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Where strategy meets hospitality: the thinking, the materials and the words that get a property found, recommended and booked.

YOUR STRATEGIC HOSPITALITY PARTNER

Strategic Thinking. Exceptional Hospitality.

HOSPITALITY ADVISORY · SALES & PARTNERSHIPS · BRAND COMMUNICATIONS

Beverly Whitfield, Founder

Hospitality Business & Growth Strategist · Your Strategic Hospitality Partner for independent hotels, resorts and villas in the Caribbean and beyond.

Beautiful properties deserve to be found, recommended and booked.

Most independent hotels, resorts and villas already have what matters: the setting, the rooms, the people, the story. What they often lack is the commercial layer around it. The fact sheet a travel advisor can sell from. The website copy that turns a visit into a booking. The partnerships that fill the quiet months.

Tidemark Hospitality works alongside owners and general managers as a strategic partner. We look at how your property is positioned, who books it and who should, and what every partner and guest needs to see before they say yes. Then we build the materials and communications that make it happen.

The materials are one of the ways we help a property grow. The thinking behind them is the other.

Who we work with

- Independent and boutique hotels
- Small resorts and eco-lodges
- Luxury villas and villa collections
- Restaurants and hospitality concepts inside hotels
- Owners, directors and general managers who want a partner, not another supplier

THREE WAYS WE HELP

01

Strategy

Positioning, target guests, channels and partnerships. A clear view of how your property gets found and chosen, and a plan you can act on.

02

Sales materials

Trade fact sheets, rate sheets, sales decks and partnership proposals that make it easy for advisors, operators and corporate buyers to sell you.

03

Communications

Website messaging, guest journey communications, newsletters and social media direction, written to turn interest into enquiries and bookings.

Four questions before we write a single word.

1

Who books you today, and why?

Your real guest mix, your best channels, your quiet months. Facts first, assumptions second.

2

Who should book you, and doesn't yet?

The advisors, operators, corporate groups and nearby markets that never see you clearly enough to sell you.

3

What does a partner need to sell you?

Room categories, rates and commission, transfers, distances, policies. The commercial facts that no beautiful photo replaces.

4

What does the guest feel, from first click to checkout?

Every touchpoint is a promise. We make sure the words keep it.

THE TIDEMARK METHOD

Visibility

Being seen by the right people, in the right places, in the right language.

Experience

Letting people feel what it is like to be your guest before they arrive.

Trust

Clear facts, consistent presentation, proof. The things a buyer checks before committing.

Action

A next step that is obvious and easy: enquire, request rates, book direct.

Visibility without direction is only reach. Good communication helps a property grow.

A 14-key rainforest hideaway that travel advisors can finally sell.

Zemi Breeze is a fictional property created by Tidemark Hospitality to show how we think and what we deliver. No results are claimed. Every detail is illustrative.

THE BRIEF WE SET OURSELVES

An adults-focused eco-resort on Dominica's Atlantic coast. Fourteen cottages, suites and villas, a spa, guided hikes, farm-to-table dining. Loved by the guests who find it. Nearly invisible to the travel advisors, tour operators and retreat leaders who could fill it.

THE STRATEGY

Position Zemi Breeze as the nature-and-wellness address of the Eastern Caribbean. Give the trade everything they need to sell it in one place: a two-page fact sheet with rooms, rates, commission, transfers and policies. Back it with a property story that makes a reader want to go, and a partnership letter that opens the conversation.

THE DELIVERABLES SHOWN HERE

- Property story and positioning line
- Two-page trade fact sheet (pages 5 and 6)
- Partnership letter to travel advisors (page 7)

CONCEPT PROJECT

Zemi Breeze Eco-Resort

Dominica · 14 keys · adults-focused · rainforest and Atlantic coast

FICTIONAL PROPERTY • ILLUSTRATIVE ONLY

THE PROPERTY STORY

Set on a forested ridge above Dominica's wild eastern shore, Zemi Breeze is a small eco-resort built from local hardwood and volcanic stone. Fourteen cottages, suites and villas sit apart from one another along a river valley, each with a private terrace facing the trees or the sea. Days are shaped by the island. Nights are quiet, dark and full of sound.

DOMINICA • EASTERN ATLANTIC COAST

Zemi Breeze Eco-Resort

A 14-key rainforest hideaway between the mountains and the sea

THE PROPERTY

Where the rainforest comes down to meet the Atlantic

Set on a forested ridge above Dominica's wild eastern shore, Zemi Breeze is a small, adults-focused eco-resort built from local hardwood and volcanic stone. Fourteen cottages, suites and villas sit apart from one another along a river valley, each with a private terrace facing the trees or the sea.

Days are shaped by the island: guided hikes into Morne Trois Pitons National Park, river bathing, a spa that works with rainforest botanicals, and farm-to-table dinners under the canopy.

Ideal for couples, honeymooners, wellness travellers and small retreat groups who want nature with real comfort.

AT A GLANCE

Keys	14 (6 cottages, 4 suites, 3 villas, 1 residence)
Style	Eco-luxury rainforest lodge
Guests	Adults-focused, 12+
Open	Year-round
Airport	Douglas-Charles (DOM), approx. 55 min
Transfers	Included on all trade bookings
Dining	Canopy Restaurant, River Bar
Trade rates	Commissionable, 10%

ACCOMMODATION

Category	Keys	Size	Bedding	Max occ.	Signature feature
Canopy Cottage	6	38 m ²	King or twin	2	Treetop terrace with hammock
Valley Suite	4	52 m ²	King	2	Outdoor soaking tub, river view
River Pool Villa	3	74 m ²	King	3	Private plunge pool, ocean glimpse
Zemi Residence	1	120 m ²	2 bedrooms, king + twin	4	Infinity pool, kitchen, host service

All rooms: private terrace, rain shower, ceiling fan and A/C, Wi-Fi, no television. Accessible cottage available. Interconnecting: Zemi Residence + adjacent River Pool Villa for groups of up to 7.

EXPERIENCES YOUR CLIENTS WILL REMEMBER

Boiling Lake trek

Full-day guided hike through Morne Trois Pitons National Park (UNESCO) to the world's second-largest boiling lake.

River and waterfall mornings

Private river pools below the resort, Emerald Pool and the east-coast waterfalls, with guide and picnic.

Kalinago Territory visit

A respectful half-day with the island's indigenous community: craft, cassava bread and the story of the land.

Whale watching

Dominica's resident sperm whales, from a small boat off the west coast. Best November to March.

Zemi Spa

Four open-air treatment rooms, rainforest botanicals, sunrise yoga deck. Wellness packages from three nights.

Canopy dinners

Farm-to-table menus from the resort garden and local fishermen; private dinners on the river deck on request.

RATES AND TRADE TERMS • USD per room per night, double occupancy, breakfast included • excludes tax and service

Category	Green season 1 May – 14 Dec	High season 15 Dec – 30 Apr, except festive	Festive 20 Dec – 5 Jan	Extra adult
Canopy Cottage	285	395	495	n/a
Valley Suite	395	540	680	n/a
River Pool Villa	620	820	990	95
Zemi Residence	1,150	1,480	1,790	95

Commission • 10% to travel advisors and tour operators on room rate; net wholesale rates on request.

Long stay • Stay 7 nights, pay 6 in green season. Wellness and honeymoon packages available.

Minimum stay • 2 nights; 5 nights in the festive period.

Buyout • Whole property, 14 keys, 28 guests on a double-occupancy basis, from USD 7,900 per night, green season.

Seasons • Festive rates (20 Dec to 5 Jan) replace high-season rates on those dates.

GETTING THERE

Douglas-Charles Airport (DOM) approx. 55 min by road. Canefield (DCF) approx. 75 min. Roseau ferry terminal approx. 70 min. Private transfer included in all trade bookings.

GROUPS AND RETREATS

Open-air pavilion for 20. Intimate weddings up to 40 guests, river deck ceremony. Retreat leaders: host stays free from 10 paying rooms.

POLICIES

Check-in 15:00, check-out 11:00. Deposit 30% at booking, balance 30 days before arrival. Free cancellation up to 21 days (45 days festive). Guests 12 and over.

WHY PARTNERS BOOK ZEMI BREEZE

A property your clients will talk about, with terms that are easy to sell.

Commissionable rates, transfers included, one trade contact who replies within one working day, allotments held for partners in green season.

TRADE SALES CONTACT

Sales and Partnerships

partners@zemibreeze.dm

WhatsApp +1 767 000 0000

zemibreeze.dm/trade

CONCEPT PROJECT • FROM FACT SHEET TO CONVERSATION

The letter that opens the door.

A fact sheet answers questions. A partnership letter starts the relationship. Here is how we would introduce Zemi Breeze to a luxury travel advisor who has never heard of it.

Subject: A rainforest hideaway in Dominica your wellness clients haven't found yet

Dear Ms Alvarez,

Your clients come to you for places they could not have found alone. Zemi Breeze is one of them: fourteen keys on a forested ridge above Dominica's Atlantic coast, a spa that works with rainforest botanicals, and guided days into the island's national park and river valleys. Adults-focused, quiet, and built for guests who want nature with real comfort.

We work with a small number of advisors rather than every channel. For your clients that means commissionable rates at 10%, private transfers included on every booking, held allotments in green season, and one trade contact who replies within a working day.

I have attached our two-page fact sheet with rooms, rates and terms. If Zemi Breeze fits the clients you have in mind for next season, I would be glad to send the photo library and talk through a familiarisation stay.

Warm regards,

Sales and Partnerships, Zemi Breeze Eco-Resort

WHY IT WORKS

It opens with the advisor's client, not the hotel. The property is described in one breath, the terms in the next.

WHAT IT ASKS FOR

A small, concrete next step: the photo library and a conversation. Not a contract.

WHAT IT NEEDS BEHIND IT

The fact sheet, a rate sheet, a photo library and someone who answers. We help set up all four.

WHAT WE DELIVER

Strategy first. Materials and communications as the tools.

Most relationships begin with a single, clearly scoped project. It lets you see how we think and work before anything larger is discussed. Every project starts from the same question: what will help this property grow?

ENTRY PROJECT

Trade-ready sales materials

A two-page property fact sheet and a rate sheet, written and designed for travel advisors, tour operators and corporate buyers. Optional: sales deck, partnership proposal, trade incentive.

Fixed scope, agreed timeline, two revision rounds, digital files ready to send.

ENTRY PROJECT

Direct-booking & guest journey conversion

Sharper website messaging, room and offer presentation, booking calls to action and guest communications from pre-arrival to review request, so that interest turns into enquiries and direct bookings.

Copywriting in English and Dutch is part of the work, not the whole of it.

ONGOING

Marketing & communications partner

A fixed monthly arrangement. Strategy and planning, sales materials, website and email, social media direction, partnerships and seasonal campaigns, working alongside your team and existing agencies.

A defined monthly scope, one point of contact, priorities agreed together.

ALSO AVAILABLE

POSITIONING REVIEW

PARTNERSHIP STRATEGY

GUEST JOURNEY DESIGN

GIFT VOUCHER & PACKAGE CONCEPTS

TRADE SHOW MATERIALS

NEWSLETTER & EMAIL

SOCIAL MEDIA DIRECTION

BILINGUAL CONTENT (EN / NL)

Scope, fee, timeline, deliverables and revisions are agreed in writing before work starts. No surprises on either side.

Remote, responsive, and rooted in the region.

1 Discovery

A call with you or your GM, your existing materials, your channels and your numbers. We ask the four questions and listen.

2 Strategy note

A short written view of where the opportunity lies and what we propose to do about it. You approve the direction before production starts.

3 Production

Copy, design and materials built on verified property information, with creative concepts clearly identified as such. Nothing you cannot stand behind.

4 Review

Two rounds of revisions are included in every project. We would rather get it right than get it fast.

5 Delivery and follow-through

Final files in the formats you need, a short guide on how to use them, and a check-in once they are in the market.

Working with the Caribbean, from the Netherlands

Tidemark Hospitality is led from the Netherlands by a founder born on Saba, with professional experience and strong regional familiarity across the Dutch Caribbean. We know the islands, the seasons, the airlines and ferries, the Dutch and American markets that feed them, and the realities of running a small property far from the big agencies.

- Fluent in English and Dutch; born on Saba, with strong regional familiarity across the Dutch Caribbean
- WhatsApp, email and video calls; we work with your hours
- Alongside your existing agencies, not against them
- Invoices in euros or US dollars, as agreed

Our creative and commercial standards

Strong hospitality marketing combines strategic thinking, compelling storytelling and thoughtful creative execution. We use photography, design and AI-assisted creative tools where they add value, while ensuring that property information, commercial terms and guest expectations remain accurate.

In their words.

"She puts my properties on the map clearly and professionally, communicates well, is easy to reach and acts quickly and commercially. Her approach is clearly different from that of a traditional hospitality broker. She has a modern formula that fits the age of social media and online visibility."

BERTUS JAGER • OWNER AND LANDLORD OF SEVERAL HOSPITALITY PREMISES, THE NETHERLANDS

Translated from Dutch. Original available on request.

"Beverly supported us with marketing, campaign planning, promotional writing and flyer creation. She has a very good instinct for how to position an offer and communicate it in a way that feels clear, inviting and relevant to the audience. Her support gave the business a more structured and professional approach to marketing."

KIM'S CUISINE • CATERING, SABA

"Her work ranged from organisation and administration to social media, content creation, promotion and communication. She creates overview quickly, sees opportunities and gets things moving. She understands that a hospitality business has to be strong both operationally and in how it presents itself."

ANTILLIAANSE GRILLHOUSE • RESTAURANT, THE NETHERLANDS

Translated from Dutch.

ABOUT THE FOUNDER

BW

*Thirty years in banking.
Seven in hospitality. One
way of looking at a
property.*

**YOUR STRATEGIC
HOSPITALITY PARTNER**

Beverly Whitfield

**FOUNDER · HOSPITALITY BUSINESS & GROWTH
STRATEGIST**

Born on Saba, based in the Netherlands, Beverly brings two careers to every property she works with: more than thirty years in financial operations at Van Lanschot Kempen, State Street, ING and Maduro & Curiel's Bank, and seven years in hospitality, from the floor of a family restaurant to positioning, campaigns and marketing for hotels and food businesses on both sides of the Atlantic.

That combination is the point. She reads a rate sheet the way a banker does and writes a property story the way a storyteller does. Her clients get commercial judgement and persuasive communication from the same person.

BACKGROUND

Financial operations, banking, back-office leadership. Hospitality marketing, permits and start-up guidance, content and campaigns.

REGION

Dutch Caribbean roots. Working with independent properties across the Caribbean, from the Dutch islands to the wider region.

LANGUAGES

Fluent in English and Dutch. Born on Saba, with professional experience and strong regional familiarity across the Dutch Caribbean.

"I grew up watching visitors fall in love with an island most people had never heard of. I have spent my working life learning how to make that happen on purpose."

LET'S TALK

Let's make your property easier to discover, recommend and book.

A first conversation costs nothing and takes thirty minutes. Tell us about your property and the guests you want more of. We will tell you where we see the opportunity.

Tidemark Hospitality

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