



For Immediate Release

Source: Saint Lucia Tourist Board

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SAINT LUCIA TOURISM UPDATE: WEDNESDAY, NOVEMBER 17, 2010

SAINT LUCIA IS WORLD'S BEST FOR ROMANCE



Louis Lewis (left) receives Saint Lucia's latest tourism award from Graham Cooke, President and Founder of the World Travel Awards.

Photograph available at: <http://tinyurl.com/sluworldtravelawards>

SAINT LUCIA (November 17, 2010) - For the fifth consecutive year, travel professionals the world over have voted the Caribbean island nation of Saint Lucia the "World's Leading Honeymoon Destination."

After receiving the top Caribbean accolade in this category at the World Travel Awards Americas ceremony in Jamaica last month, the Eastern Caribbean destination earned even greater global recognition at the 17th World Travel Awards Grand Final Gala Ceremony at Grosvenor House in London.

Accepting the award, Louis Lewis, Saint Lucia's Director of Tourism, said: "We are humbled to be considered the best in the world when it comes to weddings, honeymoons and romance.'

Lewis served notice that Saint Lucia will not be resting on its laurels, assuring "we will leave no stone unturned to ensure that we remain top of the class for many years to come. Working in concert with our hotels, resorts and attractions, we intend to redouble our commitment to excellence in the new year as we focus on delivering the world's best experiences for the luxury and romance markets."

The World Travel Awards encourages world-class competition, stimulates innovation and creativity as well as ensures that travelers receive exceptional value.

"This award bears testimony to the undisputed beauty of the island, the authentic warmth and friendliness of our people, our commitment to service excellence, and the appeal of our small luxury properties which continue to win the confidence of today's discerning traveler," said Senator Allen Chastanet, Saint Lucia's Minister of Tourism and Civil Aviation.

Saint Lucia was awarded "Best Caribbean Island in 2010" by Porthole Magazine, while many of its hotels, resorts and attractions continue to excel in top readers' surveys and award competitions.

The growing accolades reflect the country team's commitment to providing visitors with an excellent product with high standards of service and legendary hospitality.

For further information, contact the nearest Saint Lucia Tourist Board office: Head Office: 1 758 452-4094; UK: 207 341-7002; USA: 1 800 456-3984 and Canada: 1 800 869-0377.

About Saint Lucia

One of the Windward Islands of the West Indies' Lesser Antilles, Saint Lucia (pronounced Saint LOO-sha) is nestled halfway down the Eastern Caribbean archipelago. The "Helen of the West Indies," Saint Lucia is known for its natural beauty and diverse attractions, including the signature Piton Mountains - a UNESCO World Heritage Site - a tropical rainforest and one of the world's few drive-in volcanoes. Culturally rich offerings include the bustling marketplace in the capital of Castries, quaint fishing villages along the coastline, and the annual Saint Lucia Jazz festival. Saint Lucia's wide range of accommodations includes world-class five-star resorts, all-inclusive resorts, intimate inns and value-oriented properties. Saint Lucia also is home to world class cruise and yachting facilities.

For more information, visit www.saintlucianow.com

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