



Serenity at Coconut Bay honored with 2021 British Airways Customer Excellence Award

VIEUX FORT, Saint Lucia (May 2, 2022) –Serenity at Coconut Bay, Saint Lucia’s award-winning, adults-only luxury all-inclusive, has once again received the 2021 British Airways Customer Excellence Award, garnering impressive overall score of 9.4 out of a possible 10 for providing unwavering service to its customers, and exceeding expectations when it mattered most.

“We are grateful to our guests who took the time to share their experiences making this award possible and are honored to once again be recognized by British Airways Holidays,” says Mark Adams CEO of Serenity at Coconut Bay. “The exceptional service our wonderful staff members bring the Serenity experience to life for our couples, always going above and beyond to make every aspect of their stay special and memorable.”

The British Airways Customer Excellence Award is based unbiased guest reviews, recognizing outstanding services, facilities and customer experiences offered by hotels around the world. “This award is testament to the hotel’s commitment to providing an exceptional customer experience, even during one of the toughest years in the travel industry,” said Claire Bentley, Managing Director of British Airways Holidays. “As the world opens up again, we look forward to continuing our relationship and together delivering truly memorable holidays for our customers.”

For more email serenity@cbayresort.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 has been selected as one of the Sexiest Hotel in the World by Cosmopolitan in 2021, received the 2021 Travel Weekly Silver Magellan Award for “Overall Luxury Resort,” is a 2021 U.S. News & World Report Best

Hotels Silver Award Winner in the Best Hotels in Caribbean and the Best All-Inclusive Resorts in the Caribbean rankings, a 10Best Readers' Choice travel award winner for Best Caribbean Resort. In 2019 the resort was selected as one of the Sexiest Hotel in the World by Cosmopolitan, received the Travel Weekly Gold Magellan Award for "Overall Luxury Resort," was a recipient of the 2021 British Airways Customer Excellence Award, the BRIDES Honeymoon Award, Caribbean Journal Travelers' Choice Awards "Best Adults-Only Resort in the Caribbean," the TripAdvisor® Certificate of Excellence, the TripAdvisor® Bravo Badge, and the Costco Preferred Hotel Award.

About British Airways Holidays

British Airways Holidays is one of the UK's leading, largest and most trusted UK holiday companies. It prides itself on providing great value holidays, with the quality expected from British Airways. Its extensive British Airways global network puts the business in a unique position to offer convenient flights and secure great deals to the most amazing destinations. Further information on British Airways Holidays can be found here: www.britishairways.com/holidays

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NOTE TO THE EDITOR:

Images available for download:

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

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