

The East End – The Best Kept Secret of the Cayman Islands

The East End of Grand Cayman is truly one of the last unspoiled wonderlands. Miles away from the much publicized 7-mile beach, yet seconds away from protected dive sites, incredible snorkeling and shore diving; The Reef Resort is a must stay for travelers seeking nature's finest offerings. A quote from *Scuba Diving Magazine* states, "Grand Cayman Island has a huge diversity of dive sites, including plunging walls, dramatically chiseled reefs and world famous Stingray City". After the cruise ships have set sail, and the crowds have gone, The Reef Resort takes guests on a private chartered sail to Stingray City every Tuesday afternoon.

The East End has a distinctive local vibe. Dotted above the wide, white sandy beaches are quaint local in-home restaurants, (Roland's Garden; <http://www.chefroland.com/>) affordable local bars and eateries, and a couple of oceanfront resorts. The East End is a must-see destination for the *purist vacationer* who desires an organic, natural experience.

The Resort:

The Reef Resort is the only resort on Grand Cayman Island to offer a true beachfront setting providing incredible ocean views from private balconies and patio overlooks, a private dock, plus the largest island resort beachfront (1,600 ft.). Vacation-minded travelers who want to escape today's rat race can unwind easily at The Reef Resort, as its remote location brings peace and solitude, and the staff is warm and friendly. The Reef Resort blends modern day amenities (the entire resort is air-conditioned) with organic benefits to meet the needs of today's travelers. Guest amenities include; National Geographic certified dive professionals, a dive shop, multiple dive boats, computer diving, tech diving, three swimming pools, a hot tub, fitness center, lighted tennis court, a retail store, cyber café, onsite wireless connections, Castro's Beach Bar, plus a full-service restaurant. Another East End convenience is the recently opened strip mall located across the street offering groceries, sundries, a golf practice center, kick-boxing/yoga studio and use of an ATM.

The Reef Resort Philosophy:

The Reef Resort applies a keep it simple approach to vacationing at The Reef Resort with a bit of an Island twist, "no problem" being their motto. This isn't just a talking point, it's deep-seated in every employee, from housekeeping to the bartender to the director, and is evident by the level of service, and respect of The Cayman Islands, and community action. Visit www.thereef.com to review the latest newsletter notes.

The Founder of The Reef Resort:

Many of the unique attributes of The Reef Resort are traceable to the late founder, Norberg K. Thompson, OBE. He was first-and-foremost a native Caymanian, and later a dedicated family man, successful entrepreneur, and community-minded citizen of Cayman Islands. Thompson attended Cayman Island government schools then started his career as a seafarer, but over the next 50 years his entrepreneurial spirit led him down a road of riches and career opportunities that today would make headlines in *Fast Company Magazine*. His lust for business and his innate ability to act on emerging trends established Thompson as an astute businessman, with businesses in food distribution/manufacturing, publishing, printing, real estate, tourism, television and telecommunications.

The spirit of Thompson is embedded in The Reef Resort. His love for the Cayman Islands is reflected in upholding principles of sustainability – Castro's Hideaway has already signed on to protect and sustain the many natural resources and it will start in the kitchen, abiding by The Cayman Island National Trust to preserve the Island's seafood habitat. In keeping with the "local flavor" of the East End The Reef Resort celebrates the many natural treasures each month, as guests are treated to wildlife adventures in and around the island via Eco-ventures, The Reef's on-site naturalist.

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