



HAMILTON PRINCESS  
BERMUDA  
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## Driftwood

### Frequently Asked Questions (FAQs)

#### What inspired the new identity/ What does the new name, Driftwood, mean?

##### Brand Essence - Quiet. Elemental. Restorative.

- Driftwood is inspired by time, tide, and balance — wellness shaped slowly, not instantly. It is calm rather than corrective, understated rather than performative.

#### How does the new name reflect your values or vision?

- Driftwood is a high-end wellness spa that reflects Hamilton Princess & Beach Club's aesthetic of quiet luxury, restoration, and the elemental nature of Bermuda's Atlantic environment.

#### Is it still the same ownership/management, the same business I've visited before?

- The business will operate as it has been with a new name, re-branded, and some enhanced services.
- Ownership and management have not changed.
- Our therapists and spa reception team are the same.
- All existing appointments, memberships, class packages, and gift cards are still valid.

#### Are the services changing with the new name? Will new treatments or services be introduced?

- Driftwood will be continuing all of our guests favorite Doctor Babor facials with new additional enhancements, featuring a brightening radiance facial with Vitamin C and a refining renewal facial with a Pro Retinol complex.
- We will also be enhancing our new Signature massage service with a therapeutic aromatherapy oil blend with base notes of cedar and sandalwood to deepen relaxation.

#### Are existing class packages or memberships still valid?

- Yes, while the spa is transitioning from an Exhale franchise to a wellness facility called Driftwood, with a new name, all existing spa and fitness packages and memberships remain the same at Driftwood. We are the same spa, fitness centre, same team with the same level of service.

#### Are gift cards still honored?

- Yes, all existing Exhale Bermuda gift cards and newly issued gift cards displaying the Driftwood name will be honored at the spa.

#### Do I need to rebook my appointments? Are my client records and preferences still saved?

- No, all present and future appointments, as well as your client records and preferences, are maintained in our spa system.

#### What about when I sign on to the website to book an appointment? Do I need a new account or login?

- Your existing login details will not change which you can access via [TheHamiltonPrincess.com](https://TheHamiltonPrincess.com)
- Our Spa Reception Team will be happy to help if you need assistance.
- If you search for our old name, you'll still find us. Our website and booking system may look slightly different, but everything works the same. If you ever have trouble booking, just give us a call—we're here to help.



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### Will the spa contact information change?

- Contact email and website will now be [Driftwood@Fairmont.com](mailto:Driftwood@Fairmont.com) and you can visit our website here at [Driftwood](#).
- Our spa promotions will be communicated via Hamilton Princess social media handles @HappeningsAtThePrincess on Instagram and Facebook. Feel free to tag #Driftwood or #DriftwoodBermuda in your social posts.