



ANTIGUA

# Blue Waters Resort & Spa

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SECTION 1

# Blue Waters in One Sentence

## SECTION 1

## Blue Waters in One Sentence

Blue Waters Resort & Spa is a long-established, family-owned and family-managed luxury Caribbean estate in Antigua set across three natural coves, where long-serving staff and returning guests create the kind of familiarity people come back for.



SECTION 2

# The Quick Fit Check

## SECTION 2

## The Quick Fit Check

Usually works  
well for travellers  
who want:

- ✓ A relaxed Caribbean atmosphere rather than a busy resort scene
- ✓ A resort that feels established and personal
- ✓ Space and privacy across the estate without feeling isolated
- ✓ A longer stay rather than a short break
- ✓ A discreet setting for an anniversary, birthday or family week

Less suited  
if they want:

- ✗ A nightlife-focused resort
- ✗ Ultra-modern, design-first minimalism
- ✗ A high-energy beach club scene as the centre of the stay
- ✗ A very large resort with extensive daily programming
- ✗ A globally standardised brand experience



SECTION 3

# The Stay Guide

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## The Stay Guide

## THE FLAGSHIP OPTION

## Rock Cottage

Set on its own headland at the edge of the estate, Rock Cottage is the resort's most private address. The five-bedroom villa has its own infinity pool, direct sea access and uninterrupted views across the Caribbean.

It works particularly well for milestone trips, multi-generational stays or small groups who want privacy while still being able to use the restaurants, beach and facilities of the main resort.



## SECTION 3

## The Stay Guide

## THE VILLA OPTIONS

Turtle Cottage  
& Pelican House

Two private houses set slightly apart from the main accommodation areas of the estate. Both offer private pools and proper living space, making them feel more like a home on the water than a hotel room.

They tend to suit families travelling together, longer stays or celebrations where shared space becomes part of the week.



## SECTION 3

## The Stay Guide

## THE COVE OPTIONS

Cove Suites  
& Cove Penthouses

Located in the quieter Cove area of the estate, a short walk from the main beach and restaurants. The atmosphere here often feels calmer, particularly later in the day.

These are often a good fit for honeymooners or couples who prefer a little separation from the centre of the resort.



## SECTION 3

## The Stay Guide

## THE LEAD SUITE OPTION

## Two-Bedroom Luxury Suite with Private Plunge Pool

One of the larger suite categories on the estate. The two-bedroom layout adds a separate living area and a private terrace with plunge pool, giving guests more space than the standard rooms.

It works well for families wanting a bit more room without moving into a villa, or for two couples travelling together.



## SECTION 3

## The Stay Guide

## THE BEACHFRONT AND OCEANVIEW ROOMS

## Deluxe Beachfront & Oceanview Rooms

Well-positioned rooms close to the beach and main resort areas. Luxurious, comfortable and practical for guests who plan to spend most of their time enjoying the estate.

Some interconnecting options can be guaranteed when available, which can be particularly useful for families needing certainty when booking.



## SECTION 3

## The Stay Guide

### Matching rooms to Traveller Types

Couples or first-time Antigua travellers → *Deluxe Beachfront Room*

Honeymooners → *Cove Suite*

Parents with adult children → *Two-Bedroom Luxury Suite or Villa*

Milestone celebrations → *Rock Cottage or Pelican House*

Returning Caribbean travellers → *Cove Penthouse or Two-Bedroom Luxury Suite*



SECTION 4

# A Day That Works Well Here

## SECTION 4

## A Day That Works Well Here

## Morning

- Breakfast at Palm Restaurant with fruit, pastries and hot dishes served overlooking the bay
- Paddleboarding, kayaking or sailing from the beach before the midday wind builds
- For guests planning to explore the island, this is often when island tours or zip-line trips through the Fig Tree rainforest depart

Watersports timings are best secured in advance so guests aren't navigating availability once on property.

## Midday

- Remain on the estate, pool and beach service runs consistently
- Lunch at The Reef, the relaxed beachfront restaurant known for grilled seafood, lighter dishes and long lunches.
- A private sailing or snorkelling trip to nearby reefs or to Great Bird Island

Boat charters are usually arranged ahead of travel to secure preferred timings, particularly in peak periods.

## Late Afternoon

- Time back on the estate, usually around one of the three coves or pools
- Sundowners at Veronica's Pool Bar between 5–7pm for rum punches and classic Caribbean cocktails
- Return to suite or villa before dinner

## Evening

- First dinner at The Reef for grilled fresh fish and Caribbean flavours
- Dinner at The Cove Restaurant later in the stay, when guests are ready for something a little more special and the menu leans more towards modern European cooking
- Private dining often works best mid-week rather than the first night

For anniversary or birthday trips, table placement, private dining details and small surprises are usually arranged before arrival.

SECTION 5

# What's New and Worth Knowing

## SECTION 5

## What's New and Worth Knowing



### Sushi and Asian Evenings at The Reef

The Reef, the resort's beachfront restaurant, has introduced dedicated sushi chefs along with selected Asian fusion evenings. For many guests this is already one of the most used restaurants on the estate, particularly for lunch and early dinners by the water. The addition simply gives more variety across the week, especially for guests staying longer.

### The New Luxury Suites

Blue Waters has added several Luxury Suites, including the estate's first Two-Bedroom Luxury Suite with a private plunge pool. Historically the step between the main suite categories and the villas was quite large. These new suites fill that gap. For families or two couples travelling together they offer more space and separation without moving fully into a standalone house. For longer stays they also feel more residential than many of the original suite categories.



## SECTION 5

## What's New and Worth Knowing

### Rock Cottage Refurbishment

Rock Cottage, the estate's five-bedroom villa set on its own headland, is due to be refurbished this summer. For travellers this means the villa continues to feel current. With its private infinity pool, sea access and space for larger groups, it's often chosen for milestone trips or extended family stays. Keeping it refreshed allows the house to maintain the level of comfort and privacy guests expect when booking a villa of this scale.



### The Live Lounge

Blue Waters hosts a number of live music events in its Live Lounge, with proceeds supporting local and regional causes. Recent events have included fundraising for Caribbean relief efforts, including hurricane support for Jamaica. These evenings can add another layer to the stay beyond the restaurants and bars.

## SECTION 5

## What's New and Worth Knowing



## Demand Reality

The hotel has reported particularly strong demand across January to April, with higher categories filling earlier. Summer and shoulder periods are increasingly relevant for families seeking multi-bedroom options with greater flexibility. It can often work out better value for families looking for multi-bedrooms during the peak summer months compared to Europe.

## Kevin Phillips' Return

Kevin Phillips has returned to Blue Waters as General Manager after two years away from the estate. Many returning guests know him from previous stays and associate him with the character of the resort. He is visible around the estate, greeting arrivals, walking the property and spending time with guests throughout the week. His return reinforces the atmosphere that many guests come back for.



SECTION 6

# Voices From the Stay

## SECTION 6

## Voices From the Stay

*“There’s lots to do at the hotel with good sea and pool swimming, a well-equipped gym, yoga and Tai Chi sessions, walks with the head gardener and rum tasting events.”*

**M.B.**

JANUARY 2026

*“I feel that anyone considering a trip to Antigua could not find a better place to stay.”*

**S.**

JANUARY 2026

*“Every meal we had was exceptional, wonderfully fresh with an excellent choice available at all times in all 3 restaurants.”*

**D.**

FEBRUARY 2026

*“The staff deserve their own shoutout – genuinely friendly, always smiling, and somehow always appear right when you need something.”*

**M.**

NOVEMBER 2025

*“With only 8 nights away we all had the perfect mix of fun, relaxation and to allow your shoulders to drop.”*

**A.M.**

JULY 2025

*“From our welcome to our departure, Kevin and his whole team provided faultless service.”*

**M.B.**

JANUARY 2026

## SECTION 6

## Voices From the Stay



## Fam Trip Notes From Our Team

*“You can be social around the main pool or at Veronica’s Bar during the day, and Pelican Bar becomes a natural meeting point in the evenings when there’s live music. But it’s just as easy to disappear to one of the quieter coves or the hillside pool if you want a bit more space. The Cove Suites are particularly good for that, they share a pool with only a handful of rooms and feel much more private.”*

**Mike Taylor**

SENIOR PRODUCT MANAGER

SECTION 7

# Beyond the Booking

## SECTION 7

## Beyond the Booking



## Rum and the Island's History

Rum appears naturally across the stay in Antigua, from the bars around the estate to drinks menus across the island.

Guests who want to understand a little more about it sometimes visit Antigua Distillery, where English Harbour Rum is produced. It's usually included as part of a wider island tour rather than treated as a separate excursion.

Most people place it later in the week once they've already had a few rum punches and become curious about where it actually comes from.

Great Bird Island  
Sailing Day

One of the easiest trips to organise from Blue Waters is a sailing day to Great Bird Island, a small uninhabited island just off Antigua's north coast.

Boats anchor offshore where guests can snorkel in the shallow reefs, swim from the beach or walk across the island's nature trails. It usually works best placed mid-week once guests have settled into the resort rather than on the first or second day.

It adds a sense of the wider coastline without turning the trip into a full day of activity.

## SECTION 7

## Beyond the Booking

### Shirley Heights

Shirley Heights sits above English Harbour and remains one of Antigua's most recognised viewpoints.

Most guests visit for the sweeping views across the harbour and surrounding coastline. It's usually paired with a drive through the south of the island rather than treated as a single stop. Arriving earlier in the evening keeps the experience more relaxed before the larger sunset crowds arrive.



SECTION 9

FAQs

## SECTION 9

## FAQs

### Is Blue Waters all-inclusive?

Blue Waters offers two board options: bed and breakfast or all-inclusive. Many guests choose bed and breakfast and decide day-to-day where they want to eat. Others prefer the simplicity of all-inclusive.

### What kind of traveller does Blue Waters suit best?

Blue Waters appeals to travellers who like space and a calm Caribbean atmosphere. Couples marking an anniversary, families travelling together, and repeat Caribbean travellers. The stay is more about comfort and familiarity than nightlife.

### How does it compare to other resorts in Antigua?

Blue Waters feels more like an estate than a large resort. The three coves break the property up and the villa inventory is a genuine strength. Travellers who have enjoyed places like Jumby Bay or Carlisle Bay but want something established and family-owned often find Blue Waters sits comfortably between the two.

### Is Antigua the right choice over somewhere like Barbados or Saint Lucia?

Antigua usually suits travellers who prioritise beaches and sailing. Compared with Saint Lucia it's less mountainous. Compared with Barbados it feels quieter and less built up. For clients who enjoy Barbados but want something a little more private, Antigua often works well.

### How long should guests stay?

Seven nights works comfortably. Ten nights tends to feel more relaxed, particularly for villa stays or family trips. Once guests settle into the estate it's easy to spend longer without feeling the need to leave the property every day.

### Is it suitable for families?

Yes. The two- and three-bedroom villas work particularly well for families who want proper shared space rather than relying entirely on connecting rooms. Because the resort spreads across several coves it rarely feels crowded.

### When is the best time to book?

January to April sees the strongest demand and tends to fill early, particularly for villas and Cove Suites. Summer and shoulder months can work well for families looking at multi-bedroom options. Booking earlier generally gives the best choice of rooms.

### What usually surprises guests?

The sense of space. In photos the resort can appear smaller than it actually feels once you arrive. Guests also notice how many staff have been there for years. By the middle of the stay people often feel recognised.

### Is it suitable for honeymoons?

Yes, particularly in the Cove Suites or villa categories. It suits couples who want privacy and a calm setting rather than a resort built around nightlife.

SECTION 10

# Content Angles You Can Use

## SECTION 10

## Content Angles You Can Use

Below are positioning routes that work well for Blue Waters. Each can be adapted to email, Instagram, LinkedIn or a traveller proposal.

### *The Established Caribbean Estate*

Focus on longevity and familiarity.

**This works well for:**

- Repeat Caribbean travellers
- Clients who've "done" the newer openings
- Those who value continuity

**You might frame it around:**

- Family ownership
- Long-standing staff
- Guests who return
- Development through refinement rather than reinvention

### *The Multi-Generational Week*

Focus on space and layout.

**This works well for:**

- Significant birthdays
- Family gatherings
- Adult children travelling with parents

**Build your story around:**

- Villa inventory
- The separation between coves
- Space to gather and retreat
- A private dining evening

### *The Slower Caribbean Stay*

Focus on atmosphere rather than features.

**This works well for:**

- Couples
- Second honeymoons
- Travellers avoiding high-energy resorts

**You might talk about:**

- A mid-week boat day
- Evenings that don't need scheduling
- The Cove for quieter placement
- Longer stays feeling more natural

### *The Villa Conversation*

Focus purely on villa-led travel.

**This works well for:**

- Clients debating private villa vs resort
- Families unsure about layout
- Travellers who want privacy without isolation

**You can frame it around:**

- Estate villas within resort infrastructure
- Concierge and dining access
- Pre-arrival planning

#### USING THE ASSETS

We have included a bank of current imagery and short-form video supplied directly by the hotel. These can be used alongside your content.

SECTION 11

# Who to Call

## SECTION 11

## Who to Call

Our team is here to help with villa selection, tailored stays and special requests. If you'd like guidance on positioning Blue Waters Resort & Spa for the right traveller profile, please contact one of the team below.



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