

**FOR IMMEDIATE RELEASE**

**Saint Lucia's Coconut Bay Beach Resort & Spa and Serenity at Coconut Bay Announce  
New Limited Time Travel Agent Incentives**

VIEUX FORT, Saint Lucia (February 26, 2021) – Saint Lucia's Premium All-Inclusive Coconut Bay Beach Resort & Spa and the luxury, couples-only Serenity at Coconut Bay have announced a new incentive offer giving travel agents the opportunity to double or triple their bonus as part of their CBAYREWARD\$ program. They will also pass along savings up to 70% to their clients who will enjoy a Worry-Free stay including free Return Home Testing and travel insurance.

These new, limited time CBAYREWARD\$ incentives are valid for direct bookings 7-nights or more made now through March 31, 2021 and travel through December 20, 2021. In addition to up to 15% commission, travel agents will earn from \$15 to \$60 at Coconut Bay Beach Resort & Spa as well as one free night for Deluxe Oceanview or higher room category. At Serenity at Coconut Bay travel agents will receive bonuses of \$75 for a Plunge Pool Butler Suite, \$150 for a Premium Plunge Pool Butler Suite and \$225 for a Grande Plunge Pool Butler Suite, along with 15% commission.

Travel agents also earn an additional 10% commission when booking the resorts' wedding packages. Coconut Bay Beach Resort & Spa offers packages for every budget and guest list, now including the new \$1999 Micro-Wedding Package for up to 10 guests including the bride and groom. The \$4999 Sapphire Wedding Package offered at Serenity creates a spectacular celebration for a party of eight aboard a private catamaran with special guests the Pitons looking on.

CBAYREWARD\$ membership and rewards redemption are easy with no points to manage. Travel professionals simply join the program and register new bookings at [CBAYResortRewards.com](https://www.cbayresortrewards.com) or [SerenityResortRewards.com](https://www.serenityresortrewards.com).

For bookings of 5-nights or longer through March 31, 2021 and travel through August 31, 2021, Coconut Bay Beach Resort & Spa and Serenity at Coconut Bay also now include free travel insurance as well as free Abbot Rapid Antigen COVID-19 tests on resort satisfying United States re-entry requirements.

"Our travel agent partners have worked hand-in-hand with us throughout this difficult year and these new incentives are another way we can say thank you," says Mark Adams, President and CEO of Coconut Bay Beach Resort & Spa and Serenity at Coconut Bay. "And with our welcoming Saint Lucian atmosphere, outstanding service and amenities, and hassle-free bookings, their clients will have the family and romantic getaways they've been dreaming about taking."

Coconut Bay Beach Resort & Spa and Serenity at Coconut Bay are Government of Saint Lucia's Covid-19 Certified and offer a safe and healthy getaway with their comprehensive Paradise Protection Protocols.

Guests enjoy easy social distancing at both resorts exploring 85 oceanfront acres, a mile-long beach and innumerable outdoor venues, all just 5 minutes from Hewanorra International Airport. They will also be able to make the most of the resorts' ideal location on government certified tours to explore Saint Lucia's natural wonders from the Pitons to the popular mud baths.

At the award-winning Serenity at Coconut Bay couples save up to 70% for their exceptional and unlimited luxury all-inclusive experience with rates starting at \$678 per couple, per night, for travel through August 31, 2021. Stays of 7-nights or more also include \$1000 in exclusive amenities featuring an in-suite couples massage, private pool and beach cabana experiences, and more. All rates include private airport transfers from Hewanorra International Airport, all government taxes and gratuities with Worry-Free changes and cancellations.

Coconut Bay Beach Resort & Spa offers Worry Free Reservations and up to 65% savings with Premium All-Inclusive rates starting at \$278 per room, per night based on double occupancy, for travel April 5- June 30, 2021 including airport transfers from Hewanorra International Airport, and all government taxes and gratuities. Kids under three stay for free, ages 12-17 stay for just \$59 per night and for bookings now through March 31, 2021 one child ages 3-11 stays free.

For more information call toll-free from North America at 877-252-0304 or visit [cbayresort.com](http://cbayresort.com) and [serenityatcoconutbay.com](http://serenityatcoconutbay.com). Follow @coconutbay on Facebook, @\_coconutbay on Twitter and @cbay\_stlucia on Instagram, @SerenityAtCoconutBay on Facebook and @SerenityAtCbay on Instagram and Twitter.

**NOTE TO THE EDITOR -- Images available for download**

<https://spaces.hightail.com/receive/DoEQfrDF06>

For more information, images and interviews contact Roberta Garzaroli or Mary Brennan at The Atrebor Group / 212.764.0340 / [CoconutBay@AtreborGroup.com](mailto:CoconutBay@AtreborGroup.com). *If you do not wish to receive future press releases, please [click here](#).*

**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 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, a recipient of the 2019 British Airways Customer Excellence Award, selected as one of the Sexiest Hotel in the World by Cosmopolitan in 2019, and has received the 2019 Travel Weekly Gold Magellan Award for "Overall Luxury Resort," 2019 BRIDES Honeymoon Award, Caribbean Journal Travelers' Choice Awards 2019 "Best Adults-Only Resort in the Caribbean," 2019 TripAdvisor® Certificate of Excellence, 2019 TripAdvisor® Bravo Badge, 2019 Costco Preferred Hotel Award, the 2018 British Airways Customer Excellence Award, the 2018 Caribbean Wedding Industry Award for Caribbean Bridal Suite of the Year, the Travel Weekly Magazine 2018 Silver Magellan Award for Pool Design and the 2017 Silver Magellan Award for Room Design, a 2018 USA TODAY 10Best award winner for Best Caribbean Resort and chosen as one of the "Best pools in the Caribbean, 2018 edition" at USA TODAY Travel.

#### 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. Facilities and amenities include nine restaurants, seven 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, supervised Kidz Klub, free in-room Wi-Fi, concierge service, nightly entertainment, themed dinners and full-service weddings including the exclusive Eternity Beach setting. Sports and fitness offerings include a kitesurfing (in season) and windsurfing center, tennis courts, basketball courts, snorkeling, kayaking, stand-up paddle boarding, paintball, a fitness center and daily activities including yoga and Pilates classes and turtle watching (in season).

Coconut Bay's recent awards for outstanding facilities and customer service include the 2020 British Weddings Award "Best Destination Wedding Venue for the fourth consecutive year," 2019 TripAdvisor® Certificate of Excellence, 2019 Islands All-Inclusive Award for "Best Resort Pool," 2018 Caribbean Wedding Industry Award for Caribbean Destination Wedding Resort, 2018 Fodor's Best award for #1 Best Hotel for a Family Vacation in Saint Lucia and 2018 Fodor's Best awards for Saint Lucia's Best All-Inclusive Hotels and Best Beachfront Hotels, 2018 TripAdvisor® Certificate of Excellence, Travel Weekly 2018 Silver Magellan Award Winner for Overall Beach Resort, and the 2018 HotelsCombined Recognition of Excellence. For more information visit [cbayresort.com](http://cbayresort.com).

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