

Nuptials are natural at Coconut Bay

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After noticing an increase in the number of travellers wanting a big fat destination wedding, Coconut Bay Beach Resort & Spa launched a package to target visitors dreaming of saying “I do” in front of a large guest list of family and friends.

“We’ve seen the parties increase in size and we tend to see that more from Canada than from the US,” Natalia Greene, a spokesperson for the Saint Lucia resort, told Canadian Travel Press. “We’d seen it in our booking patterns over the last two years as our destination wedding business has grown.”

Catering to the trend of larger weddings, the resort incorporated some of the most requested elements couples have for bigger destination weddings, like welcome parties and rehearsal dinners on the beach and a Caribbean steel band performing live during the reception, into the Pearl wedding package.

“A lot of our wedding guests, because they travel with a party, whether it’s a group of 20 or 50, they tend to want to dine together, they want to go on excursions together,” she says. “They want to have a bonfire on the beach or a picnic as a group together, so we included a sunset catamaran cruise or a private island tour as another private activity for the wedding group to do together.”

Coconut Bay Beach Resort & Spa’s president and CEO Mark Adams says two additions, the eternity pavilion, specifically suited to larger groups, and the private dining venue La Luna, were also created to meet the increasing demand for oceanside and beachfront event space.

“Saint Lucia is the ultimate Caribbean destination for romance, an exotic place on many travellers’ wish lists and more than ever the



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couple is also embracing the destination wedding as experiential – with lots of fun things to do with family and friends,” he says. “Their wedding guests are excited to see the island’s majestic Pitons, beautiful waterfalls and drive-in volcano. We launched the Pearl package to facilitate just this kind of experience.”

Greene says the eternity beach pavilion is a private, covered waterfront wedding facility much larger than the resort’s wedding gazebo, holding 50-75 guests as opposed to 25-30.

“It’s off of the large traffic areas for the resort, so it’s a private setting where our guests can comfortably enjoy their party either with a DJ or a steel drum band and not disturb the rest of the resort operations,” she says. “It

has restrooms there, we can set up the bar there, we can serve food there, so we built that facility really because we’re seeing a higher demand with larger groups of weddings.”

The package also includes a bridal bouquet and boutonniere for groom, decorated reception area with centrepieces, three-tier wedding cake, three hours of photography and consultation, one-hour cocktail reception, three-hour private dinner reception, a personal wedding co-ordinator, and more.

She says the resort is conducive to multi-generational travel, and travellers on the adult-only side are able to enjoy the amenities of the all ages Splash wing, and all Splash guests who are 18 or over can use all the facilities of the Harmony wing.

“We see a lot of grandparents travelling with the children, with the grandchildren, aunts, uncles and cousins because they can be divided on the resort and because we’ve got so many activities that are age appropriate, so that the kids can be off in the waterpark, while grandpa’s taking a nap in a hammock while mom and dad are at the spa, it also a great place for destination weddings because everyone in the family will be happy,” she says.

The Pearl package is priced at US\$6,999 for up to 26 guests. The wedding couple also receives two free nights at the resort to ring in their first anniversary. The resort recently underwent a US\$5-million renovation to its adults-only Harmony wing with the addition of a new pool and whirlpool and an upgraded bar, as well as some upgrades to the oceanfront spa.

