

MORNINGSTAR BUOY HAUS BEACH RESORT AT FRENCHMAN'S REEF, AUTOGRAPH COLLECTION OPENS ITS DOORS, WELCOMING A NEW VACATION HOTSPOT IN ST. THOMAS

Unlike any other island getaway, the Autograph Collection Hotels property offers travelers rich, immersive moments that leave a lasting imprint through a distinct beachfront experience



St. Thomas, U.S. Virgin Islands – May 18, 2023 – Today, Frenchman's Reef announces the opening of [Morningstar Buoy Haus Beach Resort at Frenchman's Reef, Autograph Collection](#), inviting travelers to enjoy a refreshing state of tropical chill. Part of an extensive \$425 million rebuild project at Frenchman's Reef, the intimate resort offers a pure island escape and open-air paradise a stone's throw away from the sand and turquoise waters of St. Thomas. 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 [Autograph Collection Hotels](#) – Marriott Bonvoy's diverse and dynamic collection of independent hotels handpicked for originality and passion in their every expression.

“Today marks an inspiring transformation here at Frenchman's Reef as we are thrilled to officially welcome guests to Morningstar Buoy Haus Beach Resort at Frenchman's Reef, Autograph Collection, after a meticulous and sensitive rebuild effort,” said Kurt Wiksten, Managing Director of Frenchman's Reef. “This moment has been a long time in the making and it reflects the immense dedication of our development team, who worked diligently to craft a brand-new island experience for travelers filled with bespoke amenities, striking design, delicious culinary journeys, and plenty of adventure. We look forward for guests to discover the experience within.”

“We are delighted to introduce Morningstar Buoy Haus Beach Resort at Frenchman's Reef, Autograph Collection, into our distinct and carefully crafted Caribbean resort portfolio. The property's curated and unique offerings will inspire travelers throughout their intimate Caribbean getaway to St. Thomas,

and we look forward to welcoming them to enjoy an immersive and diverse experience at Frenchman’s Reef,” said Rob Smith, Divisional President, Full Service at Aimbridge Hospitality.

Ideal for those seeking a dose of seclusion, this beachfront oasis beckons guests into an open-air lobby where they begin their journey with complimentary coconut water for a refreshing island elixir as they are encouraged to meet up, mix, and mingle while surrounded by incredible views. In true St. Thomas style, Buoy Haus extracts the best of the ocean environment and channels it into a lush, restorative hospitality experience. The resort features 94 attentively appointed guest rooms, including two suites, which offer a mix of oceanfront and beachside contemporary accommodations. All accommodations immerse guests in the cool comfort of their own private retreat, featuring plush, pillow-top beds and cool cotton bedding and amenities considerate to the needs of the modern traveler, coupled with convenient access to Morningstar Beach, mere steps away.

Culinary enthusiasts can explore a delicious food and beverage journey, which begins on the beach. Guided by an ethos of “toes in the sand, a drink in hand,” Buoy Haus has curated an uplifting beach experience, inviting guests to couple their unimpeded relaxation with **Salt Shack Beach Bar & Grill**. Set in an upscale atmosphere with an unpretentious vibe, the restaurant offers an Instagrammable ambiance and the perfect place to soak up the sun with delicious, approachable cuisine, refreshing drinks, attentive service, and a soundtrack of perfectly curated music to enhance a day in the sun. **Sandbar** offers an oceanfront beach-and-beverage experience. Here, guests can soak it all in with an island classic, such as the pink “Painkiller,” as they sit, sip, and watch a stunning sunset over Frenchman’s Reef.

Continuing the journey, **Tide Pool, Cabanas & Bar** invites guests to lounge in an atmosphere of sophisticated serenity. With poolside service and private cabanas, Tide Pool Cabanas & Bar is a relaxing, restorative place to waste a perfectly good afternoon with signature cocktails and light bites. **Isla Blue** imbues a tropical boho chic ambiance in an oceanfront space. With a Michelin-Star Executive Chef at the helm, Isla Blue brings fresh creative island inspired cuisine from the Caribbean to Mexico, coupled with a seductive bar featuring twists on classic cocktails with fresh local fruits and herbs, as well as a temperature-controlled wine room showcasing an expansive wine, champagne, and reserve list as well as premium sipping tequilas.

The Buoy Haus experience is further accented with beachside activities at **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. Guests can also enjoy a variety of aquatic programming with complimentary non-motorized watersports curated by [RED Hospitality and Leisure](#), offering a fleet of Hobie Cats and kayaks, an Aquabana Lounger, assorted beach toys, and snorkel gear to explore the surrounding sparkling Caribbean waters. The aquatic experience is further enhanced with a fleet of private vessels 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.

Guests of Buoy Haus will also enjoy full access to the distinct amenities available at its adjoining resort, **The Westin Beach Resort & Spa at Frenchman's Reef**, opening shortly after Buoy Haus. Amenities include an expansive pool deck featuring three ocean view pools, a pool bar and cabanas, a range of destination-inspired restaurants and lounges, Heavenly Spa by Westin™ with 13 treatment rooms, WestinWORKOUT® Fitness Studio, an adventure beach with abundant programming for all ages, retail shopping outlets, and 72,000 square feet of meeting and event space, in addition to the 13,000 square feet of meeting and event space at Buoy Haus. The two resorts will be connected via a shared stretch of Morningstar Beach. More information about The Westin Beach Resort & Spa is coming soon.

For more information about Buoy Haus and to book a stay, please visit www.frenchmansreefstthomas.com, its page on Marriott.com [here](#), or call +1 340-249-0123.

###

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-foot of meeting and event space. Perched on an elevated peninsula, **The Westin Beach Resort & Spa at Frenchman's Reef** will offer 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-foot of meeting and event space. Both resorts will be 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.

Both resorts at Frenchman's Reef will 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. For more information about Frenchman's Reef and its two resorts, visit www.frenchmansreefstthomas.com.

About Aimbridge Hospitality

Aimbridge Hospitality is a leading global hospitality company with a growing hotel portfolio representing more than 1,500 properties in 50 states and over 20 countries, inclusive of pipeline. 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. Aimbridge Hospitality's global headquarters is based in Plano, Texas. The Aimbridge Hospitality EMEA Division has supporting offices across Europe in Amsterdam, Birmingham, and Glasgow. The Aimbridge Hospitality LATAM Division has offices in Monterrey and Mexico City. To learn more, visit www.aimbridgehospitality.com.

About Autograph Collection® Hotels

Autograph Collection Hotels advocates for the original, championing the individuality of each of its over 280 independent hotels located in the most desirable destinations across nearly 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.

Media Contact:

The Brandman Agency

frenchmansreef@brandmanagency.com

(212) 683 2442