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**ELITE ISLAND RESORTS EXPANDS IN-HOUSE MARKETING CAPABILITIES**

*Taps Chief Digital Strategist to set new Trends*

**DEERFIELD BEACH, Fla. – September 10, 2014** – As one of the true visionaries in the development and marketing of Authentic Caribbean Vacations, [Elite Island Resorts](http://www.eliteislandresorts.com), will unveil an expanded in-house marketing department for the North American market. Public Relations, Media Planning and Buying, Social Media, and Creative Services are now housed in the same building that all sales and reservation inquiries are made. This allows Elite Island Resorts, to be able to react in real time based on consumer and industry demand.

The company has appointed Jordan Bratter, a leader, innovator, as its Chief Digital Strategist. In this new role, Bratter will create and implement an aggressive marketing strategy to help reach a broader travel audience and communicate more effectively with added frequency to the travel trade.

“We could not be more excited to have Jordan lead our digital strategy and implementation well into the future,” said Elite Island Resorts President Steven Heydt. “His combination of talent, drive, in-depth digital experience, vision and innovation to move the needle forward will be a huge asset to our marketing efforts and, most importantly, to the travelers we want to reach.”

“I am eager to use my experience to help Elite Island Resorts identify and leverage new outlets and more effective channels to reach existing and prospective travelers,” said Bratter. “We in the travel industry have only begun to realize the opportunities that the digital landscape presents. I look forward to working with the team to take Elite Island Resorts to the next level.”

Please visit for more information: [www.eliteislandresorts.com](http://www.eliteislandresorts.com)

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**About Elite Island Resorts**

Elite Island Resorts represents an impressive collection of unique beachfront properties in the Caribbean. Each Elite Island Resorts property provides something unique to fulfill travelers’ desires, with offerings ranging from destination weddings or romantic escapes to family retreats or eco vacations. Resorts include: St. James’s Club & Villas, The Verandah Resort & Spa, and Galley Bay Resort & Spa all in Antigua; St. James’s Club Morgan Bay, Saint Lucia; Long Bay Beach Club in Tortola; Palm Island Resort in St. Vincent and the Grenadines; and The Club Barbados Resort & Spa. For more information visit <http://www.eliteislandresorts.com> or call 800-771-4711.

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