

**FOR IMMEDIATE RELEASE**

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**Success at fourth annual Saint Lucia Showcase  
2015**

**LONDON (September 21, 2015)** Saint Lucia Tourist Board enjoyed a week-long series of events during the fourth annual Saint Lucia Showcase 2015, which took place last week. Attended by over 120 key UK travel trade contacts, the week comprised a Media luncheon, Appreciation Dinner, Travel Agents Event, Tour Operator's Convention, MICE Convention and the Saint Lucia Gala awards 2015.

This year's event was held at The Grove 5 Star Hotel & Resort in Hertfordshire and hosted by model Annaliese Dayes of Britain's Next Top Model fame. Special guest entertainment was provided by The Voice winner, Jermain Jackman who wowed guests with his incredible vocals.



***Saint Lucia Tourist Board Delegation and guests at The Grove***

Louis Lewis, director of tourism, Saint Lucia Tourist Board said: "The Saint Lucia Showcase has gone from strength to strength and has become a permanent fixture in the UK travel trade calendar. The quality of meetings and networking is

encouraging and demonstrates the love affair the UK has with our beautiful island. Our ever evolving products and on-island services will ensure that 2016 will prove a fantastic year of UK visitation to Saint Lucia".

Dates for the 2016 Showcase are currently being finalised and Saint Lucia Tourist Board will also be exhibiting at this year's WTM.



*Award winners and Saint Lucia Tourist Board Delegation on stage at The Saint Lucia Gala Awards 2015, held at The Grove 5 Star Hotel & Resort. From L-R: Nicola Goldsmith - Virgin Holidays; Atlyn Forde - Saint Lucia Tourist Board; Berthia Parle M.B. E. - Bay Gardens Beach Resort & Spa; Louis Lewis - Saint Lucia Tourist Board; Marc James - British Airways; Joanne Ellis - Best at Travel; George Koumi - Kenwood Travel; Katherine Hobbs - Caribtours; Karolin Troubetzkoy - Saint Lucia Hotel Association; Sam Dowling - Kuoni; Casey Hurford - Kenwood Travel; Hon. Lorne Theophilus, Minister for Tourism - Saint Lucia Tourist Board; David Weatherson - British Airways Holidays; Jennifer Peart - British Airways Holidays; Tracey Warner-Arnold - Saint Lucia Tourist Board; Cathy Winston - freelance journalist for The Independent; Phil Barratt - collecting on behalf of Leighton Glover, Blue Bay Travel; Michaela Burton-Virgin Holidays*

- ENDS -

Notes to Editors: Full list of 2015 award winners below:

Best Producing Tour Operator  
To Saint Lucia 2014  
**VIRGIN HOLIDAYS**

**Runner Up - British Airways Holidays**

Large Tour Operator With The Largest Growth  
To Saint Lucia in 2014  
**BA HOLIDAYS**

**Runner Up - Virgin Holidays**

Mid-Size Tour Operator With The Largest Growth  
To Saint Lucia in 2014  
**KENWOOD TRAVEL**

**Runner Up - Caribtours**

Luxury Tour Operator With The Largest Growth  
To Saint Lucia 2014  
**CARIBTOURS**

**Runner Up - ITC**

Best Producing Tour Operator for  
Weddings and Honeymoons to Saint Lucia 2014  
**KUONI**

**Runner Up - Tropical Sky**

Best Producing Tour Operator for  
Family Holidays to Saint Lucia 2014  
**VIRGIN HOLIDAYS**

**Runner Up - British Airways Holidays**

Best Specialist Tour Operator to Saint Lucia 2014

**JANET SMITH TOURS**

**Runner Up - Best@Travel**

Best Online Only Tour Operator  
Featuring Saint Lucia 2014  
**EXPEDIA**

**Runner Up - TBC**

Tour Operator with the Best Representation  
of Saint Lucia in their Brochure 2014  
**CARIBTOURS**

**Runner Up - Hayes & Jarvis**

Tour Operator with the Best Representation  
of Saint Lucia on their Website 2014  
**BEST@TRAVEL**

**Runner Up - Kenwood Travel**

Most Supportive Airline to Saint Lucia 2014  
**BRITISH AIRWAYS**

**Runner Up - Virgin Holidays**

Saint Lucia Travel Writer of the Year 2014  
**CATHY WINSTON, THE INDEPENDENT**

**Runner Up - Cherry Wilson**

Saint Lucia Specialist of the Year 2014  
**Leighton Glover  
Blue Bay Travel**

For more information about the island of Saint Lucia, call 020 7341 7005, or visit <http://www.saintluciauk.org/>.

### ***About Saint Lucia***

One of the Windward Islands of the West Indies' Lesser Antilles, Saint Lucia (pronounced Saint LOO-sha) is nestled halfway down the Eastern Caribbean archipelago. The "Helen of the West Indies," Saint Lucia is known for its natural beauty and diverse attractions, including the signature Piton Mountains - a UNESCO World Heritage Site - a tropical rainforest and one of the world's few drive-in volcanoes. Culturally rich offerings include the bustling marketplace in the capital of Castries, quaint fishing villages along the coastline, and the annual Saint Lucia Jazz festival. Saint Lucia's wide range of accommodations includes world-class five-star resorts, all-inclusive resorts, intimate inns and value-oriented properties. Saint Lucia also is home to world class cruise and yachting facilities.