

**FOR IMMEDIATE RELEASE**

**COCONUT BAY BEACH RESORT & SPA NAMED AMONG TOP TEN  
“BEST HOTELS FOR FAMILIES” IN 2008**

*St. Lucia’s resort ranked among the  
“Top 10 Best Hotels for Families” in the Caribbean*

**VIEUX FORT, St. Lucia – January 25, 2008** – Coconut Bay Beach Resort & Spa was ranked the third best hotel for families, in the Caribbean by TripAdvisor® in its 2008 Travelers’ Choice® awards. The list names the top ten “Best Hotels for Families” in the Latin American/Caribbean region. Now in its 6<sup>th</sup> year, the awards honor the world’s best hotels, earning their distinction from those who know them best – real travelers.

Coconut Bay is honored to be ranked alongside the 9 other impressive family resorts in the category, unveiled as:

- 1. FDR Pebbles**, Falmouth, Jamaica
- 2. Iberostar Paraiso Lindo**, Playa Paraiso, Mexico
- 3. Coconut Bay Resort & Spa**, Vieux Fort, St. Lucia
- 4. Beaches Boscobel Resort & Golf Club**, Ocho Rios, Jamaica
- 5. Hotel Sandos Playacar Beach Resort**, Playa del Carmen, Mexico
- 6. Franklyn D Resort & Spa**, Runaway Bay, Jamaica
- 7. Barcelo Maya Colonial Beach**, Puerto Juarez, Mexico
- 8. Rose Hall Resort & Country Club**, Rose Hall, Jamaica
- 9. Crown Paradise Club Cancun**, Cancun, Mexico
- 10. Hotel Playa Pesquero**, Holguin, Cuba

Only TripAdvisor’s hotel awards represent the opinions of millions of travelers. The Travelers’ Choice winners were determined by a combination of the highest traveler ratings and the TripAdvisor Popularity Index, a measurement of overall traveler satisfaction. As the leading travel community in the world, covering more than 220,000 hotels and attractions, and with more than 20 million unique monthly visitors worldwide, TripAdvisor features real advice from travelers and easy access to major online travel sites.

“The 2008 Travelers’ Choice winners are once again singled out for their great service and extraordinary value,” said Michele Perry, director of communications for TripAdvisor. “Determined by millions of real travelers, the Travelers’ Choice award winners raise the bar for hotels around the world, with their exceptional properties and great staff that enhance the overall travel experience.”

“At Coconut Bay, we have strategically developed a concept that features two worlds. Families have the option of spending time together or apart, youngsters can explore the Kidz Klub while parents relax in the serene adult oasis,” said Coconut Bay’s General Manager, Vishal Bhalla “We take pride in being chosen as the third best resort for families in the Caribbean and the only resort in St. Lucia to be recognized with this honor. Coconut Bay wishes to congratulate all of the other recipients and we are pleased to be listed among such a highly acclaimed group.”

With the action-packed CocoLand Kidz Klub providing educational and fun activities for guests ages three through fourteen, parents can relax knowing that their children are experiencing Coconut Bay’s tropical playground to the fullest, including the island’s largest water park as well as its beautiful natural environment.

While the kids are living it up, amenities like the adult-only pool area and the Kai Mer Spa provide a peaceful retreat for parents and couples. Coconut Bay also has top-notch restaurants for diverse tastes and seating schedules to accommodate both families and those looking for a romantic dining experience.

Situated on 85 coconut palm-fringed acres along St. Lucia's exotic south coast, just a short transfer from the Hewanorra International Airport, Coconut Bay Beach Resort & Spa boasts 254-rooms, three swimming pools, a full-service spa, CocoLand Kidz Klub and the island's largest water park. With a recent multi-million dollar renovation, this all-inclusive resort caters to families, couples and honeymooners alike. For more information about Coconut Bay Beach Resort & Spa visit [www.cbayresort.com](http://www.cbayresort.com) or call 866-978-6226 to reach the resort directly.

### **About TripAdvisor Media Network**

TripAdvisor® Media Network, operated by TripAdvisor, LLC, attracts nearly 30 million monthly visitors (source: comScore Media Metrix, Digital Calculator Report, July 2007) across eight popular travel brands, TripAdvisor® sites, bookingbuddy.com™, cruisecritic.com™, independenttraveler.com™, seatguru.com®, smartertravel.com™, travel-library.com™ and travelpod.com™. TripAdvisor-branded sites make up the largest travel community in the world, with more than 25 million monthly visitors, five million registered members and 10 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover 280,000+ hotels and attractions and operate in the U.S. (<http://www.tripadvisor.com/>), the U.K. (<http://www.tripadvisor.co.uk/>), Ireland (<http://www.tripadvisor.ie/>), France (<http://www.tripadvisor.fr/>), Germany (<http://www.tripadvisor.de/>), Italy (<http://www.tripadvisor.it/>), and Spain (<http://www.tripadvisor.es/>). TripAdvisor® Media Network provides travel suppliers with graphical advertising opportunities and a cost-per-click marketing platform. Collectively, the sites comprising the TripAdvisor Media Network have won hundreds of awards and accolades from press and industry, worldwide. TripAdvisor and the sites comprising the TripAdvisor Media Network are operating companies of Expedia, Inc. (NASDAQ: EXPE).

TripAdvisor, TripAdvisor.com, seatguru.com, travel-library.com, travelpod.com are either trademarks or registered trademarks of TripAdvisor, LLC, in the U.S. and/or other countries. Bookingbuddy.com and smartertravel.com are either trademarks or registered trademarks of Smarter Travel Media LLC in the U.S. and/or other countries. Cruisecritic.com and independenttraveler.com are either trademarks or registered trademarks of The Independent Traveler, Inc. in the U.S. and/or other countries. Other logos or product and company names mentioned herein may be the trademarks of their respective owners.

# # #

### **Media Contact:**

Shannon Schiner / Sara Pearson  
Cheryl Andrews Marketing Communications  
Tel: (305) 444-4033 / Fax: (305) 447-0415  
[shannon@cam-pr.com](mailto:shannon@cam-pr.com) / [sara@cam-pr.com](mailto:sara@cam-pr.com)