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**COCONUT BAY BEACH RESORT & SPA LAUNCHES NEW
AGENT REWARDS PROGRAM**

*St. Lucia resort supports agents with resources and offers instant incentives via
new online booking engine*

VIEUX FORT, St. Lucia (August 10, 2011) – [Coconut Bay Beach Resort & Spa](#), a top all-inclusive resort on St. Lucia's exotic southern coast, has enhanced its legendary Sterling Agent program with a new online rewards booking engine that provides instant booking incentives. Thanks to the new My Booking Rewards program, travel agents can register and track all bookings, reaping the rewards faster than ever.

The new automated incentive program allows agents to earn cash rewards and free nights while designating their clients as VIPs at the resort. In order to start earning rewards on Coconut Bay bookings, travel professionals must register to become a Sterling Agent. Rewards range from free nights, room upgrades, cash incentives and more. The Sterling Agent program provides the agent community with three key components to ensure business growth and client success: agent recognition, marketing tools to help close sales and client benefits at the resort level.

"The agent community plays an important role in sharing the Coconut Bay experience with travelers worldwide," said Mark Adams, president of Coconut Bay Beach Resort & Spa. "To express our gratitude, we have developed this new online tool to streamline the booking and reward process. Our agent partners will receive immediate responses and benefits for their sales efforts."

As a Sterling Agent, travel professionals can create great customer experiences and provide clients with exclusive VIP amenities such as an in-room bottle of sparkling wine and fruit display upon check-in, complimentary Kai Mer Spa teaser treatments and preferred discounts on off-site adventure tours. Other benefits to the agent include earning free a free night with each booking, two complimentary postcard mailings to clients, co-branded collateral and the opportunity to earn marketing funds to help grow the agent's business.

For more information on the Sterling Agent program, visit www.cbayresort.com/sterling, email Sterling Concierge at sterling@askmeaboutcoconutbay.com or call 877.352.8898.

About Coconut Bay Beach Resort and Spa

St. Lucia's exotic southern coast is home to Coconut Bay Beach Resort & Spa, an all-inclusive AAA Three Diamond resort catering to families, couples and honeymooners alike. Mirrored after the island's most famous landmarks, the twin Piton Mountains, Coconut Bay has its own set of twins, Harmony and Splash. "Harmony" is a tranquil adult-only oasis offering an intimate setting for those seeking a romantic escape with a coconut palm-fringed pool, braided hammocks, private cabana beds and the oceanfront Kai-Mer Spa. At the opposite side of the resort, the young at heart are drawn to "Splash," the resort's tropical playground featuring CocoLand Kidz Klub, a paintball facility, a watersports complex offering kitesurfing and the island's largest water park. This casually Caribbean resort has 250-rooms on 85 acres, and it's all just a short transfer from the Hewanorra International Airport.

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