

Divi Resorts Group Performs Above Market Average – First Half Results Shine despite Tough Economy

CHAPEL HILL, N.C., Nov. 7, 2011 (SEND2PRESS NEWSWIRE) – Divi Resorts Group reported first half operating results, showing a healthy revenue increase of 11.2 per cent over the same period last year. The resort development and management company based in Chapel Hill, North Carolina, outperformed its competition in the first half of 2011, exceeding revenue measures in the premium sector of the Caribbean market, where Divi's properties are located.

E. J. Schanfarber, president and CEO commented, "We benefitted from a high repeat guest factor that has allowed us to build a solid business. We owe a good part of the uptick in visits to the completion of major construction projects and renovations undertaken in the past three years at all of our properties that have upgraded the travel experience for our guests."

The improvements also have prompted recognition from the industry. Divi Resorts Group received the prestigious 2011 Pinnacle Award from industry partner Resort Condominiums International (RCI), the timeshare industry's leading vacation exchange company. Recipients of the award for exceptional performance were a select few chosen by RCI from among its 3,700 affiliate resorts.

Earlier this year, the Divi Aruba Phoenix Beach property earned the Trip Advisor Award of Excellence, an honor given to hotels that consistently rank highly with guests. Trip Advisor is a leading online travel resource that provides user-generated feedback on hotels and destinations. Improvements at the Divi Aruba Phoenix property included the addition of 200 all suite accommodations in four new towers, new grounds, amenities and restaurants.

The company also converted Divi Carina Bay Beach Resort, its St. Croix (USVI) property, to an all-inclusive destination, distinguishing itself as the only all-inclusive resort on the island. The changeover, done in January, prompted an immediate increase in bookings that was sustained throughout the entire first half of the year.

In addition, Divi Resorts Group upped its marketing push to the bridal market with a range of romance packages at its St. Maarten and select Aruba properties.

"We're engaging with our guests during their stay as well as through social media channels to better understand their needs," says Schanfarber. "In response we are consistently upgrading our portfolio of product. We've had an overwhelmingly positive reaction from both our guests and our industry partners."

About Divi Resorts:

Divi Resorts is the vacation expert of the Caribbean with a collection of ten premium resorts on five stunning Caribbean islands. With vacation stays as well as full and fractional ownership, the resorts provide myriad vacation pleasures from relaxing on white sand beaches and indulging in spa services to embarking on scuba diving adventures and perfecting one's golf swing. For more information on Divi Resorts call 1.800.367.3484, or visit <http://www.diviresorts.com> . The Divi Resorts logo is the Service Mark of Divi Hotels, Inc.; its use represents the group of resort companies owned by the registrant or operating under the registrant's Divi Resorts brand.

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