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Sandals launches tour company

By: [Gay Nagle Myers](#)
May 12, 2009

Sandals Resorts has launched Island Routes, a luxury tour company.

Island Routes will offer more than 80 land and water tours in Jamaica, available for booking in June. Tours in Antigua, St. Lucia, Turks and Caicos and the Bahamas will roll out in the fall, according to Sandals CEO Adam Stewart.

"The creation of Island Routes was a natural evolution for our company, which has been headquartered in Montego Bay for 25 years," Stewart said. "We are pleased to finally share years of firsthand knowledge and experience in the Caribbean with the world."

The excursions will cover regions in and around Negril, Ocho Rios, Montego Bay and Whitehouse. Tours will include bike tours of the Blue Mountains, zipline canopy tours, Dunn's River Falls and dolphin encounters.

The tours can be booked by all visitors to Jamaica, not just guests at Sandals, Beaches, Royal Plantation and Grand Pineapple Collection resorts.

IslandRoutes.com will launch shortly and will include pricing, booking details and tour descriptions.

From 1 to 5 of 7 Comment(s)

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- June 07, 2009 #7
Is this for real? How funny! Sounds like it would make a great movie, don't you think?
- May 19, 2009 #6
I have no intention of signing up with Oasis, but as I understand it you do have the option of passing through the \$29 booking fee to clients (or even charging more). If you want to make sure you're not on the hook for the booking fee in the event they cancel - charge them a fee and if they sail (i.e. don't cancel at any point) make the fee refundable after sailing ... or offer it as an OBC onboard the ship upon sailing.
- May 19, 2009 #5
I would have to chalk this up to the high cost of union labor on US-flagged vessels. By the way, American Cruise Lines is a very interesting company and their cruises are quite unique. I hope more European travelers find them as they are a great way to see parts of America even US citizens rarely see. I would take a cruise on American Cruise Lines in a heartbeat if I could.
- May 19, 2009 #4
I can hear the jokes now: I went on the Dream and it was a nightmare. The ship is not a Dream it is a nightmare. and etc
- May 19, 2009 #3
Congratulations to the Cruise Industry Associations for fighting this. In the long run, Alaska derives significant financial and economic benefits from the cruise passengers. I wonder if they have thought about lost jobs due to decreased tourism and how that will ultimately affect the economy.

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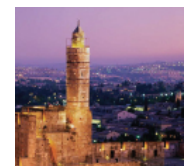
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