

### **Release Highlights**

- St. Lucia's [Coconut Bay Beach Resort & Spa](http://www.coconutbayresortandspa.com) now offers high-tech kitesurfing school
- Coconut Bay guests receive free guided joyride to test watersport
- Week-long kitesurfing school, \$400 per person
- High-res images: [http://www.coconutbayresortandspa.com/web\\_gallery/](http://www.coconutbayresortandspa.com/web_gallery/)

## **LEARN TO FLY ON THE WATER AT COCONUT BAY BEACH RESORT & SPA**

*St. Lucia resort offers on-site high-tech kitesurfing school*

**VIEUX FORT, ST. LUCIA – September 7, 2009** – Coconut Bay Beach Resort & Spa now offers a kitesurfing school where novice or advanced kitesurfers can learn how to harness the strength of the Caribbean's wind and water. Guests over 8 years old receive a complimentary introductory kitesurfing "taster," which includes flying a trainer kite on the beach and experiencing a guided joyride on the water. Guests over the age of 16 have the option of taking lessons with a seasoned pro.

"Kitesurfing appeals to all kinds of active travelers," said Chris Haysey of 2Elements Watersports Centre at Coconut Bay. "Our water-loving team uses state-of-the-art equipment so we can teach anyone with the desire to learn how to kitesurf. Using the power of the wind and water is exhilarating." Haysey came to St. Lucia in search of the perfect kitesurfing location, and with strong prevailing winds it's no wonder he stayed to teach exclusively for Coconut Bay.

The best months for kitesurfing are December through August, and the average wind speed is between 18 and 20 knots in the winter and 14 and 16 knots during off-peak season, so travelers can feel confident they will have a memorable trip no matter what time of year. Kitesurfing is quickly growing in popularity and is ideal for those who are water confident, can tread water and like to experience adrenaline rushes. The sport is easy to learn and can be taught in a series of lessons over a few days, so it is great for the whole family, even beginners.

Coconut Bay's new on-site water sports complex rents paddle boards, kayaks and kitesurfing equipment for guests. The resort will also store equipment guests bring. Their high-tech kitesurfing gear is top of the line and features helmets equipped with strategically-placed cameras and internal radios so surfers can communicate with instructors on land who help correct performances and improve technique. The sports shop also serves as a hideaway from the heat where students can later review their kitesurfing tapes and watch instructional videos.

"Our kitesurfing instructors will teach students how to fly on the water," Haysey said. "The new equipment gives guests an added edge and the water sports complex will add to Coconut Bay's exhilarating activities."

After the initial "taster" course, each person usually needs about 10 hours of lessons to become confident on the board. A complete kitesurfing package at Coconut Bay is \$400 per person and includes 10 hours of lessons. At the completion of the course, each guest will receive an International Kiteboarding Organization (IKO) certification card.

During the lessons, students are in groups of four or fewer to get the full experience and appropriate attention from coaches. Guests can make kitesurfing reservations online, over the phone or at the Adventure St. Lucia Desk located in Coconut Bay's lobby.

**About 2Elements:** 2Elements is a kitesurfing school run by instructors who have more than 20 years of combined wind and kitesurf training under their belts. All instructors are qualified by the International Kiteboarding Organization (IKO) and Royal Yachting Association (RYA). The Centre is managed by Chris Haysey, who holds the highest instructor certification through RYA, Senior Advanced Plus Windsurfing. He has offered private kitesurfing lessons at some of the premier locations in the world

which include Egypt, Tobago, Margarita, Turkey, Greece and St. Lucia.  
<http://www.2elements.co.uk/index.htm>

**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.

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