



New “Travel Agent Stimulus Package” Offers Highest Ever Rewards and Incentives for Booking Saint Lucia’s Coconut Bay Beach Resort & Spa and Serenity at Coconut Bay

VIEUX FORT, Saint Lucia (June 2, 2020) – Travel Agents will now earn the highest ever rewards and incentives for booking the award-winning Premium All-Inclusive, Coconut Bay Beach Resort & Spa and its luxury sister resort Serenity at Coconut Bay, Saint Lucia's number one traveler rated resort on TripAdvisor, with the launch of the resorts’ new CBAYREWARD\$ “Travel Agent Stimulus Package.” Travel partners will receive free nights and earn between \$50 and \$250 for Coconut Bay Beach Resort and Spa, and they will earn \$300, \$400 or \$500 for Serenity at Coconut Bay, based on room category for 7-night bookings made now through July 31, 2020 and travel through December 31, 2021.

CBAYREWARD\$ membership and rewards redemption are simple; there are no points to manage. Travel professionals simply join the program, make a booking with their favorite tour operator or direct with the resorts and register new bookings at CBAYResortRewards.com or SerenityResortRewards.com. Travel agents will also earn up to 15% commission for direct bookings with North America Reservations at 877-252-0304.

Travel agents with a valid IATA/CLIA identification who would like to getaway and experience Coconut Bay Beach Resort & Spa can now take advantage of an exclusive travel agent rate of \$99 per night for themselves and \$159 for a guest based on double occupancy for bookings by July 31, 2020 and travel by December 20, 2020. Direct bookings should be made with North America Reservations, industryservices@cbayresort.com.

“While we have always considered our travel agent partners part of our family, I don’t know if I can fully convey the gratitude we feel towards them for their hard work and loyalty throughout this distressing and difficult time,” says Mark Adams, president and CEO of Coconut Bay Beach Resort & Spa and Serenity at Coconut Bay. “They have been our front-line travel industry heroes and to show our appreciation as we prepare to reopen we’ve created the “Travel Agent Stimulus Package” offering more than double the booking rewards as well as our first ever travel agent FAM rate for Coconut Bay and bringing back our top reward for Serenity bookings.”

Both Coconut Bay Beach Resort & Spa and Serenity at Coconut Bay will reopen on August 1, 2020 with their Paradise Protection Protocols in place and ready to provide a safe environment from social distancing to comprehensive sanitizing and cleaning protocols so that guests can be confident and fully relax and enjoy their stays. Travel professional can also be confident in booking each resort as they offer unique facilities and amenities that make them an excellent choice for a safe getaway meeting their clients’ expectations.

The thirty-six expansive Plunge Pool Butler Suites at the couples-only luxury all-inclusive Serenity at Coconut Bay, were designed to maximize guest privacy. Some guests never want to venture out of suites featuring glass enclosed rain showers in en-suite bathrooms, outdoor showers on private decks glass French doors open out on private plunge pool decks. Each suite also has its own private entrance as well as a privacy box for meal delivery, should guests prefer not to be disturbed and remain contactless. In-suite dining arranged and served by the guest’s butler is available for all meals and there is 24-hour room service in addition to casual dining at the Pool Bar and fine dining at the Greathouse Restaurant. Guests will enjoy sunbathing on their private pool deck with a hammock for two and also have the choice of lounging in a private pool or beach cabana. Amenities include on-island private

airport transfers (just five minutes from Hewanorra International Airport), in-suite check-in and check-out, a personalized bar, unparalleled butler service and more.

It's always been easy to spread out at the award-winning Coconut Bay offering distance in abundance. Guests will easily social distance on 85 oceanfront acres including a mile-long private beach, five pools (2 adults only), nine restaurants, seven bars, a 50,000-square-foot Kidz Klub, a waterpark with no lines and just 250 rooms divided between the family-friendly Splash wing and the adults-only Harmony wing. The resort is located just five minutes from Hewanorra International Airport and Premium All-Inclusive amenities also include unlimited à la carte dining, top-shelf spirits, in-room Wi-Fi, watersports, activities, nightly entertainment, on-island airport transfers and more.

Travel agents can also pass along great all-inclusive value to their clients. At Coconut Bay Beach Resort & Spa offers up to 65% savings with Premium All-Inclusive rates starting at \$154 per person per night based on double occupancy including airport transfers from Hewanorra International Airport and all government taxes and gratuities. Kids under three stay for free, ages 3-17 stay for just \$59 per night.

Couples save up to 60% for their exceptional and unlimited luxury all-inclusive experience at Serenity at Coconut Bay. Rates start at \$372 per person, per night and for stays of 7-nights they automatically receive \$1000 in exclusive amenities including an in-suite couples massage, private pool and beach cabana experiences and more.

To sign up for CBAYREWARD\$ travel professionals can visit CBAYResortRewards.com or call toll-free from North America at 877-252-0304. For more information visit cbayresort.com and serenityatcoconutbay.com. Follow @coconutbay on Facebook, @_coconutbay on Twitter and @cbay_stlucia on Instagram, @SerenityAtCoconutBay on Facebook and @SerenityAtCbay on Instagram and Twitter.

NOTE TO THE EDITOR -- Images available for download

<https://spaces.hightail.com/receive/piq1DcQmyX>

For more information, images and interviews contact Roberta Garzaroli or Mary Brennan at The Atrebor Group / 212.764.0340 / CoconutBay@AtreborGroup.com. *If you do not wish to receive future press releases, please [click here](#).*

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About Coconut Bay Beach Resort & Spa

Coconut Bay Beach Resort & Spa offers two worlds in a mile-long oceanfront setting along Saint Lucia's exotic south coast, minutes from Hewanorra International Airport and the island's most exciting attractions. The resort's 250 air-conditioned rooms are shared between Harmony, the adults-only oasis and family-friendly Splash wings. Facilities and amenities include nine restaurants, seven bars serving premium brand spirits, five pools including two for adults-only at Harmony, a full-service salon and oceanfront spa, the island's largest waterpark, supervised Kidz Klub, free in-room Wi-Fi, concierge service, nightly entertainment, themed dinners and full-service weddings including the exclusive Eternity Beach setting. Sports and fitness offerings include a kitesurfing (in season) and windsurfing center, tennis courts, basketball courts, snorkeling, kayaking, stand-up paddle boarding, paintball, a fitness center and daily activities including yoga and Pilates classes and turtle watching (in season).

Coconut Bay's recent awards for outstanding facilities and customer service include the 2019 Islands All-Inclusive Award for "Best Resort Pool," 2019 and 2018 British Weddings Award "Best Destination Wedding Venue," 2019 TripAdvisor® Certificate of Excellence, 2018 Caribbean Wedding Industry Award for Caribbean Destination Wedding Resort, 2018 Fodor's Best award for #1 Best Hotel for a Family Vacation in Saint Lucia and 2018 Fodor's Best awards for Saint Lucia's Best All-Inclusive Hotels and

Best Beachfront Hotels, 2018 TripAdvisor® Certificate of Excellence, Travel Weekly 2018 Silver Magellan Award Winner for Overall Beach Resort, and the 2018 HotelsCombined Recognition of Excellence. For more information visit cbayresort.com.

About Serenity at Coconut Bay

Saint Lucia's new luxury all-suite Serenity at Coconut Bay is a personalized adults-only, all-inclusive vacation experience located just minutes from Hewanorra International Airport. This private enclave of 36 spacious suites is designed for the utmost in comfort and privacy. All suites feature plunge pools, custom made mahogany king beds, oversized soaking tubs and separate rain showers in en-suite bathrooms. In addition to extensive butler services, amenities include in-suite gourmet dining and 24-hour room service, fully stocked and personalized wet bars, private in-suite check-in and check-out, Bose entertainment centers, Molton Brown toiletries, bathrobes and slippers, nightly turndown service and complimentary Wi-Fi. Unlimited reservation-free dining, wine and premium spirits are part of the Serenity all-inclusive experience as well as butler and wait service at the Serenity Pool, dining at the Greathouse Restaurant and full access to the award-winning Coconut Bay Beach Resort & Spa.

Serenity at Coconut Bay, Saint Lucia's number one traveler rated resort on TripAdvisor and is a 2020 USA TODAY 10Best Readers Choice Winner for Best Caribbean Resort, has been ranked by U.S. News & World Report Best Hotel Rankings 2020 as one of the Best Hotels in Saint Lucia, Best All-Inclusive Resorts in the Caribbean and Best Hotels in the Caribbean. The resort was named one of the Sexiest Hotel in the World by Cosmopolitan in 2019, has received the 2019 Travel Weekly Gold Magellan Award for "Overall Luxury Resort," 2019 Brides Honeymoon Award, Caribbean Journal Travelers' Choice Awards 2019 "Best Adults-Only Resort in the Caribbean," 2019 TripAdvisor® Certificate of Excellence, 2019 TripAdvisor® Bravo Badge, 2019 Costco Preferred Hotel Award, the 2018 British Airways Customer Excellence Award, the 2018 Caribbean Wedding Industry Award for Caribbean Bridal Suite of the Year, the Travel Weekly Magazine 2018 Silver Magellan Award for Pool Design and the 2017 Silver Magellan Award for Room Design, a 2018 USA Today 10Best award winner for Best Caribbean Resort and chosen as one of the "Best pools in the Caribbean, 2018 edition" at USA TODAY Travel.