

SAINT LUCIA



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FOR IMMEDIATE RELEASE

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SAINT LUCIA WELCOMES INCREASED FLIGHTS FROM NEW YORK

Saint Lucia gets into the groove before the start of legendary Jazz festival

NEW YORK (April 26, 2010) – As the island of Saint Lucia bucks the trend and harvests strong growth from the United States travel market, tourism officials are welcoming additional JetBlue Airways flights from New York’s John F. Kennedy International Airport (JFK) to Saint Lucia’s Hewanorra International Airport (UVF) almost two months ahead of the official start of the summer season.

Saint Lucian tourism officials report that the airline which began service to the island last October, will increase flights from three to five per week from May 1, 2010 through to Labor Day weekend in early September, to meet travelers’ demands and just in time for the start of the 2010 Saint Lucia Jazz festival which will be held May 1 to 9.

Saint Lucia’s Minister of Tourism and Civil Aviation reports traveling to Saint Lucia on JetBlue continues to be both accessible and affordable. “We welcome these additional flights from the important New York gateway,” stated Senator Allen Chastanet, who reported the island had already registered five consecutive months of increased US visitor arrivals, averaging more than 30 percent from November through the end of March.

With flights on Thursdays, Fridays, Saturdays, Sundays and Mondays, JetBlue is currently offering special fares from US\$99(a) each way between New York and Saint Lucia for travel purchased by May 1, 2010. The tickets are valid for travel between May 6 and June 16, 2010 (a).

JetBlue also offers full vacation packages for Saint Lucia and 35 other JetBlue destinations. JetBlue Getaways customers’ book discounted vacation packages including airfare, hotel, airport transfers and/or various activities at one time, saving valuable time and money. Customers can book a JetBlue Getaways vacation package to Saint Lucia at www.jetblue.com/getaways or through the JetBlue Getaways desk by

calling 1-800-JETBLUE (538-2583), option 3. Current special offers on air and hotel packages to Saint Lucia include a 5 night stay at the St. Lucian by Rex Resorts for only \$425, departing from JFK in New York and available for travel between May 1 and June 15; booking is available through May 5 (b).

Director of Tourism Louis Lewis noted that with the strong exposure the island generated from hosting ABC Television's "The Bachelor," the forecast beyond the close of the winter season looks very positive.

"Saint Lucia continues to be a top-of-mind destination and we are pleased to be able to accommodate travelers' needs with increased airline seats, newly renovated hotels, new and improved spas, restaurants, and attractions for couples, families and singles," he said. He added that with the 19th anniversary of Saint Lucia Jazz set for May, and a revamped Carnival and Homecoming Celebrations scheduled in July, business prospects were more than encouraging.

In September and October this year, JetBlue returns to its thrice weekly schedule, before ramping up the schedule to five weekly flights in time for the busy winter season.

This May, the sounds of jazz converge on Saint Lucia in a fabulous week-long celebration that attracts performers and patrons from around the world. This year Saint Lucia welcomes Grammy Award winners Ne-Yo, Corinne Bailey Rae, Shaggy, Steel Pulse and many other chart-topping artistes.

For further information, visit www.saintlucianow.com; www.stluciajazz.org; www.jetblue.com; or call 1 (888) 4-STLUCIA or 1 (800) JETBLUE.

About Saint Lucia

One of the Windward Islands of the West Indies' Lesser Antilles, Saint Lucia (pronounced Saint LOO-sha) is nestled halfway down the Eastern Caribbean archipelago. The "Helen of the West Indies," Saint Lucia is known for its natural beauty and diverse attractions, including the signature Piton Mountains - a UNESCO World Heritage Site - a tropical rainforest and one of the world's few drive-in volcanoes. Culturally rich offerings include the bustling marketplace in the capital of Castries, quaint fishing villages along the coastline, and the annual Saint Lucia Jazz festival. Saint Lucia's wide range of accommodations includes world-class five-star resorts, all-inclusive resorts, intimate inns and value-oriented properties. For information about the island of Saint Lucia, call 1 (888) 4-STLUCIA, or visit www.saintlucianow.com.

(a) Travel must be booked by 5/1/10 11:59 PM local time or 11:59 EST, whichever is earlier. Travel between 5/6-6/16/10 on Mon/Thur/Fri/Sat/Sun. Fares subject to change without notice; not available on all days/flights. \$15 fee per person if purchased by telephone, airport or city ticket office. Up to 3-day advance purchase required; purchase required at time of reservation; fares are one-way, nonrefundable, and nontransferable. Cancellations/changes can be made prior to scheduled departure for \$100 per person at 1-800-JETBLUE (1-800-538-2583), TTY/TDD 1-800-336-5530, or at jetblue.com, with applicable fare adjustment. Cancellations are for JetBlue travel credit only, valid for one year. If reservation is not changed/canceled prior to scheduled departure, all money associated with reservation is forfeited. Fares do not include Passenger Facility Charges up to \$9 each way; September 11th Security Fees up to \$5 each way; and Federal Segment Tax of \$3.70 per domestic segment (a segment is a takeoff and landing). International fares do not include gvt. fees and taxes up to \$127.60 each way. Taxes and fees must be paid at time of purchase. JetBlue reserves right to deny boarding to passengers without proper documentation. Second bag fee of \$30 applies. Other restrictions apply.

(b) Offer ends 5/9/10. Advertised package price based on 5-night stay at St. Lucian by Rex Resorts, price based on per person, double occupancy, for travel departing on 5/22/10, 5/31/10, 6/5/10, and 6/6/10 from New York City (JFK), unless otherwise noted. Packages are capacity-controlled, may not be available on all dates or flights (blackout dates may apply to flights/hotels). Packages may be restricted to certain hotel room categories. Purchase required at time of reservation; 14-day advance purchase may be required. Packages are nonrefundable and nontransferable. Name changes not permitted. Package prices include hotel rates, hotel taxes and fees, and roundtrip airfare, but do not include taxes and fees applicable to airfare, including without limitation: Passenger Facility Charges up to \$9.00 each way; September 11th Security Fees up to \$2.50 per enplanement at a U.S. originating airport; Federal Segment Taxes of \$3.70 per domestic segment (a segment is a takeoff and landing); and for Puerto Rico and/or international travel, gvt. fees and taxes up to \$127.60. Taxes and fees must be paid at the time of purchase. JetBlue does not guarantee changes can be made on all or parts of packages. Changes must be made 14 days prior to scheduled departure date, depending upon the applicable hotel cancellation policy (see hotel description), by calling 1-800-JETBLUE, option 3. Customers with hearing or speech impairments can call our toll-free TTY/TDD telephone number, 1-800-336-5530. Changes are subject to \$100 per person JetBlue fee plus any increase in package price. Cancellations are for Getaways credit only, valid for 1 year, and may not be used with air-only travel. If reservation is not changed/canceled prior to departure, all money associated with package is forfeited. A \$30 second checked bag fee applies. JetBlue reserves the right to deny boarding to passengers without proper documentation. Other restrictions apply. See Getaways Terms and Conditions for details.

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