



PO BOX 246 ~ Beanfield, Vieux Fort, St. Lucia ~ Resort Phone: 758-459-6000 ~ [www.cbayresort.com](http://www.cbayresort.com)

---

**Travel agents earn their choice of new CBAYREWARD\$  
by booking Saint Lucia's Coconut Bay Beach Resort & Spa**

*The new Coconut Bay Beach Resort & Spa CBAYREWARD\$ incentive program now rewards travel agents with their choice of \$50.00 MasterCard®, Amazon.com or iTunes e-vouchers on bookings. Agents can register at [cbayresortrewards.com](http://cbayresortrewards.com) to start earning while their clients enjoy Saint Lucia's best value all-inclusive for couples, families and groups.*

VIEUX FORT, Saint Lucia (July 15, 2015) – Travel agents booking Saint Lucia's Coconut Bay Beach Resort & Spa will earn \$50.00 branded e-vouchers, free nights and more when they join CBAYREWARD\$. This new and simplified travel agents rewards program replaces the resort's Sterling Agent Program. Agents currently enrolled in the Coconut Bay Sterling Agent program will automatically be enrolled in CBAYREWARD\$.

CBAYREWARD\$ agents receive their choice of a \$50.00 prepaid MasterCard®, Amazon.com or iTunes e-vouchers for every booking of 5 nights or more in a Premium or higher room category. For every 7-night booking in an Oceanview room category or higher, travel agents also receive one free night towards a Coconut Bay all-inclusive getaway. In addition, CBAYREWARD\$ members will earn up to 15% commission on all direct bookings and Coconut Bay will have special amenities presented from the agent to their clients in room on arrival including a welcome letter, a bottle of sparkling wine and a fresh fruit plate.

Membership and rewards redemption are simple; there are no points to manage. Travel professionals join the program and record new bookings at [cbayresortrewards.com](http://cbayresortrewards.com).

"Today's agents work harder than ever and we know for them to invest time into a new program it has to meet their needs," says Mark Adams, President and CEO of Coconut Bay. "We know that our loyal agents want something simple, quick and most of all including spendable rewards. CBAYREWARD\$ is quick to join and most of all easy to redeem."

The new CBAYREWARD\$ is part of the ongoing refreshment of resort's "Two Worlds In One" facilities, amenities and packages and travel agents can be confident in recommending this all-inclusive, TripAdvisor® 2015 Hall of Fame award-winning resort to their clients.

For travel agents with clients looking for luxury and value, Coconut Bay's adults-only Harmony wing is a romantic oasis with two pools, and oceanfront Premium and Concierge Junior Suites with amenities including a personalized bar, in room Wi-Fi, VIP check-in, private balconies and more. Just added grown-up features include Rums of the Caribbean tastings led by the resort's rum master, the adults-only Harmony Breakfast and evening à la carte dining at the new Verandah outdoor dining setting. The most popular extras and experiences are coupled with luxury accommodation for an array of Wedding, Babymoon, Spacation, Cocoomoon and Romance packages.

The resort's family facilities in the Splash wing are unmatched, from the CocoLand Waterpark (Saint Lucia's largest), Kidz Klub and Petting Zoo to three pools, activities including hayrides, beach bonfires and stand up paddle boarding plus free extras like fun-filled backpacks for kids and local cell phones for parents to stay in touch with the Kidz Klub. Accommodations feature flat-screen televisions, a bar with mini-refrigerators stocked with water, soft drinks and local beer (by request) and private balconies, will garner travel agents top marks from clients.

Coconut Bay has also added private event and dining facilities to their lineup of six bars, four restaurants, beach grill and pizzeria. The new Eternity Beach Pavilion a beachside venue for weddings, celebrations and group events for up to 75 guests while La Luna is an intimate, oceanfront setting for private dinners small gatherings.

Travel agents can also pass along up to 55% savings to their clients on all-inclusive rates starting at \$142 per person per night based on double occupancy including airport transfers from Hewanorra International Airport and all government taxes and gratuities. Kids under four stay for free, ages 4-12 are \$31 per night and ages 13-17 stay for just \$63 per night. Spa services, The Zone paintball, Eternity Beach Pavilion and La Luna are not included in rates.

For more information and to sign up for CBAYREWARD\$ travel agents can visit [cbayresortrewards.com](http://cbayresortrewards.com) or email [rewards@cbayresort.com](mailto:rewards@cbayresort.com) or call Coconut Bay Beach Resort & Spa toll-free from North America at 877-352-8898.

#### 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. Amenities include four restaurants and the Beach Grill, six 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, a kitesurfing (in season) and windsurfing center, paintball facility, supervised Kidz Klub, Jr. Suite Concierge service and full-service weddings including the exclusive Eternity Beach setting.

Coconut Bay's awards for outstanding facilities and customer service include the TripAdvisor® 2015 Hall of Fame award; TripAdvisor® Travelers' Choice® Award as one of the "Top 25 Hotels for Families in the Caribbean, the 2013 and 2014 TripAdvisor® Certificate of Excellence®, Travel Agent Magazine "The Advisor's List" Caribbean: Best Hotels for Romance and Best Hotels for Families, "Best All-Inclusive Family Resort" – Travel & Leisure magazine, July 2013, one of Family Vacation Critic's "2014 and 2015 Best Caribbean All-Inclusive Resorts for Families" and a "2014 Family Critic Favorite." For more information visit [cbayresort.com](http://cbayresort.com).

###