



Butlin's Bahamas Vacation Village (1950)

The pioneer (if premature) attempt to develop a modern resort on Grand Bahama was Butlin's Bahamas Vacation Village. Billy Butlin had made his mark in England establishing "luxury" holiday camps, beginning in Skegness in 1936. Unlike the earlier holiday camps which were little more than a bunch of tents, Butlin provides a quality article which greatly appealed to the post-war British tourist:

"Butlin provided really luxurious facilities, with extensive on-site amusements, good-quality food, high-class entertainments and modern sanitation ... Interestingly, when the first camp was opened the visitors appeared bored and Butlin concluded that holiday-makers required some degree of organization. The famous 'Redcoats' were invented — they 'would lead, advise, explain, comfort, help out, and generally make themselves the closest thing to holiday angels on earth.'" [John Urry. *The Tourist Gaze*, London: Sage, 1990, p. 36]

Sir Billy's venture on Grand Bahama, which might have evolved into some sort of decorous "Club Med" in the West End if it had survived, was begun in 1948 and cost £ 2 million (about \$10 million at the time). It opened in February, 1950, with a modest schedule of expenses*, but didn't attract sufficient custom to pacify nervous creditors, who closed it down that fall. Peter Barratt says it opened again in 1955 on a more modest basis for fishermen, and was bought in 1959 by Jack Tar Hotel chain. The 500-room Grand Bahama Hotel and a new marina (1963) was built on the site, making it a completely self-contained resort. The West End resort flourished until Freeport and Lucaya became the real attractions on the island, and it closed in the 1990s. Today the property has been reborn once again as the luxurious "Old Bahama Bay" development.



Butlin's

BAHAMA VACATION VILLAGE

WEST END

GRAND BAHAMA

B.W.I.

Cable Address :
" BUTVILLE BAHAMA "

Telephone :
GRAND BAHAMA 100

RATE SHEET

WINTER RATES—1950

EFFECTIVE JANUARY 28th to APRIL 12th

U.S.A.	PER DAY—ADULTS	—	\$15 EACH	PER WEEK—ADULTS	—	\$98 EACH
CANADA	PER DAY—ADULTS	—	\$16.50 EACH	PER WEEK—ADULTS	—	\$107.80 EACH
STERLING	PER DAY—ADULTS	—	£5 7s. 2d. EACH	PER WEEK—ADULTS	—	£35 0s. 0d. EACH

CHILDREN, 12 YEARS OF AGE AND UNDER, ACCEPTED AT 50% OF ABOVE RATES

SUMMER RATES—1950

EFFECTIVE APRIL 13th to JANUARY

U.S.A.	PER DAY—ADULTS	—	\$12 EACH	PER WEEK	—	\$79
CANADA	PER DAY—ADULTS	—	\$13.20 EACH	PER WEEK	—	\$86.90
STERLING	PER DAY—ADULTS	—	£4 5s. 0d. EACH	PER WEEK	—	£28 0s. 0d.

CHILDREN, 12 YEARS OF AGE AND UNDER, ACCEPTED AT 50% OF ABOVE RATES

DEPOSITS

\$15 (One day's Tariff Winter Rate) in respect of each Adult Booking, and \$7.50 in respect of each Child's Booking (12 years and under), and \$12 (One day's Tariff Summer Rate) in respect of each Adult Booking, and \$6 in respect of each Child's Booking (12 years and under). To be forwarded in full with each Daily or Weekly Booking, made payable to Butlin's Bahama Vacation Village. A receipt will be issued and the balance due for reservation will be paid by the Guest on arrival.

BOOKINGS

Bookings are accepted by Travel Agents, either direct, or through The William P. Wolfe Organization, New York, Philadelphia, Baltimore, Washington, Chicago and Toronto.

CANCELLATIONS

In event of a Booking Cancellation being received in advance of 14 days of the due date of arrival, the total amount of the deposit will be refunded.

Should a Booking Cancellation be received under 14 days of the actual reservation, then the deposit will be forfeit.

PARTY BOOKINGS

For Prices in connection with reservations of Parties of not less than 10 persons, Escorted Parties, Conventions, etc., please apply either direct to Butlin's Bahama Vacation Village or your local travel agent.