



For Immediate Release

Source: Coco Palm

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Photograph available here:

[http://docs.google.com/View?id=dgsbbfz\\_2192d4pz6kds](http://docs.google.com/View?id=dgsbbfz_2192d4pz6kds)

CAPTION: From left: Almond Resorts' Fiona Boss, Chelsie Lewis of the Saint Lucia Tourist Board and Coco Palm's Feolla Chastanet join the carnival revellers

## **SAINT LUCIA MONTH OFF TO A GREAT START IN GREAT BRITAIN**

*Boutique hotel Coco Palm reports positive Saint Lucia vibes among travel sellers*

LONDON, United Kingdom (March 31, 2010) - *Coco Palm*, one of the Caribbean's "friendliest" hotels, is reporting enthusiastic response to the first half of Saint Lucia Month activities held throughout Britain this month.

Coco Palm's Managing Director Feolla Chastanet reports that the annual month of activities which updates travel sellers about Saint Lucia's tourism product - including new and newly renovated hotels, restaurants, spas and attractions - has helped strengthen the Saint Lucia brand in the marketplace.

"In this tough economic and highly competitive environment it's important that the Saint Lucia experience is infused in the hearts and minds of those who sell our product," said

Chastanet, who congratulated the Saint Lucia Tourist Board's UK office for putting together an extensive itinerary that led hoteliers to key agents and operators across the City of London and in the financial capital of Canary Wharf. The hoteliers also toured Chester, Cheshire, Leeds, Manchester, Middlesex, Surrey, West Sussex, and Yorkshire.

Saint Lucia Month, whose theme is "Live the Legend," kicked off in London on Monday, March 15 with Saint Lucia co-sponsoring Unite Caribbean, a 'one-stop-shop' event for UK- and European-based tour operators to hold informal, pre-booked, one-to-one meetings with tourist boards, hoteliers, representation companies, airlines, ground handlers and car hire companies from the Caribbean region.

During the fortnight, the Saint Lucia Tourist Board's UK office joined forces with hotel partners to stage training sessions with tour operator reservation agents and travel agents. Travel agent receptions were held in London and Leeds with an average of 60 key agents in attendance. The interactive evenings gave agents a night to remember with the unveiling of a new Saint Lucia DVD, depicting the breathtaking beauty of the island; as well as dancers in carnival costumes who invited the agents to share in the spirit of Saint Lucia.

The second half of the month of activities resumes on Tuesday, April 6 after this week's Easter break. The road show will continue in London, Exeter, Guernsey, Jersey, Southampton, Belfast and Dublin.

The grand gala dinner, where key tour operators will be honoured, takes place on Thursday, April 15 in London.

Located in the heart of Saint Lucia's entertainment capital, the award-winning Coco Palm caters to the savvy traveler looking for a chic boutique hotel with affordable rates and unparalleled standards of style and service. For further information or reservations, visit [www.coco-resorts.com](http://www.coco-resorts.com) or call toll free 1 877-655-COCO (2626) or +1 758-456-2800.

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