



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

### Preferred Club Points and Redemptions

- Coconut Bay's Preferred Club is free to join.
- Coconut Bay Preferred Club members earn 15 points per night, per stay. NOTE: Points are awarded after check-out and may not be redeemed until the next stay.
- In addition to earned points per night, per stay, repeat guests will also receive exclusive discounts (when booking directly with the resort) based on accumulated points earned. The more you stay, the higher the status (membership level) you'll achieve. Members can achieve and maintain status based on total points earned. Once member has reached a tier, the Member keeps that status (and related resort privileges) until the next level is achieved:
  - Silver Club Members (entry level) Extra 10% off lowest available website specials rate (accommodations only) of the season PLUS VIP resort amenities.
  - Gold Club Members (starting at 500 points) Extra 15% off lowest available website specials rate (accommodations only) of the season, VIP resort amenities, 5 point bonus earned per night (Total 20 points per night awarded.)
  - Diamond Club Members (starting at 900 points minimum) Extra 20% off lowest available website specials rate (accommodations only) of the season, VIP resort amenities, 10 point bonus earned per night (Total 25 points per night awarded.)
  - Platinum Club Members (starting at 1300 points minimum) Extra 25% off lowest available website specials rate (accommodations only) of the season, VIP resort amenities, 15 point bonus earned per night (Total 30 points per night awarded.)
  - NOTE: Additional discounts are only available when making reservations directly with the resort. Resort amenities will be awarded regardless of how reservations are made as long as Club Member advises Front Desk staff of membership status and number prior to or upon arrival.
- Preferred Club members earn 15 points per night for referring friends and family (using member's number) who book directly with the resort. NOTE: Referral points are awarded after referral guests have traveled. See Point 5 in [Terms and Conditions](#).
- To receive award points, Preferred Club members must provide member # to the reception desk prior to check-out.
- Guests referred by Preferred Club members are entitled to an exclusive Extra 10% discount off the lowest available website rate of the season (accommodations only) when making their reservation directly with our Preferred Club Concierge via [www.cbayresort.com/rewards-redeem](http://www.cbayresort.com/rewards-redeem). Note in the comments section Club Member number making the referral in addition to requested dates of travel.
- Preferred Club members can track their points/status and membership information exclusively in Coconut Bay's Customer Relations Management (CRM) program on our website: [www.cbayresort.com/rewards](http://www.cbayresort.com/rewards).
- Points may be redeemed as follows:
  - 1 point = 1 US \$.
  - In part or full to obtain free nights or discounts on future stays
  - To purchase room upgrades (subject to availability)
  - As resort credit for redemption in resort spa, island tours, private dinners or resort gift shops. Resort credit is not transferable and expires at check-out.



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- Points may be redeemed in any increment at any time, without restrictions.
- Points do not expire and there are no blackout dates for resort stay rewards.
- Points redeemed for free nights or discounts on a future reservation, must be redeemed via the Preferred Club Concierge: [www.cbayresort.com/rewards-redeem](http://www.cbayresort.com/rewards-redeem). Members must indicate dates and method of desired redemption in the comments field. Redemptions may also be requested by providing Club Member details (CRM #) upon check-out at the resort reception desk.
- Preferred Club Members who choose to reserve their vacation package with a travel agent or tour operator may only redeem points as resort credit during their stay. NOTE: Points earned during current stay are not redeemable until the NEXT stay. Points cannot be earned and redeemed in a single stay as points are not posted to member's account # until after stay is completed per Point 5 on Terms and Conditions.
- Preferred Club Members are entitled to exclusive promotional offers, resort benefits and discounts from Coconut Bay.

### Preferred Club Terms and Conditions

1. Coconut Bay offers Preferred Club membership to individual adults 18 years or older and not to corporations, travel industry professionals or other entities. Club members may establish and maintain only one member account.
2. Preferred Club members can make point-eligible reservations directly with Preferred Club concierge via [www.cbayresort.com/rewards-redeem](http://www.cbayresort.com/rewards-redeem). Indicate desired dates of travel in the Comments field.
3. Only the registered, Preferred Club member can earn points for the account.
4. A "stay" is defined as any number of consecutive nights at Coconut Bay regardless of check-ins or check-outs.
5. Points earned will be posted to member account # within 72 hours/3 days of guest check-out/departure from resort.
6. Friends and family can only be referred one time. After which they will become eligible for Preferred Club membership.
7. Preferred Club members can earn points for a maximum of two rooms per night. Both room bookings must indicate the Club membership number in the reservation. The Preferred Club member must be an occupant in one of the rooms and the rooms must be paid in full. Member must advise resort upon check-in to be sure reservations are attached to member # and appropriate points are awarded as per Point 5 on Terms and Conditions.
8. If a member's individual hotel bill is billed directly to a company and member is responsible for authorization of settlement at check-out, the member's stay is eligible for Preferred Club points if paying an eligible rate. However, in cases where charges for multiple rooms are placed on one hotel bill and billed to a third party company (group master-billing arrangements) or settled at check-out by one individual, on behalf of company, these will not be eligible.
9. If two, or more Preferred Club members share a room, points will be credited to the member paying for the reservation. Points can only be credited to ONE (1) member in the room.
10. All rewards are subject to room or specific reward availability.



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11. Upon check-in, resort will require guests to provide formal identification (photo ID) and Preferred Club membership number (or name) for confirmation of reward night stays.
12. Free room nights earned by Preferred Club members do not include incidental charges and are based on single/double occupancy only. Extra person charges will apply.
13. Rewards reservations will not be held beyond 9:00 pm on the scheduled day of arrival.
14. Rewards reservations may be cancelled up to 14 days prior to arrival via [www.cbayresort.com/rewards-redeem](http://www.cbayresort.com/rewards-redeem) without penalty. Please provide cancellation details in the Comments section.
15. If member fails to travel or cancel the reservation by cancellation period, Preferred Club points will not be refunded to the member account with the points redeemed for that stay.
16. Preferred Club members will not earn points for complimentary or discounted reward night stays.
17. Preferred Club members will not be able to reserve reward night stays or receive member level discounts through a travel agent or tour operator.
18. When requested, points redeemed for resort credit will be applied to the Preferred Club member's folio upon arrival at Coconut Bay for use in the resort gift shops, private dinners, island tours or in Kai Mer, the resort's spa.
19. Preferred Club members are responsible for advising resort through the member's online guest profile of any changes in contact information including address, phone number or email address to ensure receipt of rewards communications.
20. Preferred Club members may not transfer rewards points to anyone or by any means, including through a will or divorce decree.
21. Preferred Club members may not combine rewards points with points belonging to any other members.
22. Preferred Club members may not sell or barter rewards points.
23. Preferred Club points may not be redeemed for cash.
24. Preferred Club members are responsible for understanding the program rules, tracking rewards points and maintaining the security of their account.
25. Points may be redeemed for nights/discounts/resort credit exclusively at the front desk on resort or directly with our Preferred Club concierge via [www.cbayresort.com/rewards-redeem](http://www.cbayresort.com/rewards-redeem). Indicate points to redeem and requested travel dates in the Comments field.
26. Coconut Bay Beach Resort & Spa Preferred Club and/or point rewarding or redeeming is void where prohibited by law.
27. Preferred Club members agree that Coconut Bay has the sole discretion to interpret all program rules and regulations and members agree by participation in the program to abide by Coconut Bay's interpretations of these rules.
28. Coconut Bay Beach Resort & Spa may periodically modify Preferred Club terms and conditions, with or without notice, by adding, changing or deleting rewards, points given and reward thresholds. If Coconut Bay modifies the Preferred Club parameters, members may not be able to obtain rewards previously promoted. All rewards are subject to terms and conditions.
29. **PRIVACY:** The administration of Preferred Club member's accounts and the provision of offers, rewards, benefits, products and services within the **Preferred Club** program require the collection, processing and use of data as set out in these Privacy Rules and Regulations. Upon



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becoming a member, Coconut Bay will collect information that members supply, such as name, address, telephone number, email address, room preference, and billing information. By submitting personal information and agreeing to join the Preferred Club, members consent to Coconut Bay using and sharing personal information for the purposes of administering member account(s), and for offering and providing rewards, benefits, products, goods, and services in connection with the program.

30. To the extent required or permitted by law, Coconut Bay Beach Resort & Spa may collect, use and disclose member personal information in connection with security related or law enforcement investigations or in the course of cooperating with authorities or complying with legal requirements.
31. By joining Coconut Bay's Preferred Club, members authorize resort to contact via email and postal mail in regards to rewards administrative and transactional operations. Coconut Bay Beach Resort & Spa is not responsible for delayed, lost or misdirected mail or other correspondence.
32. Coconut Bay may occasionally contact members via email and/or via postal mail about exclusive promotions, special offers, benefits, resort news and discounts. If you would prefer not to receive these communications, please [click here](#).