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CARIBBEAN RESORT SELLS OUT WITHOUT ADVERTISING

[Caribbean, UK, retirees, sales, Cluttons, Candelisa Resorts, Barbados](#)

A Caribbean resort has sold out its first phase within three days of launching despite a lack of advertising.

Austria-based Candelisa Resorts, in partnership with international agent Cluttons, has received over 300 enquiries for the Weston, St James resort in Barbados and has already sold 34 of its 45 units.

"The first phase of 21 units was launched on a Monday morning and sold out by midday Wednesday," Candelisa's managing director Guy Taylor told OPP. "We received some pre-registrations following our launch party on the Saturday and there was a small article in the press, but otherwise we sold largely through word of mouth."

The majority of customers so far have been British buyers in their 50s and 60s. "They're mostly buying for lifestyle reasons but with investment in mind," said Taylor. "They are baby boomers looking forward to having more free time but who want some income as well."

Renewed confidence

The first few months of 2010 have seen buyers returning to the overseas property market as agents and developers around the world report increased enquiries and sales. "People made the decision to buy some time ago but were just sitting back for a while," said Taylor. "Now, people are feeling a little more confident and they don't want to sit on their hands forever, especially older buyers."

Following the resort's success, Candelisa is likely to expand its Caribbean operations further. "This was a pilot to establish ourselves in Barbados," said Taylor. "We've got a couple of other sites coming up, including a 400-acre eco project. We'll also be building more in the UK and Austria."

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