

SUGAR BEACH

A VICEROY RESORT • ST. LUCIA

SUGAR BEACH, A VICEROY RESORT CONFIRMS TWO NEW SENIOR APPOINTMENTS



September 2018

[Sugar Beach, A Viceroy Resort](#) is delighted to announce the appointment of Petra Trapp as its new Resort Manager, and Armin Asceric as the new Associate Director of Sales, Marketing and Public Relations.

Petra Trapp joins Sugar Beach from Laucala Island Resort in Fiji, where she was General Manager for over a year. Prior to this, Trapp has held General Manager positions at Les Deux Tours and Banyan Tree in Marrakech, as well as a Resort Manager role in Athuruga Island Resort in the Maldives, bringing with her a wealth of knowledge and a passion for luxury hotels. Trapp is adept at immersing herself in new cultures and speaks multiple languages.

Armin Asceric, Sugar Beach's new Associate Director of Sales, Marketing and Public Relations has been based in St Lucia for ten years and joins Sugar Beach following six years at The Body Holiday where he was Head of Marketing. Prior to this, Asceric worked for Sugar Beach Residences as well as its predecessor, The Jalousie Plantation, subsequently bringing with him a wealth of knowledge for the property and its history. Asceric has considerable experience in delivering innovative marketing campaigns across the luxury market and is an expert on the destination.

Commenting on his new appointment, Asceric enthuses "I have been based in St Lucia for nearly ten years and have had the privilege of working with Sugar Beach before. I am therefore very excited to be back working in this spectacular setting and welcome the opportunity to further my experience with one of the Caribbean's finest luxury hotels."

Commenting on her new appointment, Trapp says “After multiple management assignments in various countries and prestigious hotels around the globe I am very excited to join Sugar Beach Resort and the Viceroy Group.

The resort is without question located in one of the most awe-inspiring locations and provides an excellent service. I am delighted to be part of the team.”

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For more information, please visit www.viceroyhotelsandresorts.com/en/sugarbeach

Rates start from £330 per night

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About Sugar Beach, A Viceroy Resort

Sugar Beach, A Viceroy Resort, part of the Viceroy Hotel Group’s Icon Collection, sits under the gaze of the UNESCO World Heritage listed Pitons. With 96 rooms, cottages, bungalows and luxury villas and an additional 22 privately owned 1 to 4 bed Residences overlooking the sparkling waters of the Caribbean Sea and new Beachfront Collection homes, the resort offers a setting of unparalleled beauty and tranquility. The property, formerly known as The Jalousie Plantation, rebranded and relaunched at the end of November 2012 following a multi-million dollar refurbishment. Since then, Sugar Beach has put the island on the map offering a truly luxury product in the most sensational location.

www.viceroyhotelsandresorts.com/en/sugarbeach

ABOUT VICEROY HOTEL GROUP

Viceroy Hotel Group inspires travellers with one-of-a-kind authentic lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. A leader in modern luxury, Viceroy’s vibed hospitality is guided by the brand promise “Remember to Live,” an affirmation to create lifelong memories for each and every guest. Viceroy destinations are segmented into three distinct portfolio tiers to help travellers find exactly the kind of experience they’re looking for. The Viceroy Icon Collection properties include epic hotels and resorts in Chicago, Dubai, Abu Dhabi, Beverly Hills, Riviera Maya, Snowmass, and St. Lucia, with forthcoming openings in Algarve, Buenos Aires, Los Cabos, Panama, and Vietnam. The Viceroy Lifestyle Series hotels and resorts are found in attitude-led destinations including New York and Santa Monica, with a forthcoming opening in Serbia. The Urban Retreat Collection properties in San Francisco have an independent spirit and bold, eccentric personalities. Viceroy Hotel Group is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 550 hotels around the world. For more information, visit www.viceroyhotelsandresorts.com. Follow Viceroy Hotel Group at facebook.com/viceroyhotelgroup and on Instagram and Twitter @viceroyhotels.