

BEEF ISLAND Tortola, British Virgin Islands

RCLCO completed a comprehensive market and financial analysis of the planned Beef Island resort, hotel, and casino development on the Island of Tortola in the British Virgin Islands in the winter of 2005. The client for this project was Marriott Vacation Club International, which would launch this project under its Ritz-Carlton flag.

Beef Island, located on the eastern tip of Tortola, will bring a large-scale resort, hotel, and residential development to a dramatic, undeveloped section of the island. Currently the project is planned to include a five-star branded hotel; branded for-sale, timeshare, and fractional residential product; a large-scale marina, and a retail /entertainment component.

RCLCO conducted a hospitality and residential market analysis, including a fractional element, along with a significant financial analysis to help determine the financial feasibility, program the overall site, and guide the development process for this project.

The analysis was designed to help drive the specific mix of uses, as well as to refine the branding strategy, and the operation of the non-branded residential in the marina village component in particular. Significant input was also provided to the residential product criteria, including unit sizes, features, finished, etc.

