



Apple Leisure Group Receives Top-Producing U.S. Tour Operator Award from Saint Lucia's Coconut Bay Beach Resort & Spa

VIEUX FORT, Saint Lucia (September 21, 2017) – Coconut Bay Beach Resort & Spa recognized Apple Leisure Group as their top-producing U.S. tour operator at the closing dinner of the 5th Annual Saint Lucia Showcase – North America, held at Coconut Bay Beach Resort & Spa's new luxury sister resort Serenity at Coconut Bay. Mark Adams President and CEO of the resorts presented the award to Bob Lawrence who oversees Caribbean Product Development at Apple Leisure Group saying, "I was confident that the Coconut Bay guest and Apple Leisure Group clients were one in the same but even I didn't predict an increase in bookings of over 62%." About the future Adams says, "With our renovation underway for September 2017 we continue to improve our product for our guests adding new amenities and value, and providing the best service in Saint Lucia to ensure we can celebrate the same success next year with ALG."

Apple Leisure Group - Travel Impressions was also recognized by the Saint Lucia Tourist Board during the showcase with the top U.S. tour operator award for the destination.

The three-day North American Showcase included participation by 15 tour operators along with 30 local hotels and several destination management companies. On the closing night of the showcase visiting representatives were hosted to a Carnival-inspired celebration with entertainment by local dancers and musicians and a gourmet dinner at Serenity's Greathouse Restaurant. They also enjoyed a stay at the new adults-only, Serenity at Coconut Bay all-inclusive luxury resort where they experienced first-hand the intuitive butler service, personalized experiences including in-suite dining, and expansive suites featuring private plunge pools.

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 and the Beach Grill, 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 awards for outstanding facilities and customer service include the 2017 British Weddings Award "Best Destination Wedding & Honeymoon," 2017 Magellan Gold Award Winner for an Overall Beach Resort, 2017 Family Vacation Critic Favorite Award Winner, Parents Magazine & TripAdvisor® 10 Best All-Inclusive Resorts 2016, 2016 Magellan Award Winner for a Family Resort, TripAdvisor® 2016 Travelers' Choice Award, TripAdvisor® 2015 Hall of Fame award; TripAdvisor® Travelers' Choice® Award as one of the "Top 25 Hotels for Families in the Caribbean, TripAdvisor® Certificate of Excellence® for six consecutive years, 2015 Hotels.com Certificate of Recognition, 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.

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 centers, 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 is the recipient of the Travel Weekly Magazine 2017 Magellan Silver Award for Room Design. For more information visit SerenityatCoconutBay.com.

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