

# REYA COMMUNICATIONS

## **REYA Communications Appointed PR Agency for Laughing Waters, Barbados' Largest Private Estate in Sandy Lane**



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**(Miami, Florida) November 18, 2024:** [Laughing Waters](#), Barbados' most exclusive private villa on the famed Sandy Lane Estate, has appointed [REYA Communications](#) as its agency of record. Headquartered in New York and Miami, REYA will manage Laughing Waters' media relations in the US and UK, showcasing the estate's unparalleled blend of privacy, luxury, and Caribbean elegance.

REYA Communications brings extensive experience in the luxury travel space, with a portfolio that highlights brands dedicated to exceptional, immersive travel experiences. Adding Laughing Waters to its clientele aligns with REYA's commitment to promoting high-end destinations that offer sophisticated service and unforgettable stays. The villa estate is ideal for those seeking seclusion and indulgence, with offerings that include gourmet dining from private chefs, curated cultural excursions, and five-star amenities.

Laughing Waters estate is a sanctuary featuring quintessentially Caribbean architecture from the mastery of Larry Warren with interiors by London-based designer Emma Pearson. Originally built in the 1960s and acquired by the Magnier family in the 1980s, the property is now available to guests for the first time following a redesign completed in winter 2023. The estate spans over four acres, with 12 luxurious bedrooms across three buildings, comfortably accommodating up to 24 guests with a dedicated staff team, including an in-house chef and butlers. At the center of the property is the Great House, which offers additional amenities, including a private gym, cinema, formal dining areas, and art deco bar. Guests will appreciate privacy and security, as well as privileged access to the Sandy Lane Estate members-only beach club and a nearby AAA Five Diamond resort featuring three championship golf courses, high-end dining, spa services, and a kids' club. Barbados has two private jet arrival locations as well as superyacht berths available.

*“Bringing Barbados’ premier villa into the global luxury spotlight is an honor,” said Alexandra Avila, Co-founder of REYA Communications. “We’re thrilled to share the story of Laughing Waters and its unparalleled hospitality, elevating it as a Caribbean destination synonymous with luxury and privacy.”*

REYA Communications has gained industry acclaim for its work with high-end brands centered on luxury, sustainability, and social impact. Recognized by PR Daily as a leader in Travel, Hospitality, and Tourism content marketing, REYA’s recent collaborations include campaigns for luxury retailer Neiman Marcus and tour operator Pelorus. Led by PR veterans Alexandra Avila and Julie Leventhal, REYA continues to promote independent, family-owned properties while championing the people, wildlife, and landscapes that make each destination unique.

More information on Laughing Waters can be found [here](#).

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**About REYA Communications:**

REYA Communications is a boutique PR agency for luxury travel brands navigating the media world with a commitment to conservation, sustainability, and social impact. Founded by travel PR veterans Alexandra Avila and Julie Leventhal, REYA combines their passions for working with independent and family-owned boutique hotels, international tour operators, and travel trade. They seek to work with travel brands, providing the best service to their guests, communities, and environments. REYA believes the power of public relations can generate quality media awareness, recognition, and support for the social impact travel brands are making. Unique to the field, REYA incorporates digital marketing tactics into their PR strategies that elevate their clients' visibility to new levels.

**About Laughing Waters:**

Laughing Waters, an elegant 12-bedroom residence set on a four-acre estate just steps from the prestigious Sandy Lane Beach, has redefined lavish, luxury living in Barbados since its rental debut in 2023. Renowned as the island’s largest and most expensive private villa, Laughing Waters is tailored to discerning guests seeking a unique property with unmatched privacy, security, and world-class amenities. Guests of Laughing Waters enjoy exclusive access to the Sandy Lane Estate members-only beach club and AAA Five Diamond resort featuring three championship golf courses, high-end dining, and spa experiences. The 32,000 sq. ft. residence accommodates up to 24 guests and offers an unparalleled range of services, including concierge, butler, kitchen, housekeeping services, and private security. Five-star amenities such as a luxury vehicle and golf cart are included, while access to a private 19-seater Airbus and fast-track services for seamless international travel are available at additional cost. Featuring quintessential architecture from the mastery of Larry Warren and interiors by London-based designer Emma Pearson, Laughing Waters draws inspiration from the iconic Oliver Messel, offering a truly opulent experience for those seeking the pinnacle of Caribbean luxury.

**For media inquiries:**

Julie Leventhal  
REYA Communications  
[julie@reyacommunications.com](mailto:julie@reyacommunications.com)