Frenchman's Reef emerges as a sanctuary of wellness that harmoniously blends exploration with relaxation," said Jennifer Connell, Global Brand Leader, Westin Hotels & Resorts and Vice President, Distinctive Premium Brands, Marriott International. "From the brand's signature Heavenly® Beds to the diverse culinary experiences, ocean adventures, and rejuvenating spa treatments, Westin aims to empower guests to chart their own path to well-being and unlock the full richness of their Caribbean journey."

"We are very excited to celebrate the full completion of our inspiring property transformation as we open the doors to The Westin Beach Resort & Spa at Frenchman's Reef," said Kurt Wiksten, Managing Director of Frenchman's Reef. "With the resort joining its newly opened sister property, travelers to St. Thomas have the opportunity to enjoy two distinct, yet interconnected resort experiences at Frenchman's Reef and curate a memorable island adventure."

“It is a proud day as we mark the opening of The Westin Beach Resort & Spa at Frenchman’s Reef and welcome the resort into our distinct and carefully crafted Caribbean resort portfolio,” said Rob Smith, Divisional President, Full Service at Aimbridge Hospitality. “With its two thoughtfully designed resorts, we are excited that Aimbridge Hospitality has been a part of bringing back the iconic Caribbean resort of Frenchman’s Reef, which will serve as an exciting new vacation destination and hub for destination discovery.”

Perched on an elevated peninsula adjacent to Morningstar Beach, The Westin Beach Resort & Spa features 392 rooms, including 28 suites, with most offering inspiring Caribbean views. A range of accommodations are available to suit guests’ preferences, all featuring the brand’s iconic Heavenly® Bed offerings alongside marble countertops and premium bath amenities. A selection of premium Bi-Level Oceanview Suites with upstairs lofts and spacious Presidential Suites offer unique and fun elevated environments and abundant space for families and guests.

Home to five diverse restaurants, bars and culinary venues, The Westin Beach Resort & Spa offers indoor and al fresco settings to enjoy destination inspired food and beverage experiences. **Luna Mar** is an island restaurant with a refreshing take on Mediterranean cuisine with roots on the coast. The restaurant offers a special full-service bar with ample outdoor and open-air seating in a clean, modern, and stylish Mediterranean inspired design, serving steak, seafood, pastas and pizzas that are centered around authentic cooking and seasonal ingredients. **Sugarfin**, featuring an indoor bar and outdoor terrace, offers dramatic sunset views while overlooking the harbor and lights of Charlotte Amalie. The menu represents a celebration of Asian flavors born from the sea, offering guests an experience in sushi dining with artful Caribbean-Asian style cuisine and approachable sophistication.

The **Edge Bar** invites guests to sip curated cocktails and take in stunning panoramic views high above the Caribbean. The stunning infinity-edge pool is a cool spot for a dip, while the swim-up bar and private cabanas elevate the experience alongside a menu of poolside libations, grilled cravings and more for lunch. With stunning sea views and a fresh, inviting vibe, the family-friendly **Shorebird** offers fresh juice, foods and flavors to suit every appetite for a tasty breakfast, featuring a daily array of chef-curated live-action stations highlighting local flavors and ingredients. **Frenchman’s Roast** is a one-stop shop for daily island essentials, from barista-service coffee and fresh-pressed juices to grab-and-go eats, beach gear and sundries.

The resort features three ocean view pools and an adventure beach featuring aquatic programming with non-motorized watersports by Dockside Watersports, including a fleet of Hobie Cats, kayaks, standup paddleboards, assorted beach toys, and snorkel gear to explore the surrounding sparkling Caribbean waters. A fleet of private vessels is available to charter for day and night excursions around the surrounding islands, accessible at Frenchman’s Reef’s private dock. With multiple boats available to accommodate groups small and large, an array of adventures await, including the prized member of the fleet: [the Flying Frenchman](#) – a private luxury catamaran with a capacity of up to 125 persons for daytime snorkel trips, sunset sails, and more. Pickleball enthusiasts may also flock to the resort’s pickleball courts for a rousing game with a beautiful scenic backdrop.

Guests will also have access to the **Heavenly Spa by Westin™**, a sanctuary of self-care offering the ultimate relaxation and pampering. The spa will feature 13 treatment rooms and a menu of signature health and wellness treatments and full salon services. Guests are able to access the WestinWORKOUT® Fitness Studio at their leisure, or take advantage of the brand's recently refueled WestinWORKOUT® Gear Lending program. The program allows guests to borrow the latest high-tech recovery and total body strength training equipment from Hyperice and Bala to optimize their well-being in the comfort of their guest room. The Westin Beach Resort & Spa also offers retail shopping outlets as well as 72,000-square-feet of meeting and event spaces.

The new resort embraces the brand's global **RunWESTIN®** program, which is rooted in empowering travelers to stay active while on the road. Led by an on-property Run Concierge, the resort will offer a variety of run- and walk-related programs to encourage travelers to get moving and keep their wellness routine while on the road.

A stay at The Westin Beach Resort & Spa allows guests to enjoy most of the amenities available at its sister resort, **Morningstar Buoy Haus Beach Resort, Autograph Collection**. The resort offers 94 guest rooms, including two suites, four oceanfront bars and restaurants, an infinity-edge oceanfront pool with a swim-up bar, a health club, and 13,000-square-feet of meeting and event space. Buoy Haus also offers **Palm Court**, a relaxing and entertaining social space complete with a hammock court, cozy and inviting seating areas with picture-perfect views, Caribbean-style food and beverage huts, games, and more.

Both resorts at Frenchman's Reef participate in Marriott Bonvoy – the award-winning travel program from Marriott International – allowing members to earn and redeem points for their stay at the new properties, and at other hotels and resorts across Marriott Bonvoy's extraordinary portfolio of brands. With the Marriott Bonvoy app, members enjoy a level of personalization and a contactless experience that allows them to travel with peace of mind.

For more information about The Westin Beach Resort & Spa, and to book a stay, please visit www.frenchmansreefstthomas.com, its page on Marriott.com [here](#), or call +1 340-249-0100.

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About Frenchman's Reef

As part of an extensive \$425 million rebuild project on the property, Frenchman's Reef has evolved into an idyllic Caribbean getaway destination, offering two distinct yet interconnected resort experiences for travelers visiting St. Thomas. Steps from the sand, **Morningstar Buoy Haus Beach Resort at Frenchman's Reef, Autograph Collection** is the epitome of an island escape with 94 guest rooms, including two suites, and amenities including a vibrant mix of four beach and poolside bars and restaurants, an infinity-edge oceanfront pool with a swim-up bar, a health club, and 13,000-square-feet of meeting and event space. Perched on an elevated peninsula, **The Westin Beach Resort & Spa at Frenchman's Reef** offers 392 guest rooms, including 28 suites, featuring the brand's iconic Heavenly® Bed offerings, as well as amenities including an additional five restaurants and lounges, three ocean view pools, the Heavenly Spa by Westin™ with 13 treatment rooms, WestinWORKOUT® Fitness Studio, the Westin FAMILY Kid's Club, adventure beach with programming for all ages, retail outlets, and 72,000-square-feet of meeting and event space. Both resorts are connected by a shared stretch of Morningstar Beach, serving as a social and event space with year-round programming coupled with a variety

of water activities and a fleet of exclusive vessels for customized day and night excursions around the surrounding islands.

About Aimbridge Hospitality

Aimbridge Hospitality is a leading, global hospitality management company with a growing hotel portfolio representing more than 1,500 properties under contract in 20 countries. As a top hotel management company and trusted operator of over 80 lodging brands and distinctive luxury and lifestyle assets, Aimbridge leverages its scale and operational excellence to consistently deliver results for hotel owners and offer unparalleled opportunities for associates around the globe. Aimbridge adds value through focused, expertise-driven operating divisions in Full Service, Evolution Lifestyle, Enhanced Select Service, and Select Service, optimizing owners' investment returns and driving hotel market success. The Aimbridge EMEA Division has supporting offices across Europe in Amsterdam, Birmingham, and Glasgow. The Aimbridge LatAm Division has offices in Monterrey and Mexico City. Aimbridge Hospitality's global headquarters is based in Plano, Texas. To learn more, visit www.aimbridgehospitality.com.

About Westin® Hotels & Resorts

Westin Hotels & Resorts, hospitality's global leader in well-being for more than a decade, empowers guests to transcend the rigors of travel while on the road through the brand's Six Pillars of well-being: Sleep Well, Eat Well, Move Well, Feel Well, Work Well, and Play Well. At more than 235 hotels and resorts in over 40 countries and territories, guests can benefit from distinct wellness experiences including the brand's iconic and award-winning Heavenly® Bed, signature WestinWORKOUT® offerings such as its Fitness Studios with TRX fitness equipment, and its versatile Gear Lending program featuring the latest in recovery and strength training from Hyperice and Bala, delicious and nutritious menu offerings on their Eat Well menu, and more. For more information, please visit www.westin.com and stay connected on [Twitter](#), [Instagram](#), and [Facebook](#). Westin is proud to participate in Marriott Bonvoy®, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on [Marriott Bonvoy Moments](#) and unparalleled benefits including free nights and Elite status recognition. To enroll for free or for more information about the program, visit marriottbonvoy.com.

About Autograph Collection® Hotels

Autograph Collection Hotels advocates for the original, championing the individuality of each of its over 290 independent hotels located in the most desirable destinations across 50 countries and territories. Each hotel is a product of passion, inspired by a clear vision, soul, and story that makes it individual and special: *Exactly Like Nothing Else*. Hand-selected for their inherent craft and distinct perspectives on design and hospitality, Autograph Collection properties offer rich immersive moments that leave a lasting imprint. For more information, please visit www.autographhotels.com, and explore on social via [Instagram](#), [Twitter](#), and [Facebook](#) to be inspired by immersive moments that are #ExactlyLikeNothingElse. Autograph Collection is proud to participate in Marriott Bonvoy®, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on [Marriott Bonvoy Moments](#) and unparalleled benefits including free nights and Elite status recognition. To enroll for free or for more information about the program, visit marriottbonvoy.com.

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