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InterCom® Embarks on a Brand Refresh with Christophe Harbour

October 9, 2025 - Laguna Beach, CA – Christophe Harbour, the award-winning residential resort destination and private club in St. Kitts, is charting a visionary new course—one that combines luxury real estate and curated adventure with a deep commitment to conservation, community, and healthy living. Spanning 2,500 acres on the island's pristine South Peninsula, Christophe Harbour is poised to fulfill its promise as a world-class destination unlike any other in the Caribbean.



To lead the brand refresh, Christophe Harbour has selected InterCommunications® (InterCom®), a global branding and marketing firm renowned for its expertise in luxury real estate and destination storytelling. InterCom® will develop a new VisionBook, website, and advertising campaign to help reimagine and relaunch the brand. "This is not the Caribbean of hurried itineraries and crowded beaches," says Toni Alexander, President and Creative Director of InterCom®. "Christophe Harbour evokes the romance of iconic European coastal destinations before they were discovered—Costa Smeralda, Saint-Tropez, the Amalfi Coast—offering the same dramatic cliffs, crystalline waters, and intimate villages, yet with a rare tranquility that makes every visit feel extraordinary."

Long before European sails dotted the horizon, the Kalinago people called St. Kitts Liamuiga—“fertile land.” It was this rich soil and a thriving agrarian economy that, despite its natural beauty, allowed St. Kitts and sister island Nevis to hold back the wave of tourism longer than many of its neighbors. Located just 12 minutes from Robert L. Bradshaw International Airport, Christophe Harbour is executing a master plan that will protect 13 miles of shoreline and the South Peninsula’s white sand beaches, mountains, and natural wonders for generations to come. The destination embraces an ethos of environmentally conscious living, collaborating with local communities, sharing a passion for adventure on land and sea and being part of something meaningful and bigger than oneself.

Partners including Safe Harbor Marinas, with investment from Blackstone, have expanded the marina to accommodate yachts over 350 feet, positioning Christophe Harbour to become a required stop on the Caribbean yachting circuit. In the works are a spectacular Tom Fazio-designed golf course offering 360-degree views of the Atlantic, Caribbean Sea, and harbour. In addition, a branded luxury hotel in the Marina will soon rise over White House Bay and a network of scenic trails will connect visitors with the peninsula’s most treasured experiences.

The community is designed with a limited number of homes and homesites to ensure the protection of the peninsula’s natural and scenic resources. Residences balance a sense of privacy with a deep connection to the surrounding landscapes and community. From white sands and green hillsides to azure waters and elegant fairways, each home offers a strong sense of place, purpose and possibility. “Christophe Harbour is helping put St. Kitts on the global map for luxury tourism,” says Alexander. “It will serve as a model for thoughtful development in St. Kitts and Nevis—working hand in hand with the people of the Commonwealth to preserve this breathtaking, unspoiled peninsula. We’re honored to be part of this journey.”