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Saint Lucia is on everyone's mind as THE Travel Destination of 2016

News and offers for the year ahead from the Caribbean Island that really does have it all!

(London, 19 January, 2016) This year the holiday destination that everyone is talking about is Saint Lucia and it's no surprise why with a number of brand new luxury resorts opening their doors on the island, countless renovations and expansions to beautiful existing properties, world class events attracting some of the biggest stars in the business and an array of unique events and experiences catering for all.

The annual Saint Lucia Jazz and Arts Festival will be celebrating its 25th anniversary from 29 April, to 8 May with a line-up that blends island culture, famed musical talent and eclectic musical genres. Internationally renowned performers gracing the stage this year include singer/songwriter Shaggy, 10-time Grammy winner George Benson the legendary Kool and the Gang and chart topper Omi with his recent hit 'Cheerleader'. It really is set to be a two week celebration not to be missed.

Saint Lucia is going Chocolate crazy for the month of August. Even the sweetest tooth's will be satisfied over the four week celebration as 'sun downers' will be swapped for 'Choc-tails' and massages for chocolate-infused spa treatments. The entire Island will be involved with choctastic surprises including cocoa plantation tours, speciality tasting and money saving offers in all of the resorts!

The all-new Royalton Saint Lucia will see its first guests arriving this year the five star Resort will offer an innovative modern All-In Luxury™ concept with an array of world-class all-inclusive features including the premium, handcrafted DreamBed™, unlimited reservation-free luxury dining, 24/7 concierge service, 'All-In Connectivity™' with complimentary WiFi and in room long distance calling, a Sports Event Guarantee™, and more!

Freedom Bay, an eco luxury resort development will open shortly after in November. Situated on the west coast of Saint Lucia at the foot of the iconic pitons and within a UNESCO World Heritage Site, the development includes the first Six Senses branded hotel in the Caribbean, and is proud sponsor of The Andrew Strauss Cricket Academy - the first of its kind in Saint Lucia.

Anse Chastanet and Jade Mountain, St Lucia, are shaking off winter chills with new three, five and seven day 'Lose the Blues' programmes, specifically designed for those suffering from Seasonal Affective Disorder (SAD). Scuba Saint Lucia at Anse Chastanet resort has also become a Sealife Underwater Photography Teaching and Rental Centre. Scuba Saint Lucia is now offering visitors the chance to rent Sealife camera's new Micro 2.0 camera so that guests can come away with the most awe inspiring imagery of their first-hand experience of the ocean. For the water babies amongst us, Bay Gardens will be turning on the waterworks at the resorts new attraction 'Splash Island'.

Showing the islands commitment to reinvention and renovation for its guests The BodyHoliday and Rendezvous resorts have both had refurbishments and even a new restaurant ready to welcome new guests. The popular Sugar Beach resort has seen vast expansion with three new Luxury Cottages and has launched a sailing club for younger guests to teach them the basics of rigging, boat handling, seamanship and the rules and safety of the waves.

Here are just some of the great deals that are out there for consumers to make the most of:

Caribtours is 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

Tropic Breeze is offering seven nights on an all-inclusive basis at East Winds from £1,815 per person based on May 2016 departure. This offer is valid for travel from 1st May - 31st October 2016 and bookings must be made by 28th February 2016. To book, please visit www.tropicbreeze.co.uk or call 01752 880 880

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 seven nights or more. This offer is valid for travel from 4th May - 11th July 2016 2016 and bookings must be made by 28th Feb 2016. To book, please visit www.tropicalsky.co.uk or call 01342 887 253

For more information about Saint Lucia please visit www.saintluciauk.org

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 and Virgin Atlantic and a direct flight from Manchester operated by Thomas Cook.