

SABA ROCK IS NOW OPEN

After a complete rebuild, the iconic island destination in the British Virgin Islands reopened for the first time since Hurricane Irma hit in 2017



Saba Rock's executive team celebrated the islands opening on Friday, Oct. 15, with a grand reopening event and ribbon cutting ceremony. Left to right: Director of Food & Beverage [Ciro Gentile](#), Retail Manager [Merrie Pendlebury](#), Chief Engineer [David Brough](#), General Manager [Alain Prion](#), Resort Manager [Karlene Prion](#), Executive Chef [Frederic Cougnon](#).

VIRGIN GORDA, British Virgin Islands – Oct. 18, 2021 – [Saba Rock](#), an island resort destination in the British Virgin Islands, celebrated its grand reopening on Oct. 15, debuting a fresh design concept and unveiling new guest experiences. Saba Rock's General Manager [Alain Piron](#) announced the resort's official opening following a ribbon-cutting in front of more than 100 guests from the BVI community including government and tourism officials, hospitality partners, and residents.

The much-anticipated event comes five years after the destination was hit by Hurricane Irma, leaving the iconic island, which was made famous by diving legend Bert Kilbride, completely destroyed. Czech-based ADR Architects was brought in to create an elevated design concept that is not only structurally sound to withstand future storms but keeps the fun-loving vibe and charm that Saba Rock was known for among divers, kiteboarders, and sailors who frequented the island.

"The reopening of Saba Rock is a great day of pride for everyone involved in its rebuilding and transformation process," said Prion. "The new Saba Rock experience is a true reflection of our destination that celebrates our storied past and the lifestyle that attracts visitors from all over the world. We are thrilled to finally be rejoining our community and tourism partners to welcome guests to

stay in our beautiful new rooms, sail up to our docks, dine at our delicious new restaurant, and just enjoy this little piece of paradise.”

Saba Rock’s new contemporary aesthetic features a fresh take on the destination's nautical lifestyle and features seven guestrooms and two suites designed as a chic retreat that plays up the island’s reputation as a kiteboarding and sailing destination. The island also has an expansive, open-air restaurant, lounge, two bars (including a rooftop sunset bar), spa room, and retail space, that also serves as a museum with artifacts from nearby shipwrecks. The designers abandoned the traditional color scheme often seen in the region and embraced color with bright pops of cerulean blue and crimson red, creating a fun and unexpected setting in Virgin Gorda’s North Sound. To play up the playful spirit that Saba Rock is known for, the designers added some surprising elements to the island such as two classic British phone booths brought in from England, and commemorative memory walls in guestrooms that display photography of the island’s past.

"Saba Rock really lights up the North Sound, and lights up our tourism product," said the Premier, His Excellency Andrew A. Fahie. "This project brings hope that tourism is back on the rise in the BVI and that the economy of the BVI will start coming back stronger than ever. This is not just the reopening of Saba Rock, this is ensuring that we plant a rock steady and form in the middle of our economy."

While some of Saba Rock’s favorite attractions are back such as the daily tarpon feedings, new activities and amenities have been added to create a turn-key vacation experience for guests and visitors including diving, snorkeling, standup paddleboarding, waterfront yoga, kiteboarding, glass-bottom boat tours, charter boat and rib rentals, and more.

Saba Rock is welcoming guests now with a fourth night free special offer. Available now through Nov. 20, visitors can take advantage of the Stay & Play opening special to receive a fourth night free when booking a minimum of three nights. Offer also includes daily breakfast, roundtrip ferry transfers from Gun Creek and Leverick Bay, as well as a special welcome gift upon arrival. Nightly rates start at \$750 USD, based on double occupancy. For more information or to book, visit www.sabarock.com.

About Saba Rock

Located in the North Sound of Virgin Gorda in the British Virgin Islands, Saba Rock is an iconic island paradise offering a laid-back, Caribbean-casual atmosphere. Made famous by diving pioneer Herbert “Bert” Kilbride in the 1960s, the barefoot casual cay is an ideal spot for boaters, sailors, and watersport enthusiasts in search of a private island escape.

Alongside the crystal waters of the British Virgin Islands, guests can enjoy a variety of aquatic offerings including snorkeling, diving, kitesurfing, boating, and more. The resort boasts nine rooms and suites, a restaurant, lounge, two bars, a dive and retail shop, and a full-service spa room. For more information on Saba Rock, visit www.sabarock.com.

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