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St. Croix's Buccaneer Hotel Becomes Wyndham-Branded, In Major Move For Historic Four-Star Resort

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Aerial view of the Buccaneer Hotel on St. Croix. By. TRAVEL WEEKLY

ST. CROIX — Elizabeth Armstrong, third-generation owner of The Buccaneer, has announced that the 340-acre four-star resort has partnered with Wyndham Hotels & Resorts to brand the 74-year-old resort for the first time in its history.

Rich in history, The Buccaneer's property dates to the 1650s when the first building was constructed by a Knight of Malta and was later home to Danish Governor von Prock in the 1700s. The Armstrong family purchased the estate in 1922 as a cattle ranch and in 1947, they opened The Buccaneer as an eleven-room inn and have since transformed it into one of the Caribbean's landmark resorts, according to a release issued Friday.

Ownership, management, and staff will remain in place, said the Buccaneer. The “soft branding” as a Trademark Collection by Wyndham encourages luxury properties in its portfolio to retain their independent status and character, while allowing the reach of 86 million Wyndham Rewards members to access the resort via the compelling brand’s reservations system.

“We are very excited about the opportunities for growth with the increased reach and brand assurance to new markets. The quality of The Trademark Collection by Wyndham affiliates is impressive, and the soft-brand option is a perfect fit for both the present and the long-term growth of The Buccaneer resort product, while protecting the historic and unique nature of the resort,” said Ms. Armstrong.

According to the release, the transition to the Trademark Collection brand will be completed in the next few months.

About Trademark Collection by Wyndham

Each of Trademark Collection by Wyndham’s hotels around the world boast three common attributes: character, charm, and individuality, according to a description provided. Launched in 2017, Trademark Collection is geared to owners passionate about upholding their hotels’ independent spirit and designed for everyday travelers seeking distinctive, attainable accommodations in sought-after destinations. For more information, visit www.wyndhamhotels.com/trademark.

Wyndham Hotels & Resorts is the world’s largest hotel franchising company by the number of properties, with over 8,900 hotels across nearly 95 countries on six continents. Through its network of approximately 796,000 rooms appealing to the everyday traveler, Wyndham commands a leading presence in the economy and midscale segments of the lodging industry. The Company operates a portfolio of 20 hotel brands, including Super 8®, Days Inn®, Ramada®, Microtel®, La Quinta®, Baymont®, Wingate®, AmericInn®, Hawthorn Suites®, Trademark Collection® and Wyndham®. Wyndham Hotels & Resorts is also a leading provider of hotel management services. The Company’s award-winning Wyndham Rewards loyalty program offers 86 million enrolled members the opportunity to redeem points at thousands of hotels, vacation club resorts and vacation rentals globally. For more information, visit www.wyndhamhotels.com.