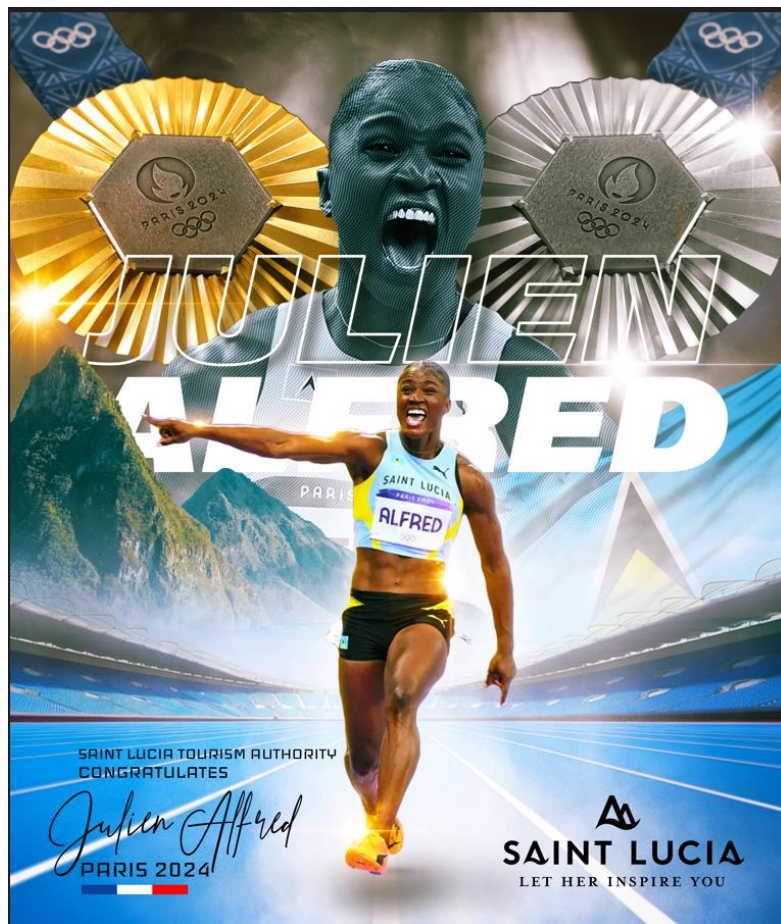


SAINT LUCIA  
**SHOWCASE**  
**2024**

**SAINT LUCIA SHOWCASE 2024**

**DESTINATION UPDATE**

**September 2024**



Saint Lucia's tourism sector has achieved significant milestones so far this year, driven by a surge in visitor arrivals and enhanced air connectivity. The island's successful hosting of ICC World Cup Cricket matches, the prominence of the Jazz & Arts Festival and attraction of Lucian Carnival, combined with improved infrastructure, has reinforced its position as a premier destination for tourism.

Saint Lucia had even more reason to celebrate this year following Julien Alfred's sprinting victories at the Paris Olympics in August. Saint Lucia is now home to the fastest woman in the world. The first Olympic medals for the island have resulted in Saint Lucia being talked about in global media and increased interest in our tourism offer. Julien's glories in Gold in 100m and Silver in 200m women's sprint are a major source of pride for Saint Lucia.

Events are a key component of Saint Lucia's marketing strategy for tourism. Our signature programme continues with many concert goers attending each of the main five days of the Jazz & Arts Festival including thousands from overseas. Lucian Carnival saw 18,000 visitors from all over the world joining in this year's festivities for the carnival period.

Sustainable and regenerative tourism continues to be integral when welcoming visitors to Saint Lucia. The SLTA website now has a dedicated hub to house news and information. [https://www.stlucia.org/en\\_UK/sustainability/](https://www.stlucia.org/en_UK/sustainability/)

The latest overall figures (July) indicate that visitors to Saint Lucia are up on 2023 so far this year to date by 17%. As of July, we have welcomed over 274,000 stay-over visitors in the first seven months of the year. This is a 4% increase compared to 2019. Stay-Over Arrivals for July were particularly strong following a 20% increase in seats and the island's hosting of Lucian Carnival 2024. Key markets to record increases were the US (52%); UK (17%); Canada (15%) and Other World (32%). The four cruise calls during the month of July brought in over 10,500 arrivals, whilst the 264 yacht calls brought in an additional 1,700 visitors.

- The US continues to lead the markets with year to date, with 158,604 visitors January to July, 58% of visitors.
- The UK has seen steady numbers with stay-over arrivals for 2024 so far are at 50,133, up 6% on last year (Jan-July). UK holidaymakers lead the way in terms of duration of stay average at 12 nights per visit.
- Canada is almost in line with 2019 figures and up 6% on last year, benefitting from regular air access.
- The Caribbean market also experienced substantial growth, recording a 27% increase in arrivals year to date following a modest rise in seat capacity. The additional seats arose from Sunrise Airways, Caribbean Airlines, InterCaribbean, and LIAT 2020 who continue to contribute to interregional travel. A new service from Martinique on Winair starts on November 15.
- Non-traditional markets saw a remarkable 315% increase in arrivals, driven by visitors and players attending the ICC matches from countries such as India, South Africa, Afghanistan, Australia and Sri Lanka.

As we approach the key winter season for 2024, we look ahead to the next 12 months with a preview of our latest news and events to look out for.

## **NEW DEVELOPMENTS**

Saint Lucia is earmarked to welcome just over 2000 rooms by 2025.

- **Secrets St. Lucia Resort & Spa** is expected to open February 2025 and will feature 351 rooms and suites along with their signature Unlimited-Luxury® amenities.
- **Hyatt** is constructing the Cas en Bas Beach Resort, April 2025
  - This will mark the debut of the **Destination by Hyatt** brand in Saint Lucia.
- A new **Courtyard Marriott** is under construction with plans afoot to open in December 2025
  - When completed, the hotel will also offer a conference facility at Pointe Seraphine, home to the island's major cruise port in the capital, Castries.
- **The LifeCo**, a new Wellness Resort in the North broke ground earlier this year. Construction is currently underway, and featuring a 523-room wellness oriented resort with a wellness theme, over-the-sea bungalows, villas, specialised clinical services, and a captivating wedding chapel. A soft opening is expected in March of 2025.
  - A family hotel and a couples hotel will also be constructed.
- Locally owned and operated **Bay Gardens Resorts** is also expanding its offerings to introduce a new wave of luxury with "Sapphire Sands Villas by Bay Gardens" a bespoke collection of beachfront luxury villas with 24/7 butler service.
- Construction at **Cabot Saint Lucia** continues
  - Located on Point Hardy, a 375-acre peninsula at the northern tip of Saint Lucia,
  - The grand opening ceremony for the 18-hole golf course took place in December 2023.
  - 12 luxury suites are set to debut in 2025, paving the way for the full construction of the residential community.
- Demolition on **Mystique and Starfish** will commence in October 2024. Construction will commence in March 2025 on the New Marriott Hotel & Residences which will add 500 rooms and residences to Saint Lucia's room stock.

## **AWARD-WINNING DESTINATION**

Saint Lucia has been recognised as the Caribbean's Leading Honeymoon Destination and the Caribbean's Leading Adventure Tourism Destination at the 2024 World Travel Awards. This prestigious recognition marks the 15th time Saint Lucia has won the Honeymoon Destination award and the 3rd time it has been honoured as the Adventure Tourism Destination.

## **SUSTAINABLE SAINT LUCIA**

For 2024/2025, dubbed 'the year of sustainability,' Saint Lucia is enthusiastically embracing this global movement. Our island is committed to preserving its natural beauty while promoting sustainable tourism practices such as eco-friendly resorts and conservation initiatives to support local communities and sustainable agriculture.

Central to Saint Lucia's commitment is the new Tourism Development Act, a groundbreaking piece of legislation designed to transform the tourism industry. This Act encourages greater participation and ownership by Saint Lucians through incentives for local accommodation owners and operators. It also sets high standards for certification to ensure quality benchmarks are met.

The Act also supports our comprehensive development by collecting and remitting a tourism levy, which fuels ongoing marketing and sustainability efforts.

Planned projects include:

- A Box Park of 22 units at Castries Market
- Renovation of the Choiseul Arts and Crafts Centre and restaurant
- A new market complex for 12 vendors in Canaries
- Enhancements to Gros Islet Recreational Park (vending booths, playground, entertainment area)
- Renovation of Fish Fry Building
- Upgrade of the Anse La Raye Waterfront (restaurant, additional moorings, bed & breakfast accommodation and additional beach bar and showers)
- Revamp of Dennery Fish Fry
- New Seamoss Experience in Praslin Bay with a tour and shops

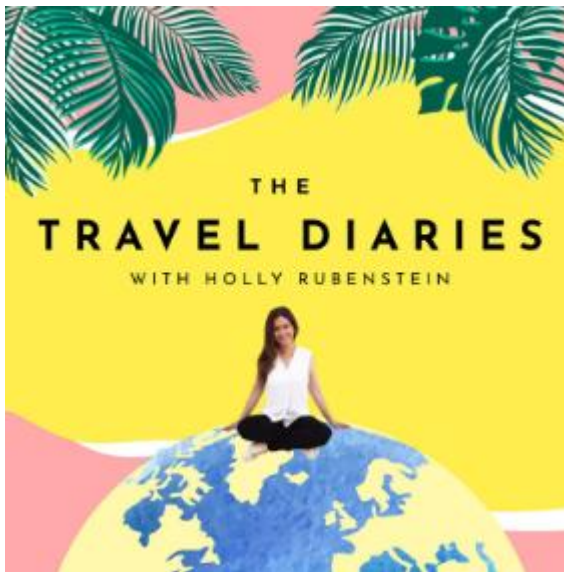
## **COMMUNITY TOURISM NEWS**

- Emerald Oasis Food Tour in the community of Canaries.
- Garmaii Gift Shop & Diner in the community of Soufriere.
- Upgraded accommodations in the communities of Beausejour and Cas en Bas and the introduction of Bon Vivan, a smart accommodation in the community of Babonneau.
- Water-based activities will be unveiled in the community of Anse la Raye experiences in Dennery highlighting the story of the Mabouya valley.
- The Community Tourism Agency is also developing the Seamoss Experience in Micoud and empowering women of Canaries with a Creole Pot Concept. This will showcase local culinary traditions that includes the making of the culinary dishes with ecofriendly raw materials, provide economic opportunities, and promote

cultural heritage through interactive cooking demonstrations and community events.

- In Choussel, an Earth Tour will bring to life the region's rich history and economic value by showcasing its authentic handmade crafts. This tour will highlight Choiseul as the crafters paradise, offering visitors a deeper appreciation of the local traditions and the economic impact of these artisanal practices.

### **TRAVEL DIARIES: TREVOR NELSON'S SAINT LUCIA**



The Travel Diaries podcast is the UK's #1 award-winning travel series. Each week, travel and entertainment journalist Holly Rubenstein interviews a different high profile traveller about the seven travel chapters of their life, uncovering the seminal travel experiences that have shaped who they are today. From their earliest childhood travel memory, to the place where they learnt the most about themselves, and what's at the top of their bucket list, it's wanderlust guaranteed. One of the most popular recent episodes is a Saint Lucia Destination Special. Holly interviewed BBC

presenter and DJ Trevor Nelson on his family connections to the island. It's a great listen, highly informative too. Listen wherever you usually access your podcasts.

[www.podcasts.apple.com/us/podcast/trevor-nelsons-saint-lucia-destination-special/id1471130008?i=1000653293270](http://www.podcasts.apple.com/us/podcast/trevor-nelsons-saint-lucia-destination-special/id1471130008?i=1000653293270)

### **SMALL SIX SAFARI**

New for 2024/25: The 'Big Five' African safari challenge has been turned on its head as the Saint Lucia Tourism Authority launches a new nature adventure affectionately called the 'Small Six'.

The tour is led by Saint Lucian birding expert and conservationist Adams Toussaint and his team including Matthew 'Willow' Francois. Adams originally identified the list of these small indigenous creatures that can be spotted as you explore the island. Saint Lucia is known for its stunning landscape and fascinating wildlife although some are much harder to find. The Saint Lucian parrot is notoriously difficult to spot.



The Small Six includes:  
Saint Lucia parrot;  
Saint Lucia Black Finch;  
Saint Lucia Oriole;  
Saint Lucia Warbler;  
Saint Lucia Whiptail;  
Saint Lucia Pygmy Gecko.

[www.stlucia.org/en\\_UK/experiences/nature-adventure/](http://www.stlucia.org/en_UK/experiences/nature-adventure/)

### **CASTRIES STORY MAP**

The Ministry of Tourism, Investment, Creative Industries, Culture & Information and the Taiwan ICDF launched the Story Map and Smart Tourism Project in Castries this May. This technological advancement initiative allows visitors to seamlessly navigate their way around the city by scanning QR codes that will provide information on their route. This allows for visitors to indulge in the history and culture of the destination and contributes to the preservation of Saint Lucia's cultural heritage, religious and educational heritage for future generations to learn from.

This tourism initiative is also expected to attract more visitors, leading to an increase in tourism revenue, contributing to the growth and sustainability of the local economy. The project is in an advanced stage, and soon the QR codes will present video and audio guides of the city's map.

### **DIVEFEST (September 15 – 21 2024, annually)**

Saint Lucia is one of the most scenic islands in Caribbean with world-class dive sites and snorkeling just off shore. There is endless beauty beneath the surface with rainbow colour reefs and abundant marine life. The dive festival in Saint Lucia highlights the diving offering.

An underwater sculpture park is planned for 2025 along the west coast of the island. This project will incorporate three key elements: the culture, heritage, and history of Saint Lucia.

### **GLOBAL ROMANCE SUMMIT (October 3-7 2024 annually)**

'Say Yes to Saint Lucia' is a Global Romance Summit later this year, enabling agents to meet key partners, including villas, hotels and wedding planners. There will also be keynote speakers, a bridalwear fashion show and a digital media strategy workshop. The SLTA is taking a small group of UK trade to experience the summit for themselves.

### **CREOLE HERITAGE MONTH (October annually)**

October is Creole Heritage Month in Saint Lucia and an opportunity to celebrate the French Creole language and culture. On the last Sunday of October (27), the celebrations come together on Creole Day (Jounen Kwéyòl) as communities across Saint Lucia honour the French/African dialect and show its importance through music, art, Creole cultural expression, performances, and food.

### **LA MARGUERITE FLOWER FESTIVAL (October 17 2024, annually)**

Many Saint Lucians observe the day of Fete La Marguerite. This is the second of the two flower festivals held annually. La Marguerite members dress in the colour purple and create displays of the Marguerite flower in addition to singing their traditional songs.

### **ATLANTIC RALLY CRUISE (ARC – November-December 2024, annually)**

The 39th edition of the Atlantic Rally for Cruisers (ARC) will set sail on 24 November this year, from Las Palmas de Gran Canaria, bound for Rodney Bay in Saint Lucia, a voyage of 2,800 nautical miles. The 2024 fleet is starting to converge on the Canary Islands where they will prepare for their adventure. The 157 boats sailing this year include 48 multihulls and 15 racing yachts flying the flags of 26 nations. Top nationalities of the crews are British, American and Swedish. Ages range from 7 to 77. The 2023 ARC saw the Boat Show TV crew produce an insiders' guide to ARC to show what it's like to participate and arrive in Saint Lucia. Watch it here.

[www.youtube.com/watch?v=-WndDdcvy3I&t=13s](https://www.youtube.com/watch?v=-WndDdcvy3I&t=13s)

[www.worldcruising.com](http://www.worldcruising.com)

## **SUNFEST (November 2 2024)**

On November 2nd the first Yamaha Sunfest beach Festival will debut in Saint Lucia. An influx of visitors is expected to attend this event bringing boat lovers and party lovers together.

## **SAINT LUCIA JAZZ AND ARTS FESTIVAL 2025 (April 30 - May 11, 2025, annually)**



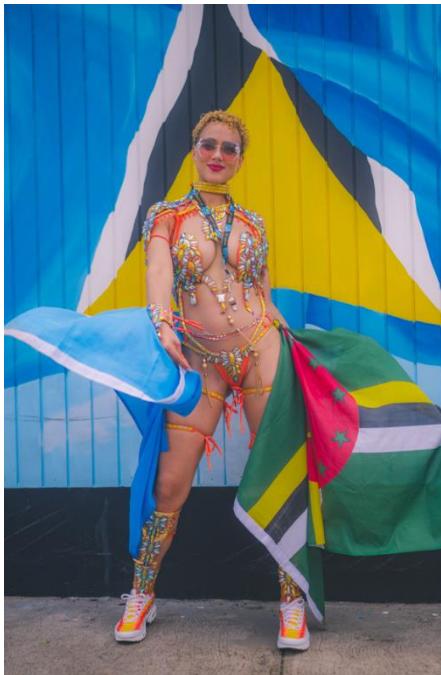
The Saint Lucia Jazz & Arts Festival 2024 was heralded as a sellout success featuring a lineup of renowned musicians from Saint Lucia and across the world. There were headline performances from pop rock legends Air Supply, along with Davido, Machel Montano, Samara Joy, Beres Hammond, Jon Secada and Chloe Bailey.



2025 is yet again set to attract thousands of visitors from around the world with a lineup of genres including Afro beats, jazz, rock, gospel, Soca, reggae, Zouk, pop and an array of cultural beats and exciting rhythms. The iconic and historic Pigeon Island National Park is the waterside backdrop for the open air performances. Visit the SLTA website for lineup and ticketing information as it goes live.



## **SAINT LUCIA CARNIVAL (July 1-26 2025, annually)**



Dive into Lucian Carnival 2025 and experience three weeks of music, dazzling costumes, and nonstop celebrations. 2024 saw thousands of revellers from the island, the region and across the world enjoy both the cultural aspects and party vibes that Saint Lucia's carnival has become famous for. This year, Game of Thrones actress Nathalie Emmanuel joined the parade days with Just 4 Fun band.

<https://carnivalsaintlucia.com/>



## **LA ROSE FLOWER FESTIVAL (August 30, 2025 annually)**

This cultural event is one of the two Flower Festivals – “La Rose” and “La Marguerite” held annually in observance of Saint Lucia’s rich cultural memory, history and heritage. These two flower festivals depict a historical rivalry among communities whose members sing the virtues of their flowers. “La Rose” members pledge their allegiance to the rose by dressing in red and creating flamboyant displays made of roses.

## **AIR ACCESS**

Direct and frequent flights from London to Saint Lucia provide year-round easy access by air. British Airways and TUI have year-round flights. British Airways offers daily, direct flights from London Gatwick whilst the weekly TUI flight (also from Gatwick) departs every Tuesday.

Virgin Atlantic returns to Saint Lucia for the winter season flying out of London Heathrow. The service starts from 28th October 2024. From this date until 28th November flights are on Mondays and Thursdays with a quick stop in Barbados before flying onto Saint Lucia. From 1st December onwards there will be direct flights on Wednesdays, Fridays and Sundays.

For the US, among the highlights of this expansion is the reintroduction of a second Saturday flight by Delta Airlines departing from Atlanta commencing in January and continuing through April 2025. Coupled with this is the second daily flight from Miami on American Airlines and the return of three flights a week from Boston on JetBlue. Starting mid-December American Airlines will also be reintroducing the non-stop service from JFK, New York, catering to the more discerning traveller.

In the Caribbean Region, from November 15, Winair will increase its services from Martinique with its ATR-42 aircraft. The new schedule includes flights to Saint Lucia on Sundays and from February 1, 2025 on Thursdays. Flights from Saint Lucia to Martinique are scheduled for Mondays and from February 1, 2025 on Wednesdays.

## **CRUISE NEWS**

Plans to enhance and expand the island's cruise port are advancing through Global Ports Holding (GPH), the world's largest independent cruise port operator. GPH officially took over the port operations in May, branding it as Saint Lucia Cruise Port. GPH will expand the existing berth at Point Seraphine to accommodate the largest cruise ships globally, thereby increasing the port's capacity.

Plans include revamping the Vendor's Arcade and establishing a new Fishermen's Village at Bananes Bay, providing a new platform for local vendors. Significant investments will be made in upland development at Soufriere Bay, including constructing an amphitheater and dining area.



## **New Island Experience**

### **HELEN'S DAUGHTERS**

#### *Agricultural Tours with Helen's Daughters*

Helen's Daughters is a non-profit organisation that works to help to rural women farmers who have been under-supported in agriculture. One of the fundraising elements to their

programme includes farm tours where you can visit the 'farmhers', have a look around and enjoy a delicious lunch cooked using the produce grown on the farm.

[www.helensdaughters.org/index.php/in-blooms-mother-natures-way-tour](http://www.helensdaughters.org/index.php/in-blooms-mother-natures-way-tour)

### **SOLEY KOUCHE**

#### *New restaurant*

Soley Kouche, nestled in the heart of the charming village of Choiseul on Saint Lucia's scenic Caribbean coast, offers a unique dining experience that celebrates the rich flavours and cultural heritage of the island. Walking distance from Saint Lucia's Gros Piton hike and with incredible views across the seas to neighbouring St Vincent, Soley Kouche also has an exceptional menu of local ingredients and traditional recipes.

The restaurant recently welcomed talented Chef De Cuisine Kyras Henry, who boasts a rich and diverse background that deeply influences her culinary artistry. She was born and raised in Catford, South East London with a Jamaican mother and a father hailing from Saint Lucia, Kyras was immersed in both Caribbean cultures from an early age, fostering a deep appreciation for Lucian traditions and cuisine.

## **Our Hotel Partners**

### **ANSE CHASTANET AND JADE MOUNTAIN**

#### *Wellness and Adventure*

Anse Chastanet Resort is introducing a new Adventure Ambassador role to lead daily hikes and fitness instruction for guests as well as managing the bike trails. New E-Mountain bikes are now available alongside the traditional Cannondale fleet so all abilities and skill levels are catered for.

Look out for a new Amazing Adventure package which includes: 7-night stay in your chosen room category, full American Plan (breakfast, lunch, afternoon tea, and dinner), airport taxi transfers both ways, welcome cocktail, drinks package in-room fridge, and culinary amenity on arrival, scuba diving for certified divers or a scuba beginner course with two dives for non-certified divers, jungle biking or 'Kool Kayaking', boat snorkel trips, and guided hikes on our 600-acre estate, a rainforest hike, complimentary use of tennis court and equipment, snorkelling, kayaking, paddle boarding, mini-sailing, windsurfing, beach chairs, and towels on the resort's two beaches and sunrise and sunset yoga sessions available daily.

[www.ansechastanet.com](http://www.ansechastanet.com)

### **BAY GARDENS RESORTS**

Bay Gardens Resorts in Saint Lucia is continuing its development with big plans. Bay Gardens Resorts is getting ready to launch its new high-end villas coming in 2025 called Sapphire Sands Villas. This new property will see one, two and three bedroom beachfront suites and villas situated next to the flagship 4-star Bay Gardens Beach Resort. The development includes a new state-of-the-art spa and wellness centre, a new restaurant with indoor and outdoor dining facilities and a new swimming pool.

Other developments include the upgrading of rooms at the Bay Gardens Hotel which will bring the style and décor right up to date with a fresh and modern finish. And Bay Gardens Marina Haven has recently added a new bar called Knots for clients relaxing around the pool.

These upgrades will ensure that Bay Gardens Resorts continue to offer guests a truly Saint Lucian experience in the prime location of Rodney Bay Village. The dine around programme continues to offer our clients on All-Inclusive board the opportunity to sample local restaurant. All clients of Bay Gardens Resorts are able to visit and use the facilities on Reduit Beach which includes unlimited access to our non-motorised water sports, sun loungers and Splash Island Water Park.

[www.baygardensresorts.com/](http://www.baygardensresorts.com/)

## **BODYHOLIDAY**

Upcoming Retreats & Events:

- NEW! BodyHoliday launched the Balance and Performance programme, inspired by Julien Alfred who won the first ever gold medal for Saint Lucia at the Olympics. The package features a resort-wide running competition (100m and 200m), a nod to Alfred's 100m Gold Medal and 200m Silver Medal, along with a diverse menu of wellness treatments curated for athletic performance and recovery.
- NEW! BodyHoliday is proud to announce that the resort will be one of Julien Alfred new sponsors. In addition to this exciting partnership, Julien Alfred will join BodyHoliday as a guest presenter and host of the WellFit programme. Dates and details will be announced shortly.
- September Solos (2-27 Sept): Designed for solo travellers, this popular retreat encourages guests to connect through a variety of activities led by Anthony Lynch and Jason Gardner. Participants can enjoy adventure excursions, pottery and painting classes, cooking workshops, and exclusive social events like cocktail parties and group dining experiences.
- Octoba Yoga (30 Sept – 25 Oct): With renowned instructors Finlay Wilson, 'The Kilted Yogi,' and Brian Witten, this month-long yoga event offers guests a chance to explore diverse styles including Hatha, Ashtanga, Shanthi, and Katti yoga. Complemented by Tai Chi and meditation sessions, it's perfect for both beginners and seasoned practitioners looking to deepen their practice.
- The Reconnection Retreat (3-8 Nov): Led by Susannah Taylor, founder of Get The Gloss, and Pilates expert Chloe Hodgson, this retreat provides an opportunity for guests to reset and recharge. With a focus on holistic well-being, the programme includes guided exercises and mindfulness practices to help participants reconnect with themselves.
- Pre-Christmas Restorative Break (9-20 Dec): Facilitated by health expert John Hyden, this restorative retreat prepares guests for the festive season and beyond. Designed to equip participants with sustainable wellness strategies, this programme offers a comprehensive approach to health that can be applied throughout the year.

[www.thebodyholiday.com/](http://www.thebodyholiday.com/)

## **CAP MAISON**

Cap Maison continues with the final phase of its refurbishment of The Naked Fisherman and the Villa Suite bathrooms. The hotel is closed until 5th October to accommodate the changes. The Naked Fisherman will include a bar extension and new furnishings. Cap Maison is also delighted to announce that it has acquired the adjacent land next door for its planned extension in 2025. More information to come in due course.

*Guest Chef Series 2025*

As a member of the prestigious Relais and Chateaux group and the first establishment in Saint Lucia to join the coveted association, Cap Maison will welcome a number of internationally acclaimed chef from other Relais and Chateaux properties to take part in its popular guest chef series in March, April and May 2025.

#### *Offers and Packages*

Cap Maison is running a series of special offers and packages including Linger Longer, Peak to Beach, Fly and Save, The Villas at Cap Maison and Honeymoon Package. Details are [here](#)

[www.capmaison.com](http://www.capmaison.com)

### **COCO PALM**

#### *Upgrade for Foodies*

Saint Lucia's Coco Palm is undergoing upgrades to tweak its signature Caribbean Creole style catering to the high-repeat clientele who have come to appreciate all that makes the award-winning boutique hotel so popular. Guests of the independently owned family hotel will be treated to the wow factor when they return to Coco Palm on the reopening October 12th, 2024.

Plans are in place for a full renovation of Ti Bananne Caribbean Bistro and Bar to cater for the increased demand for Chef Richarson Skinner's signature dishes and extravaganzas throughout the year.

Palm rooms will also have a soft refurbishment with the Patio Pool rooms having their patios extended to create a private sanctuary leading to the pool. These rooms have proven popular with families and older guests who simply want a ground floor room with easy access to Ti Bananne and the pool but will now be offering a bit more privacy and patio space.

Behind the scenes, Coco Palm has also upgraded its IT services, launched a new website and logos and has changed property management systems which the all Team Members have been trained on and embrace the strides technology has made in catering to the attention to detail in reporting and serving their guests.

Based on the above upgrades, Coco Palm's star rating has been upgraded to 4-star boutique hotel.

[www.coco-resorts.com](http://www.coco-resorts.com)

### **COCONUT BAY BEACH RESORT & SPA**

Premium All-Inclusive Coconut Bay Beach Resort & Spa is undergoing significant improvements, including the renovation of all its guest rooms. By November 2024, 25%

of the inventory is set to be renovated, part of a two-year project to be completed by the end of 2025. Coconut Bay has also introduced 11 new beach cabanas featuring Concierge Service, a cooler stocked with beer, wine and soft drinks, and lunch delivery, available for a supplemental fee. Six new oceanfront spa cabanas incorporate the sound of the waves and ocean breeze into the Sanctuary Spa's therapies.

Other enhancements include a complete makeover of Peter John's Rum Bar and Lounge from new furniture and colour palette to a granite countertop at the Piano Bar. The new oceanfront Gazebo features an expanded space perfect for weddings, private dinners, and cocktail parties.

Coconut Bay's 4th Annual Rum & Rhythms Festival takes place from October 19th to November 2nd, 2024. This event showcases the Caribbean's top musical talent, regional rums and features nightly tastings, signature cocktails at seven bars and a rum bar at the weekly Splash Pool Deck themed dinners.

[www.cbayresort.com/](http://www.cbayresort.com/)

## **EAST WINDS**

The traditional Caribbean charm of East Winds is going to be further enhanced as the boutique resort embarks on a three-year refurbishment project, sourcing many items such as paintings, handmade furniture, soft furnishings and rugs created by local crafts people.

The first phase of the US\$1.5million refurbishment programme will be completed by 1 October 2024. The 26 Superior and Deluxe rooms, that are set in traditional style cottages dotted throughout the gardens, will be completely refurbished and redecorated. New bathrooms will also be fitted in the Superior rooms. The next phase of the project will see the remaining rooms - the Ocean Front Rooms and Oceanfront Suite - being refurbished.

Once the bedrooms are done, attention will move to the rest of the resort with plans to enhance the Garden Spa with a new treatment space and shower. The swimming pool area will be redesigned while the restaurant and bars will be updated with new colour schemes, soft furnishings and furniture.

The resort's extensive, tropical gardens will also receive attention to make them even more idyllic. The gardens are already filled with many local trees, plants and shrubs further enhancing the authentic Caribbean ambiance. An added bonus is that the gardens attract many local birds including the famed Saint Lucia parrot and hummingbirds as well as butterflies as they come to feed.

### *Green Plan*

East Winds has also recently embarked on a social impact project with the local pastoral centre. The plan is to use the pastoral centre's land to develop an organic farm using traditional methods. The aim is to ensure food security for local people, enable local people to acquire new skills, diversify the tourist offering and a chance for the hotel to give back to the community. Alongside growing organic food and a training scheme, the new Green Plan will involve a nature and dog walking trail, a farm shop and new shop and restaurant for visitors to enjoy. Already in place is a water preservation system, new greenhouse and a set of beehives.

[www.eastwinds.com](http://www.eastwinds.com)

### **GREEN FIG RESORT & SPA**

With the aim of targeting the UK and Irish markets in 2024 and beyond, Green Fig Resort & Spa in Saint Lucia has appointed SILVA as its dedicated trade sales team. Aiming to raise the property's profile, educating both travel agents and wholesale partners on its product offering, SILVA will work to bolster key sales relationships via strategic incentive offers and thorough training sessions that provide vital sales tips to help secure those all-important bookings.

As a boutique resort overlooking the Pitons, the resort is perfectly placed to offer guests a marriage of the island's unique nature, its adventurous side and of course, its renowned beach vibe. Offering a truly unique Caribbean experience, the property's 27 'treehouse feel' rooms and suites offer island charm, allowing guests to be at one with the south of the island's lush greenery whilst also being a short walk from Soufriere.

Agents can book Green Fig Resort & Spa via Gold Medal.

[www.greenfigresort.com](http://www.greenfigresort.com)

### **JADE MOUNTAIN RESORT**

#### *Rum and Chocolate*

September sees Rum & Roots Week, a special immersion into the world of rum with guest expert Rob Burr, offering masterclasses, tastings, and distillery tours.

Jade Mountain will also launch its first batch of Cacao Rum, crafted in collaboration with St. Lucia Distillery, using cacao from the resort's Emerald Estate. Also coming up:

- **Farm-to-Glass Experience:** Incorporating the cacao rum-making process into the resort's farm tours, allowing guests to taste and learn about the unique blend.
- **Chocolate Bean to Bar Tour:** The new Cacao Rum will be part of this popular tour, enhancing the connection between the resort's cacao production and its new rum.



- The Alchemy of Chocolate Package. This includes airport transfers, daily breakfast and dinner, a special chocolate welcome gift and cocktail, Chocolate Lovers' Breakfast in Bed celebration, a chocolate-infused 1-hour spa treatment per person, a learning excursion to the resort's Emerald Cocoa Estate and a chocolate Sensory Tasting and hands-on chocolate-making class at Jade Mountain's chocolate laboratory, including fudge creation and personalized chocolate bars.

[www.jademountain.com](http://www.jademountain.com)

## **LADERA**

### *Sunset Fish Fry*

Ladera's Sunset Fish Fry, crafted by Chef Nigel Mitchell, elevates the traditional Soufriere fish fry to a signature culinary experience. Set against the breathtaking Pitons' sunset, you can join poolside for freshly grilled local seafood. Caribbean music, signature cocktails and enchanting views come together for an unforgettable evening. The Fish Fry takes place every Thursday and is open to guests, locals and visitors.

### *The Hideaway Rum Bar*

Amidst the intimate and atmospheric ambiance of a Caribbean cave, this mysterious hideaway beckons with the aroma of fine cigars and a promise of signature rums and cocktails. As he shares tales of Saint Lucian rum legends, Ladera's expert Rummelier will guide you through the rum and rum-based cocktail menu, starring The Hemingway, named to honour past guest Ernest Hemingway. Choose from rums on tap in oak casks, carefully chosen rum flights or rare, top shelf rums. Pair your choice with charcuterie, tapas, and cheese plates.

[www.ladera.com/](http://www.ladera.com/)

## **THE LANDINGS RESORT AND SPA**

The Landings Resort and Spa has some exciting new developments.

A new Asian Fusion restaurant called Suru has just opened featuring a delicious menu from Executive Chef Ramnesh Kumar. The new menu features the signature dish, Panang Neua, which is a beef tenderloin in Thai Penang sauce.

The SPA continues to prove popular and a new series of Bamboo treatments have just been launched. Bamboo is Saint Lucia's national plant and it's versatile with many health benefits such as helping with indigestion. The benefits of Bamboo Massage come with many benefits like alleviating muscle tension, improve joint function, increase circulation and enhance your sleep quality.

Also new in the SPA is the Oncology Aesthetics programme launching in October 2024, the first spa in the Caribbean to offer this specialist treatments. Therapists have been

trained by the team at the Ricardo Fisas Natura Bisse Foundation. The new service offers aesthetic skincare treatments for people undergoing oncology therapy or those in remission or post-treatment.

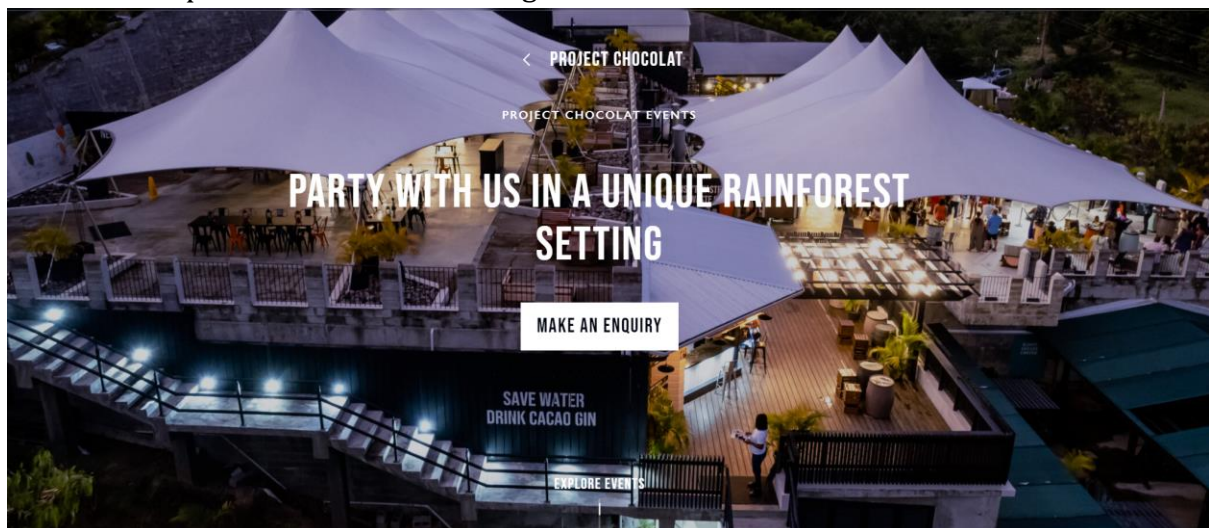
Other news includes a new website and wedding microsite and a new brochure for MICE audiences.

[www.landingsstlucia.com/](http://www.landingsstlucia.com/)

### **RABOT HOTEL FROM HOTEL CHOCOLAT**

The resort has a new website for Hotel Chocolat Saint Lucia to showcase all offerings on the Rabot Estate. Visitors will also experience a new reception area for the hotel which will enhance the welcome for guests and frees up seating space for the main bar at Rabot restaurant.

In July, Rabot Hotel hosted its first wellness retreat with Ayurveda specialist Jasmine Hemsley. On the back of its success, the next retreat is being planned for 2025. Visit the website for updated information as it goes live.



Live events continue at Project Chocolat. Next up is Zouk en Blanc on the 5th October.

[www.saintlucia.hotelchocolat.com/](http://www.saintlucia.hotelchocolat.com/)

### **THE ROYALTON**

Blue Diamond Resorts' has confirmed that it has opened sales to travel agents and tour operators for its two Saint Lucia properties, Royalton Saint Lucia, An Autograph Collection All-Inclusive Resort, and Hideaway at Royalton Saint Lucia, An Autograph Collection All-Inclusive Resort - Adults Only.

Trade bookings for these properties opened from September 1st, 2024, with travel beginning May 1st, 2025.

[www.royaltonresorts.com/resorts/st-lucia](http://www.royaltonresorts.com/resorts/st-lucia)

## **SANDALS**

*New developments at Sandals Regency La Toc:*

Currently under development is a new 'Rondoval village' at Sandals Regency La Toc. The village will include 20 brand-new Rondoval Butler suites, seven of which will have private rooftop decks, as well as new restaurant concepts. Completion date for the Rondoval village is currently to be confirmed.

Set 50-feet above the sea, the new two-stories bluff suites offer ocean views. On the top floor, guests can enjoy a restful night in the cosy, coastal bedroom with a spacious bathroom area, soak up the sun on the ground floor patio or enjoy a refreshing plunge in the private pool. These suites have recently benefitted from a full renovation to modernise and refresh them.

*Autumn sale*

Save up to £200 when booking a Sandals Resorts holiday in Unique Caribbean Holidays Ltd.'s Autumn Sale. Save £100 on holidays of 7-9 nights, £150 on stays of 10-13 nights, or to enjoy savings of £200, book a holiday for 14-nights or more. Quote the promo-code 'AUTSALE' at time of booking. The Autumn Sale is running from 3rd September to 3rd October 2024.

[www.sandals.co.uk](http://www.sandals.co.uk)

## **SECRETS ST LUCIA RESORT & SPA**

Starting in February 2025, Hyatt Inclusive Collection will expand its presence on the island of Saint Lucia with the introduction of Secrets St. Lucia Resort & Spa, joining the already established AAA Four Diamond awarded Zoetry Marigot Bay St. Lucia.

Secrets St. Lucia Resort & Spa, an adults-only retreat, offers 355 island-inspired, modern accommodations and the signature Unlimited-Luxury™ experience, where everything is included. Situated in a prime location on Saint Lucia's Caribbean coast, the resort is a short distance from the world-class Rodney Bay Marina, Cap Estate Golf Course, and the capital city, Castries.

Partners can book now and take advantage of September's early booking offer with 20% off summer bookings for May onwards in 2025.

## **SERENITY AT COCONUT BAY**

Serenity at Coconut Bay's design emphasises privacy and romance, with expansive Plunge Pool Butler Suites seamlessly blending indoor and outdoor spaces. Suites feature handcrafted mahogany beds, glass-enclosed rain showers, oversized soaking tubs,

personalised bars on the private pool decks and hammocks for two. Discreet butler service ensures that every need is met with attentive care from arrival to departure. Couples booking directly for seven nights or more will receive the Grand Romance Package. This \$1200 collection of exclusive holiday luxuries includes the Couple's Tranquility Massage, a Champagne & Jazz Sunset Catamaran Cruise, a private candlelit pool cabana dinner, a full-day beach cabana and a full-day pool cabana, a private beach picnic, and a private chauffeured island tour.

Newly introduced entertainment and activities include a Rum and Food Fête featuring Saint Lucian-inspired dishes and local rum tastings; Paint 'n Punch or learn sushi-making basics in Sushi 101. Evening entertainment includes the Moonlight Jazz Session, a Garden Serenade, and more. Serenity guests also have full access to the amenities at sister resort Coconut Bay Beach Resort & Spa.

[www.serenityatcoconutbay.com/](http://www.serenityatcoconutbay.com/)

### **SUGAR BEACH, A VICEROY RESORT**

Open for bookings in Q1 2025, Sugar Beach, A Viceroy Resort will introduce Spice of Life, a spectacular nine-bedroom villa set to be the most luxurious residence in the Caribbean upon its debut.

Built from the ground up and designed by Botelho Wood Architects, the 35,000 square foot villa will be spacious enough to accommodate up to 18 guests, but also intimate enough to welcome just two. Matching its grand size, the residence will feature state-of-the-art facilities and interiors, boasting private beach access, a 14x19-foot outdoor swimming pool, 13 bathrooms, a main kitchen alongside a commercial grade kitchen in the basement (ideal for large events, such as weddings), and large living and dining room space.



The villa has also been architecturally built around the incredible art collection it will feature, including multiple works from world renowned artists such as Yayoi Kusama, Salvador Dali, Damien Hirst, Daniel Arsham, Jeff Koons, Julian Opie, KAWS, and Tom Sachs to name a few. The interiors are inspired by the art collection it houses and the resort's natural surroundings, with floor to ceiling 12 x 18 foot framed views of the Pitons and Caribbean sea.

All materials used are locally sourced, using wood and stone that gives a soft and natural feel, with custom-made furniture in muted tones, making sure all emphasis is on the artwork displayed. The residence will also have a sustainable water system and integrated solar power, with additional luxury amenities that include a private 24 hour butler service, a dedicated on property shuttle and driver, luxury airport transfer and more.

#### *Cocoa Mill*

There are two new chocolate making experiences for all ages to enjoy as well as the weekly rum and chocolate tastings. This curated rum pairing experience showcases the best of the Cocoa and Rum World in Sugar Beach's own chocolate production house, Cocoa Mill. In this interactive tasting, you will experience seven different selections of chocolate and rums which have been paired to bring out the vibrant and robust flavors unique to each one.

#### *The Racquets Club*

Coming October 2024, a new racquets club will include one tennis court, one padel court and two pickleball courts along with a club house that will be serving light refreshments in the day to guests.

[www.viceroyhotelsandresorts.com/sugar-beach](http://www.viceroyhotelsandresorts.com/sugar-beach)

## **TET ROUGE**

Tet Rouge will be celebrating its 10th anniversary in November this year. The boutique property has recently opened two new, two-bedroom villas, and has announced a new chef for the Soley Kouche Restaurant.

There is also a phenomenal special for autumn bookings. Book now and get 45% off regular rates for a sea view deluxe suite. Valid for stays up to November 1, 2024

The rate for Gone Tropical Villa including taxes is USD\$1,328 per night, room only including tax and service charge and USD\$1,503 per night, room only including tax and service charge for Infinity Villa. These are the rates from now through to December 19, 2024. Minimum three night stay. No autumn closure.

### **Saint Lucia's Têt Rouge Resort debuts luxurious new villas**



Rates start at US\$1455 per night excluding tax and service charge, for a minimum three night stay and maximum occupancy of four adults. The resort also has its own luxury catamaran for private sunset sailing and exhilarating day trips, and is just a short stroll from the beautiful silver sands of Anse L'Ivrogne beach at the base of the Gros Piton.

[www.tetrouge.com](http://www.tetrouge.com)

## **WINDJAMMER LANDING RESORT & RESIDENCES**

Windjammer Landing has unveiled an enhanced culinary programme as part of its ongoing investment plan. New restaurants include 'Masala at Embers,' serving up

authentic Indian cuisine, led by Chef Vikrham Singh, daily for dinner service. The resort's signature restaurant, Dragonfly, has also undergone an extensive renovation now serving up breakfast and dinner. In addition, the new restaurant now features a rooftop bar and lounge dubbed 'The Perch by Dragonfly', featuring hand painted murals by a local Caribbean artist, Sandy Layne, that depicts scenic breakwater views from the restaurant.

[www.windjammer-landing.com](http://www.windjammer-landing.com)

### **ZOETRY MARIGOT BAY**

Exciting new additions at Zoetry Marigot Bay include a 2024 Traveller's Choice award from Tripadvisor and the introduction of Meraki, a fusion restaurant offering Mediterranean dishes with an Asian twist, as well as sushi plates. Located along the Bay in Marina Village, this new dining option enhances the resort's exceptional culinary offerings. This September, guests can book a seven-night stay and pay for only six nights or extend their stay with a 14-night stay for the price of 12.

Zoetry Marigot Bay St. Lucia is also offering a new locale beach experience with a touch of island charm. Guests are transported via a short pontoon ride to LaBas beach, where they are provided an immersive and elevated beach visit that includes concierge service, personalised waiting service, and relaxation amenities such as a tote bag, plush towels and comfortable beach loungers.

The well-appointed excursion also has Dolittles' restaurant for an additional charge, where guests can mix and mingle in the unique tropical surroundings.



[www.zoetrymarigotbaystlucia.com](http://www.zoetrymarigotbaystlucia.com)

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For more information please contact SLTA UK PR – Liz Fay: [lfay@stluciauk.org](mailto:lfay@stluciauk.org)