

Appointments & Promotions

Trust Hospitality Appoints Management Team for Zemi Beach House to Open on Anguilla in February 2016

Names General Manager Markus Laahanen, DOSM Sakari Malinen, and Spa Director Jasmine Welsh

SHOAL BAY EAST - ANGUILLA - December 22, 2015 - In preparation for its February 2016 opening in Anguilla's storied Shoal Bay East, Zemi Beach House announces today that it has assembled a powerhouse team appointed by resort management company, Trust Hospitality. New executive hires include the general manager, spa director and director of sales and marketing. Possessing extensive Caribbean and international resort expertise, the Zemi Beach House leadership team will be the driving force needed to launch the island's first East End resort.

"It was critical for us to assemble the right team as we prepare to open Zemi Beach House as the preeminent luxury resort experience on Anguilla," said Patrick Goddard, president and COO of Trust Hospitality. "Zemi Beach House's luxury experience and passion for the guest service will set the stage for excellent stays for generations of guests to come."

Armed with over fifteen years of international hotelier and restaurant experience, Markus Laahanen will step into the crucial role of general manager at Zemi Beach House. Multilingual and forward-thinking, Laahanen is experienced in Caribbean resort development and operations. He recently served as the general manager of Tropicalia Resort, a Cisneros Group development in the Dominican Republic, from May 2011-2015. Previous positions include principal and founder of Markus Laahanen Consulting; general manager of Six Senses in Jafre Spain; resident manager of Soneva Gili by Six Senses in the Maldives; development manager of Chedi Milan and Virtus Club at the Chedi Milan, GHM Hotels; and opening task force and F&B manager at The Setai in Miami's South Beach.

"Aside from its beautiful location on Shoal Bay East and its wide variety of culinary and spa offerings, personalized service details will make the Zemi Beach House experience one-of-a-kind. We want our guests to feel as if they are staying at a close friend's home, exposing them to a perfect balance of professional and friendly service that's not too formal, yet not too familiar," said Markus Laahanen, general manager at Zemi Beach House.

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Spa Director, Jasmine Welsh, will bring countless years of on-island spa experience to Zemi Beach House. Formerly the spa and fitness manager at Malliouhana, an Auberge Resort, Welsh's expertise is in western and eastern massage modalities, team training and development, product development, pre-opening protocols and hotel spa operations. Prior to her time at Malliouhana, she held the positions of spa manager and spa supervisor at Viceroy Resorts and Residences.

"By aiming to provide a distinctive pathway to wellness and well-being

for Zemi Beach House guests, we have embraced ancient practices of the island's native Taino Indians that will bring about harmony, balance, rejuvenation and nurturing for both inner and outer beauty," said Jasmine Welsh, spa director at Zemi Beach House.

Formerly the director of sales at Four Seasons Hotels and Resorts' Punta Mita and Mexico, D.F. properties, Sakari Malinen will serve as the director of sales and marketing at Zemi Beach House. With over fourteen years of resort sales and marketing practice in addition to hotel openings experience, Malinen possesses skills ranging from meeting planning and corporate events, to destination marketing. Malinen is also proficient in English, Spanish, Swedish, Finnish and German. Before working with Zemi Beach House, he held the position of director of sales and marketing at AMResort's three Los Cabos properties.

"We are truly privileged and proud to present the first luxury property on Shoal Bay East--consistently voted one of the world's best beaches with its sugary soft sand and crystal clear turquoise waters," said Sakari Malinen, director of sales and marketing. "Featuring an eclectic mix of the island's heritage and culture, Zemi Beach House will embody a true sense of Anguilla and will become the preferred vacation spot for all travelers seeking a remarkable new destination and experience."

Led by General Manager, Markus Laahanen, the Zemi Beach House family will be fully trained and ready to welcome guests on opening day in February 2016. Staff hiring has commenced for other key staff positions including beach concierge, island ambassadors, beach manager, butler and restaurant manager.

Zemi Beach House has commenced taking reservations for stays beginning in February 2016. Please visit www.zemibeach.com for additional information.