

Release Highlights

- Coconut Bay maintains nearly 99 percent occupancy levels in economic recession
- Focusing on deals proves successful
- Resort decision maker shares insight

COCONUT BAY BEACH RESORT & SPA MAINTAINS HIGH OCCUPANCY DESPITE RECESSION

Unique marketing approaches help the resort experience great success

Vieux Fort, St. Lucia – September 30, 2009 – While most of hospitality industry has been feeling the effects of the current economic climate, Coconut Bay Beach Resort & Spa is weathering the storm thanks to solid service and marketing programs. Over the past few months, Coconut Bay Beach Resort & Spa has consistently achieved the highest occupancy levels in St. Lucia, reaching nearly 99 percent at times - an impressive feat, especially in low season. The resort team attributes this success in part to creative value-added promotions, laser-beam pricing strategies and travel agent incentive programs.

“These days, deals are everywhere and travelers know that now is the time to shop around for the best ones,” said Mark Adams, president of National Continental Hotels, the parent company of Coconut Bay. “To remain competitive, we used creative pricing and paid attention to yield management, which allows us to maximize revenues while still offering great deals.”

For example, the resort has launched a "Recession Relief" package where kids stay free (along with a paying adult) and adults receive two complimentary massages. Similar programs for girlfriend getaways, couples and honeymooners are also available with all-inclusive rates starting at a low \$97 per person with a \$350 weekly resort credit. Some of these special packages offer savings of more than 55 percent.

Though the resort is offering deals too good to pass up, they aren't holding back when it comes to infrastructure improvements. In response to guest feedback, Adams has invested heavily in the resort throughout the recession and Coconut Bay is now home to a paintball field, an on-site water sports complex with kitesurfing, an expanded pool deck, an adventure desk for island attractions, upgraded premium rooms and a new stage for nightly cultural entertainment.

“We want our guests to know that we understand the economic challenges out there and don't want that to prohibit them from coming to Coconut Bay,” said Adams. “Many of our guests have stayed with us before, and we value their loyalty. We are committed to providing them with a top-of-the-line experience and will continue improving the resort so they are always wowed. We also want to make a great impression on new guests taking advantage of our deals so that they want to come back again in the future. Neither service nor quality should fall victim to the recession, and that approach has helped us weather the storm at Coconut Bay.”

About Coconut Bay: St. Lucia's exotic southern coast is home to Coconut Bay Beach Resort, an all-inclusive resort catering to families, couples and honeymooners alike. Mirrored after the island's most famous landmarks, the twin Piton Mountains, Coconut

Bay has its own set of twins, Harmony and Splash. "Harmony" is a tranquil adult-only oasis offering an intimate setting for those seeking a romantic escape with a coconut palm-fringed pool, braided hammocks, private cabana beds and the oceanfront Kai-Mer Spa. At the opposite side of the resort, the young at heart are drawn to "Splash," the resort's tropical playground featuring CocoLand Kidz Klub, a paintball facility and the island's largest water park. This casually Caribbean resort has 254-rooms on 85 acres, and it's all just a short transfer from the Hewanorra International Airport. For more information about Coconut Bay Beach Resort & Spa visit www.cbayresort.com <<http://www.cbayresort.com>> or call (877) 352-8898 to reach the resort directly.

#

Public Relations Contacts:

Caitlin Murphy / Jillian Baczewski

Cheryl Andrews Marketing Communications

Phone: 305-444-4033

Email: Caitlin@cam-pr.com / Jillian@cam-pr.com