



FOR IMMEDIATE RELEASE

Serenity at Coconut Bay, Saint Lucia's All-Suite, Luxury All-Inclusive, Has Reopened, Honored with Three 2020 TripAdvisor Travelers' Choice Best of the Best awards

VIEUX FORT, Saint Lucia (August 17, 2020) – Serenity at Coconut Bay, Saint Lucia's newest couples-only luxury resort, reopened its doors on August 1, 2020. The resort has also just been named a **2020 TripAdvisor Travelers' Choice Best of the Best** award winner in three categories: ranking first in Caribbean Luxury Hotels; and ranking second and third respectively for Caribbean Hotels for Romance and for Caribbean Hotels overall. These awards exemplify travelers' ultimate favorite, top 1% of hospitality businesses around the globe.

"We were all very excited to reopen having been focused on making the Serenity experience even better than ever, and the team was thrilled to welcome back our guests," says Mark Adams, President and CEO of Serenity at Coconut Bay. "At the same time, we are so grateful to be recognized with multiple 2020 TripAdvisor Travelers' Choice Best of the Best awards. We are so proud too, because these accolades are based on reviews by our discerning guests who share their personal experiences and enthusiasm about their time with us. We'll set our bar for outstanding service and amenities even higher now as we work to exceed our guests' expectations for a romantic and worry-free getaway."

Serenity at Coconut Bay reopens having received its COVID-19 certification from the Government of Saint Lucia's Department of Health and Wellness with comprehensive Paradise Protection Protocols in place that represent the new "normal" for hospitality health and safety requirements. The resort's 36 spacious indoor and outdoor plunge pool butler suites were designed to ensure privacy and are now ideal for social distancing. The Greathouse Restaurant has been reconfigured with fewer tables indoors while outdoor seating on the pool deck has been increased for al fresco dining in addition to the choice of butler-served or contactless 24-hour room service. Guests will enjoy sunbathing on their private pool deck 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), private in-suite check-in and check-out, a personalized bar, unparalleled butler service, contactless room service, a mile-long private beach ideal for social distance and more.

The resort's worry-free booking policy means guests can change or cancel their reservations up to 72 hours in advance of arrival without penalty. Unlimited all-inclusive rates start at \$372.00, per person, per night based on double occupancy for travel 8/1/20 through 12/22/20 and bookings by 8/31/20. Couples also receive \$1000 in exclusive vacation inclusions for seven-night stays including an in-suite couple's massage, Champagne & Jazz Catamaran Cruise, private chauffeured island tour, as well as private pool and beach cabana experiences.

For reservations call Serenity at Coconut Bay toll-free from North America at 877-252-0304, email serenity@cbayna.com or visit serenityatcoconutbay.com. Follow us @SerenityAtCoconutBay on Facebook and @SerenityAtCbay on Instagram and Twitter.

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 centres, 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 has been named the #1 2020 TripAdvisor Travelers' Choice Best of the Best Caribbean Luxury Hotel award winner, the #2 2020 TripAdvisor Travelers' Choice Best of the Best Caribbean Hotel for Romance award winner, and the #3 2020 TripAdvisor Travelers' Choice Best of the Best Caribbean Hotel award winner. The resort is a 2020 USA TODAY 10Best Readers' Choice travel award for Best Caribbean Resort, one of the Sexiest Hotel in the World by Cosmopolitan in 2019 and 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.

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NOTE TO THE EDITOR:

Images available for download:

<https://spaces.hightail.com/receive/kOm14DjsD1>

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