

## **Luxury Priority ‘Coast’ bicycles available for guests at The St. Regis Maldives Vommuli Resort**

*High-end beach cruiser style bicycles designed to tackle salt, sand and water while providing a smooth and comfortable ride.*

**Abu Dhabi, xx April 2018:** Guests staying at the St. Regis Maldives Vommuli Resort will be able to experience luxury on two wheels with the hotel’s new fleet of Priority bicycles.

The Priority ‘Coast’ bicycles are designed in the classic ‘beach cruiser’ style to provide maximum comfort and the smoothest of rides.

Built with coastal climates in mind, the luxury bicycles can resist salt, sand and water thanks to their ultralight aluminium rustproof frame and forks.

The addition of the Priority ‘Coast’ bicycles to the range of activities on offer at the St. Regis Maldives means guests are able to fully explore the private island or travel from their villa to the resort’s pool, restaurant and other facilities with ease.

The hotel will be the first resort in the Maldives to offer these purpose-built bicycles to guests.

Style and luxury are at the heart of Priority’s bicycle designs. Each bike is built without a traditional chain. Instead, the bikes use a unique Gates Carbon Drive Belt, which will not rust and are less prone to coming loose or breaking as metal chains.

Guests at the St. Regis Maldives Vommuli Resort will also be able to ride safe in the knowledge that they won’t have to change a flat, as each bike is fitted with puncture-proof tyres.

Alexander Blair, General Manager at the St. Regis Maldives Vommuli Resort, said: “The new Priority ‘Coast’ bicycles perfectly complement the recreational activities we offer to all of our guests.

“The bicycles have been specifically designed for use in a tropical, seaside environment so they can be used to travel around the island easily and in any weather. We are sure our guests will be as delighted with these new bicycles as we are.”

A best in class bicycle company, Priority was launched in 2014 by David Weiner, who gave up his career as CEO at a software firm to return to his first love – making high quality bicycles for everyday riders.

David Weiner, CEO at Priority, said: “The St. Regis Maldives is unique in that its luxurious location is also exposed to harsh environmental conditions that can break down a bicycle quickly.

“We have designed the Priority ‘Coast’ cruiser to take on the harsh salt, sand, and sea water on the private island without sacrificing the design aesthetic that is essential to the high-end guest brand experience.”

For more information, please visit [www.stregismaldives.com](http://www.stregismaldives.com)

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**Images:**

## About The St. Regis Vommuli Maldives Resort



The [St. Regis Maldives Vommuli Resort](#), which opened in November 2016, is nestled on a private island in a secluded Maldivian atoll, amidst thriving marine life. Just 40 minutes from Male by seaplane, guests are transported into a newfound paradise in the Dhaalu Atoll.

The resort draws inspiration from nature itself. Designed by WOW Architects | Warner Wong Design (Singapore), the unusual contemporary design of The St. Regis Maldives draws inspiration from the natural setting of the resort. This is represented by the manta ray shaped lagoon villas, a signature bar in the shape of a whale shark, a lobster-inspired spa and a spiral shell shaped library.

There are six distinct dining venues, including an Asian specialty restaurant, a modern Italian restaurant that features a grand staircase, an underground wine cellar restaurant, a shack style restaurant, a signature overwater bar that rolls out stunning views of dramatic sunset, and a pop-up restaurant in the middle of the resort. Additionally, guests can also enjoy the Iridium Spa, which presents six overwater treatment rooms, including two that are dedicated to healing Ayurvedic treatments. Spa guests can also enjoy a Blue Hole pool, which contains heated seawater with different water jets – a system with proven benefits to the body.

The St. Regis Maldives Resort have received the following awards since opening in November 2016:  
**Prix Versailles** - Continental Special Prize Winner Exterior Hotels Africa and West Asia

**World of Fine Wines** - World's Best Wine List 2017 - 3 stars

**World Travel Awards** - Maldives Leading Luxury Island Resort 2017

Indian Ocean's Leading New Luxury Resort 2017

Indian Ocean's Leading Luxury Resort 2017

**World Luxury Spa Awards** - Best Luxury Boutique Spa Continent Winner

Best Luxury Wellness Spa Regional Winner

**Wine Spectator** - Restaurant Award Winner - Decanter 2 glass

**Haute Grandeur** - Best Pool Villa Resort - Indian Ocean

**SBID International Design Award** - Overall Winner

**European Hospitality Awards** - International Beach Resort of the Year

**World Travel & Spa Awards** - World's Leading Luxury New Resort 2017

World's Leading Luxury Island Resort 2017

World's Leading Luxury Resort Design 2017

Maldives' Best Resort Spa 2017

Indian Ocean's Best Resort Spa 2017

World's Best Spa Design 2017