



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

## **PREFERRED CLUB FAQ**

### **How Do I join Coconut Bay's Preferred Club?**

It's easy to join. Simply Visit [cbayresort.com/rewards](http://cbayresort.com/rewards), click ENROLL and complete the form.

### **Is There a Cost to Join Coconut Bay's Preferred Club?**

There is NO fee to join and you earn 15 points just for becoming a member!

### **How Do I Set Up Online Account Access?**

By joining the Preferred Club, you will have access to your account through Coconut Bay's Customer Relations Management (CRM) program on our website [cbayresort.com/rewards](http://cbayresort.com/rewards). A membership number will be assigned once you join and you can select your individual login and password. Once enrolled, you can check your account status and points earned at any time.

### **How Do I Earn Preferred Club Points?**

Coconut Bay's Preferred Club members will earn a minimum of 15 points per night for each stay and 15 points per night for the referral of a friend or family member using your member number when making a reservation directly with the resort! Visit our [Terms and Conditions](#) page to learn more.

### **How Can I Use Preferred Club Points?**

Redemption is easy. Visit [cbayresort.com/rewards](http://cbayresort.com/rewards) and click REDEEM to contact our Preferred Club Concierge. Indicate in the COMMENTS section how or when you would like to redeem your points. Be sure to include requested dates of travel, if applicable.

### **How May I Use Preferred Club Points ?**

Coconut Bay's Preferred Club points can be used for a variety of awards including free room nights, vacation discounts (accommodations only,) room upgrades (subject to availability) or resort credit for shopping, spa treatments, private dinners or island tours.



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### **What is the Value of the Points Earned?**

One point is equivalent to one US dollar. See [Terms and Conditions](#) for more details.

**Can I Earn and Redeem Points in the Same Stay?** No. Points are not posted to a club member's account until after your stay is completed. See [Terms & Conditions](#).

### **What if I forgot my password for the Preferred Club?**

If you provided an email during enrollment and have forgotten your password, simply login with your member number or name, click Recover Password and an email will be sent providing assistance with password recovery.

### **How Do I Check My Preferred Club Account Balance?**

Simply login with your name or member # and review your account balance and earning activity in Coconut Bay's Customer Relations Management (CRM) program on our website: [cbayresort.com/rewards](http://cbayresort.com/rewards).

### **Where Do I Update My Personal Contact Information?**

To update your contact information, visit: [cbayresort.com/rewards](http://cbayresort.com/rewards). Select **Contacts** tab, then click **Edit Selected Contact** button and update your personal information accordingly.

**Do I Need to Know My Membership Number to Make a Rewards Reservation or Redemption?** No. As long as you provide us with your membership name and you have registered in Coconut Bay's Customer Relations Management (CRM) program on our website, we should be able to locate your member number/details in our CRM system.

### **How Do I Register to Receive Exclusive Preferred Club Member Promotions?**

There are many exciting promotions that Coconut Bay will offer throughout the year. As a Preferred Club member with an active e-mail address in our CRM program, you will receive periodic emails about the latest offers and promotions.

### **Will My Preferred Club Points Expire?**

Preferred Club points never expire and once you achieve a Preferred Club membership level, the benefits will apply until you reach the next level. No need to renew each year.



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### **Where Can I Make a Reservation Using Preferred Club Points?**

Simply Visit [www.cbayresort.com/rewards-redeem](http://www.cbayresort.com/rewards-redeem). In the comments section, indicate that you would like to make a reservation using Preferred Club points. Be sure to include your desired dates of travel and preferred room category. Our Preferred Club Concierge will be happy to assist you.

### **What are the Preferred Club Member Levels?**

Preferred Club Members can achieve Silver, Gold or Diamond member levels depending on total number of points earned. Each member level offers special benefits, amenities and points earned per level. See [Terms and Conditions](#) for additional details.

**Can I REDEEM Preferred Club Points When Making a Reservation with a Travel Agent or Tour Operator?** No. The Preferred Club is administered by Coconut Bay's Customer Relations Management (CRM) program which is only available on our website. Redemption of points earned in the program is only available through the resort.

**Can I Still EARN Points if I Make a Reservation with a Travel Agent or Tour Operator?** YES! As long as you advise our reservations/front desk staff prior to, or upon arrival that you have enrolled online and are a Preferred Club member, we will link your third party reservation to your CRM/Preferred Club member number and your points will be applied per program [Terms and Conditions](#) after check-out.

### **How Do I Redeem Points for Resort Credit if I Make My Reservation Through a Travel Agent or Tour Operator?**

Visit [www.cbayresort.com/rewards-redeem](http://www.cbayresort.com/rewards-redeem). When completing the form, indicate in the COMMENTS section that you would like to redeem points for resort credit on your pending vacation. Be sure to indicate travel dates and our Preferred Club Concierge will be happy to assist you. Members may also advise our reception staff upon arrival of your membership #. Once we link your third party reservation to your membership number, any points already earned can be requested for redemption as resort credit upon checkout.



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**As a Preferred Club Member Will I Receive Special Offers and Discounts from the Resort?** YES. Periodically we will issue communications to Club members providing exclusive offers, benefits and discounts.