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Saint Lucia Tourist Board Launches the Hottest Incentive of the Year

Win a VIP Trip for two to Shimmy with Shaggy at the 25th Annual Saint Lucia Jazz and Arts Festival

(London, XX January, 2016) To celebrate its winter campaign the Saint Lucia Tourist board has launched an incredible travel agent incentive to win a luxury trip for two to the Island of Paradise. The prize includes VIP tickets to the famous Saint Lucia Jazz and Arts Festival which will be celebrating its 25th anniversary this year from the 29th April to the 8th May in superb style with acts including Omi who had the recent top hit 'Cheerleader', Shaggy and George Benson. The runner-up prizes are rather fabulous too, with several agents each being rewarded with a £250 shopping spree!

To win all agents have to do is sell as many holidays to the Island as they can from now until the 28th February 2016 and then log the details of those bookings on to the Saint Lucia Tourist Board online training programme, www.SaintLuciaExpert.com or email Chelcie Lewis clewis@stluciauk.org with the booking information...it's as easy as that!

www.SaintLuciaExpert.com is also the perfect destination for agents to keep up to speed with all that Saint Lucia has to offer clients, from its tropical all year round weather to the abundance of adventurous activities, rich culture and night life... the Island really does have it all. Just complete the fun, informative and interactive training programme and you will be a front runner to win the trip of a life time.

2016 gives us more reason than ever to visit Saint Lucia with two new resorts opening on the Island. Royalton Resorts will be opening its doors at the end of the year with an innovative modern All-In Luxury™ concept with an array of world-class all -inclusive features. Six Senses Residence, Freedom Bay is a stunning eco chic five star resort comprising of one and two bedroom luxury villas that is set to open its doors soon after in November. Many of the island's hotels have had lavish refurbishments and expansions including Rendezvous, The BodyHoliday and Sugar Beach.

Here are just some of the great deals that are out there:

Caribtours are offering seven nights at Windjammer Landing Villa Beach Resort from £929 per person on a half board basis based on two adults sharing an Ocean View Room saving up to 45%. This package includes return scheduled flights, private transfers and use of a lounge at Gatwick. Price based on travel between 4th January and 20th December 2016. Book by 13th February 2016, for more information visit www.caribtours.co.uk or call 020 7751 0660

Tropical Sky is offering seven nights on an all-inclusive basis from £1099 per person at 4* Coconut Bay Beach Resort & Spa based on two people sharing a Deluxe Garden Splash Room. Save up to £1050pp. Receive \$500 Resort Credit per room per stay of a minimum stay of 7 nights or more. This offer is valid for travel from 4th May - 11th July 2016 and bookings must be made by 28th Feb 2016. To book, please visit www.tropicalsky.co.uk or call 01342 887253

Tropic Breeze is offering seven nights on a half board basis at Anse Chastanet Resort from £1,719 per person based on May 2016 departure. To book, please visit www.tropicbreeze.co.uk or call 01752 880 880

For more information about Saint Lucia please visit www.saintluciauk.org/trade-partners/trade-partners/

Notes to Editors

About Saint Lucia

Saint Lucia is an island that lifts all your senses. It has some of the most stunning scenery in the Caribbean from the unspoilt rainforests, idyllic bays and beautiful palm-fringed beaches to the magical Piton Mountains. Visitors can relax in one of the many spas on the island and be enveloped by the smell of essential oils. They can taste the delicious food at the Friday night barbecues at Anse La Raye or sample the French and Creole influenced cuisine in the fine dining restaurants across the island. Saint Lucia offers a wide array of award winning, diverse accommodation from boutique hotels and all-inclusive resorts through to spacious villas and luxury retreats. Visitors can be as relaxed or as active as they want with an abundance of activities to choose from including zip-lining adventures, bird-spotting, horse-riding, snorkelling, a Segway tour, and whale and dolphin watching. There is something for everyone whether you are travelling in a group, as a family or a couple. Saint Lucia is easily accessible from the UK with 13 flights from London Gatwick operated by British Airways, Virgin Atlantic and a new flight from Manchester with Thomas Cook which launched last year.

*Just to note, only reservation staff from the participating tour operators will qualify for this incentive.