



**SAINT LUCIA**

**Saint Lucia Tourist Board**

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**FOR IMMEDIATE RELEASE**

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***“Go Bananas” Summer Campaign Launches in Overseas Markets!***

*SLTB encourages families to visit Saint Lucia this summer.*

**Castries, SAINT LUCIA (May 19, 2010)** -Attempts at further marketing the island whilst simultaneously attracting increased visitors to its shores, continue unabated as the Saint Lucia Tourist Board (SLTB) launches its Summer Promotion.

The campaign dubbed “Go Bananas” is geared primarily at the major source markets and targets families seeking to travel as a unit this summer. The four-month campaign offers families’ major incentives as a means of having them select Saint Lucia as their vacation destination of choice. Families traveling from June 1 to September 30, 2010 can book a “Go Bananas” vacation to Saint Lucia which includes among other things; complimentary excursions, room upgrades, free meals and stays for children under the age of seventeen.

SLTBs Vice President for Marketing and Sales Nerdin St. Rose says, Saint Lucia has been known as a family-friendly destination and this latest campaign seeks to build on that. The rationale, according to St. Rose, “Is to encourage entire households to come and experience firsthand the uniqueness of the island paradise we call home.”

The “Go Bananas” campaign is being done in partnership with many of the island's family friendly resorts, of which close to a dozen have signed on to participate.

With just a day since the official launch, the response to the new program has already begun generating quite a stir. Full details on the Go Bananas Summer Family Program” can be obtained at [StLuciaNow.com](http://StLuciaNow.com)

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