



**FOR IMMEDIATE RELEASE**

**Travel Agents Earn Rewards and Incentives for Booking Safe Saint Lucia's  
Coconut Bay Beach Resort & Spa and Serenity at Coconut Bay  
*Coconut Bay Beach Resort & Spa Extends Exclusive \$99 FAM Rate***

VIEUX FORT, Saint Lucia (October 13, 2020) – 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 are offering agents rewards and incentives for bookings made now through October 31, 2020 and travel November 1, 2020 through December 20, 2021 along with exceptional savings of up to 70% for guests. In addition, travel agents can be confident in recommending safe Saint Lucia for clients ready to travel as the destination is classified by the CDC as very low risk for COVID-19 carrying their "No Travel Health Notice" designation.

Coconut Bay Beach Resort & Spa has also extended its exclusive travel agent FAM rate of \$99 per night for themselves and \$159 for a guest based on double occupancy for bookings by October 31, 2020 and travel by December 20, 2020. This offer is only available to travel agents with a valid IATA/CLIA identification and bookings should be made direct with North America Reservations, [industryservices@cbayresort.com](mailto:industryservices@cbayresort.com).

Travel agents will earn \$25 or \$50 for every 7-night booking at Coconut Bay Beach Resort & Spa as well as one free night for Deluxe Oceanview or higher room category. For 7-night bookings at Serenity at Coconut Bay they will earn \$100, \$150 or \$200 based on room category. Travel agents also earn up to 15% commission for direct bookings with North America Reservations at 877-252-0304. CBAYREWARD\$ membership and rewards redemption are easy with 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](http://CBAYResortRewards.com) or [SerenityResortRewards.com](http://SerenityResortRewards.com).

Travel agents can also pass along savings of up to 70% on all-inclusive rates to their clients visiting Coconut Bay Beach Resort & Spa to celebrate their Grand Reopening, October 31-November 9, 2020. Premium All-Inclusive rates start at \$129 per person per night based on double occupancy with kids 17 and under stay for free. At Serenity at Coconut Bay couples save up to 60% for their exceptional and unlimited luxury all-inclusive experience. Rates start at \$698 per couple, 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. All rates include airport transfers from Hewanorra International Airport, all government taxes and gratuities.

"We have always valued our close partnerships with travel agents, and throughout this pandemic they have continued to play an integral part in our reopening plans with their continued support and loyalty," says Mark Adams, president and CEO of Coconut Bay Beach Resort & Spa and Serenity at Coconut Bay. "And we want them to know that they can continue to be confident that we will provide the award-winning service, amenities and a safe environment their clients' expect."

Coconut Bay Beach Resort & Spa is reopening to guests on October 31, 2020 while Serenity at Coconut Bay has been welcoming guests since August 1, 2020. Guests at both resorts enjoy easy social distancing on 85 oceanfront acres including a mile-long private beach, and for even more outdoor enjoyment new decking and brand new

suntracker beds are safely spaced for lounging at Harmony, a new walkway has been added to the oceanfront area at the Gazebo, and three Kai Mer Spa oceanfront cabanas have been rebuilt for guests who would like to experience open-air treatments. Both Serenity and Coconut Bay have received the official Saint Lucia COVID-19 Certification and the resorts' Paradise Protection Protocols are in place providing a healthy and safe environment for guests to simply relax and enjoy their getaway, all just 5 minutes from Hewanorra International Airport.

At the couples-only luxury all-inclusive Serenity at Coconut Bay 36 expansive Plunge Pool Butler Suites maximize privacy for guests escaping for a romantic getaway and honeymoon. They'll experience 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. In addition to their own private entrance, suites feature a privacy box for meal delivery, should guests prefer not to be disturbed and remain contactless. Butlers will arrange in-suite dining for all meals, and there is 24-hour room service in addition to fine dining option at the Greathouse Restaurant. Amenities include on-island private airport transfers, in-suite check-in and check-out, a personalized bar, unparalleled butler service and more.

Coconut Bay Beach Resort & Spa offers distance in abundance in its family-friendly Splash wing and the couples-only Harmony. In addition to a mile-long private beach there are five pools (2 adults only), nine restaurants, seven bars, a 50,000-square-foot Kidz Klub, and a waterpark with no waiting. 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.

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

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**NOTE TO THE EDITOR -- Images available for download**

<https://spaces.hightail.com/receive/Bwx8xiKsCM>

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

**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," 2020 British Weddings Award "Best Destination Wedding Venue for the fourth consecutive year," 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](http://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 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 winner for Best Caribbean Resort, a recipient of the 2019 British Airways Customer Excellence Award, selected as 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.