

SAINT LUCIA
SHOWCASE
2025

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DESTINATION UPDATE

September 2025



Saint Lucia has always been a popular destination for British travellers, especially for honeymooners, families and adventure travellers. Part of the Saint Lucian charm is that no two properties are alike. Add to that a thriving events programme and significant support for community tourism and the island has a lot to offer in the months ahead.

Milestone events so far include another successful Jazz & Arts Festival, renowned around the world, followed by the enduringly popular Lucian Carnival. Both drew record numbers of international visitors.

There are challenges for tourism globally, due to war and conflict, economic difficulties and climate shifts on a broad scale. Therefore, the Saint Lucia Tourism Authority's (SLTA) focus for the year ahead is on resilient tourism for Saint Lucia to embrace and manage the challenges of the future.

Visitors can enjoy activities, accommodation and experiences that work with the natural beauty of our island and benefit our local communities. This resilience through community tourism means that our people and partners are working to make the best use of our precious natural resources and preserve our eco-system through sustainable tourism.

VISITOR ARRIVALS

Visitor stats for last year were up 14% to 435,000. The latest overall figures (July) indicate that visitors to Saint Lucia remain steady and as of July, we have welcomed over 263,000 stay-over visitors.

- The US continues to lead the markets with January to July figures at over 160,000, in line with 2024.
- British visitors made up 19% of Saint Lucia' tourist market in 2024, keeping it at the second largest source market.
- The island reached an all-time high of 83,669 British visitor arrivals in 2019, and while there was a drop during the pandemic, the numbers have steadily made their way back, with 80,391 visitor arrivals in 2024, up 4% on the previous year.
- Despite reduced room stock and the cessation of Virgin Atlantic's winter service, the momentum continues for the UK into 2025, with more than 40,923 stay-over visitors so far this year (July).
- UK holidaymakers lead the way in terms of duration of stay average at 11 nights per visit and the market is ranked second in terms of numbers.
- Canadian visitors make up 8% of the market with around 35,000 visitors annually and
- The Caribbean market finished 2024 with a 17% increase. The region continues to perform well and this July saw a 15% increase in visitors due to the success of the Carnival.

ELEVATING COMMUNITY TOURISM

The Saint Lucia Tourism Authority's (SLTA) sister organisation, the Community Tourism Agency (CTA) is at the centre of this drive. It is the only one of its kind in the Caribbean and was set up to advise and guide Saint Lucians in setting up a sustainable livelihood in tourism to ultimately allow them to own, earn and prosper. From business and financial planning to licensing, training and marketing, the agency provides a supportive service to local entrepreneurs and communities. This is across adventure, tours, cuisine and accommodation.

Since 2022, over 10 community tourism projects have been successfully launched and by early 2026 an additional 40 more will be established.

As we approach the key winter season for 2025, we look ahead to the next 12 months with a preview of our latest news and events to look out for.

AWARD-WINNING DESTINATION

Saint Lucia has been recognised as the Caribbean's Leading Honeymoon Destination 16 times and the Caribbean's Leading Adventure Tourism Destination three times. A new addition to these accolades is the Caribbean's Best Corporate Retreat Destination – recognised by World MICE Awards in 2023. Saint Lucia will proudly host the 2025 World Travel Awards Caribbean & The Americas Gala Ceremony on October 3rd.

NEW DEVELOPMENTS

- **Hyatt** is constructing the **Cas en Bas Beach** Resort marking the debut of the Destination by Hyatt brand in Saint Lucia. Phase one of hotel development, which consists of 90 rooms, is expected to be completed within three months and handed over to Hyatt in November 2025.
- A new **Courtyard Marriott** is under construction with plans afoot to open mid-2026. When completed, the hotel will also offer a conference facility at Pointe Seraphine, home to the island's major cruise port in the capital, Castries.
- Locally owned and operated **Bay Gardens Resorts** is also expanding its offerings to introduce a new wave of luxury with "Sapphire Sands Villas by Bay Gardens" a bespoke collection of beachfront luxury villas with 24/7 butler service, opening in February 2026.
- Demolition of **Mystique** and **Starfish** on Reduit Beach is now completed. The site is now making way for three new luxury developments to be announced with construction to start in the summer of 2026. The hotel will be 5 star resort and will include three components subject to DCA approvals and requirements:
 - **Royalton Chic**: 250 Keys (Located on the old **Mystique** site)
 - **Planet Hollywood**: 450 rooms (Located in the middle of the site)
 - **Condos**: 702 rooms (located on the old **Starfish** site)
- The **Cabot St. Lucia golf resort** (an off shoot of the legendary Cabot Cliffs golf course in Cape Breton, Nova Scotia) is now open on 65 acres of land on the island's northern peninsula, with 12 accompanying villas to come in 2026.
- Adults-only **Secrets St. Lucia Resort & Spa** opened this summer with 355 luxury rooms.
- Phase one of **The A'ILA** development on Mount Pimard on the northwest coast opens in November with 139 rooms, including 65 operated by **LifeCo** bringing the first Holistic Wellness hotel to the Caribbean. LifeCo already has globally successful wellness programmes in Turkey and Egypt for detox, nutrition and holistic healing. The **LifeCo Wellness Center** will offer stem cell therapy, science-based detox & nutrition, mindfulness & mental wellness, natural medicines, and biohacking,
By 2027, the overall development will include A'ILA Palm (family resort), A'ILA Cove (adults-only), high-end villas & residences, a Blue Zone retail hub and Zenith Art & Conference Center (2,000-capacity venue supporting MICE tourism).

COMMUNITY TOURISM IN ACTION

Recent milestones include:

- Revitalisation of the Morne Fortune Viewpoint, also known as Morne Layby, transforming it into a scenic, welcoming space for vendors, artisans, and visitors alike.
- Supported the launch of Obey's Sanctuary. A tranquil, wellness-focused retreat where visitors reconnect with nature and local healing traditions.
- Introduced the [Eastern Exotic ATV Adventure Tours](#), offering an exhilarating journey through the East Coast while connecting guests with the people and cultural stories of Dennery.
- And coming soon in Choiseul, The Earth Tour, which will showcase the district's rich craft heritage and local livelihoods, highlighting everything from wood carving to basket weaving and will also showcase the generational preservation of these artisans.

www.ctasaintlucia.org/

SAINT LUCIA'S UNDERWATER SCULPTURE PARK

An exciting new installation opens next year, the Saint Lucia Underwater Sculpture Park. Described as a living fusion of art, culture, and marine conservation, the underwater gallery will be purpose-built and arranged in themed collections. Each sculptural installation will embody a narrative rooted in Saint Lucian heritage, folklore, and ecology. The sculptures will be crafted using eco-friendly, reef-safe materials through methods such as life-casting Saint Lucian community members, 3D printing, and traditional sculpting. Beyond their artistry, each piece will serve as a cultural symbol and an environmental catalyst, inviting both locals and visitors to “dive into her story.”

Once submerged, the sculptures become the foundation for new life. Within weeks, seagrasses, sponges, and corals will begin colonizing the structures, drawing fish and marine species back to the area. Designed with built-in habitats, the park will evolve into a thriving artificial reef, contributing to biodiversity while promoting sustainable tourism.

GREEN GUIDE TO SAINT LUCIA



We have created our first Green Guide to Saint Lucia with Green Traveller magazine. The guide showcases a wealth of carefully considered, community-led conservation experiences and a range of outdoor adventures that not only entertain but also educate and inform about this thriving island's proud history, culture and people. It also includes listings of accommodation, eateries and sites of interest. As part of the collaboration, UK journalist Josephine Price, travel writer, editor and chef – and the former digital editor for National Geographic Traveller, also visited Saint Lucia to meet local people and hear their stories. She wrote two articles for Green

Traveller magazine. The first looks closely at Saint Lucia's green heart - plants, people, practices and produce. The second reviews community tourism in action as the island is brimming with initiatives that are revitalising and future-proofing Saint Lucia's tourism offering.

www.stlucia.org/en/localvoices/

SMALL SIX SAFARI

The 'Big Five' African safari challenge has been turned on its head as the Saint Lucia Tourism Authority launches a new nature adventure affectionately called the 'Small Six'. The tour is led by Saint Lucian birding expert and conservationist Adams Toussaint and his team including Matthew 'Willow' Francois. Adams originally identified the list of these small indigenous creatures that can be spotted as you explore the island. Saint Lucia is known for its stunning landscape and fascinating wildlife although some are much harder to find. The Saint Lucian parrot is notoriously difficult to spot.

The Small Six includes:

Saint Lucia Parrot;

Saint Lucia Black Finch;

Saint Lucia Oriole;

Saint Lucia Worm snake;

Saint Lucia Whiptail;

Saint Lucia Pygmy Gecko.

www.stlucia.org/en_UK/experiences/nature-adventure/

SAINT LUCIA'S SUPERFOOD: SEA MOSS

Saint Lucian sea moss is exported around the world thanks to its superior quality. It's a type of sea algae rich in nutrients and minerals. A remarkably versatile ingredient, sea

moss can be used as a thickener or emulsifier in drinks, soups, stews, ice-creams and mousses. It is vegetarian and vegan-friendly. You can buy it around Saint Lucia but also online. It comes in various formats including dried, powder and gel.

There are more than 500 farmers on the island and over 100 exporters thanks to the popularity of this super food. When you visit Saint Lucia, you'll find sea moss is used in a number of restaurants from simple smoothies to table dishes so be sure to try them. Orlando's in Soufriere is one popular example and well worth a visit. Chef Orlando is at the forefront of blending this super food with delicious results such as his cocoa sea moss mousse and macaroni cheese.

The SLTA has developed eight delicious recipes with recipe writer and cookbook author Benjamina Ebuehi. The aim is to show people how to use it easily in their everyday cooking. The series features smoothies, stews and desserts.

www.stlucia.org/en/sea-moss/

SAINT LUCIA SOLO

Remarkably, 84% of solo travellers today are women, a statistic that reflects an empowering trend toward autonomy and self-discovery. Saint Lucia has already welcomed many solo travellers with its unique setting and a warm, friendly population, it's small enough to explore easily and there is lots to see and do. It is truly a solo-friendly destination particularly with the success of popular resort BodyHoliday as a trailblazer for engaging with this type of traveller.

SLTA has collated a selection of solo-friendly stays to encourage more solos to organise a visit. Check out our website for rates, amazing experiences and suggested itineraries.

www.stlucia.org/en_UK/plan-your-trip/saint-lucia-solo/

CREOLE HERITAGE MONTH (October annually)

October is Creole Heritage Month in Saint Lucia and an opportunity to celebrate the French Creole language and culture. On the last Sunday of October (26), the celebrations come together on Creole Day (Jounen Kwéyòl) as communities across Saint Lucia honour the French/African dialect and show its importance through music, art, Creole cultural expression, performances, and food.

LA MARGUERITE FLOWER FESTIVAL (October 17 2024, annually)

In Saint Lucia's cultural traditions, there are two societies – Roses and Marguerites. These are singing societies whose members are dedicated to the praising of their respective flowers. Each society holds an annual festival presided over by the 'King' and 'Queen' and the patron saint is celebrated. For the Marguerites it is St. Margaret Mary

Alacocque. La Marguerite members dress in the colour purple and create displays of the Marguerite flower in addition to singing their traditional songs.

GLOBAL ROMANCE SUMMIT (November 13-17 2025 annually)



'Say Yes to Saint Lucia' is a fusion of two events: a global romance travel familiarisation trip for trade partners plus a Romance Business Summit. Saint Lucia is a hugely popular destination for all types of romance travel, from decadent dates, engagements and of course destination weddings and vow renewals. The summit is a showcase of suppliers and experts in the sector all in one setting.

ATLANTIC RALLY CRUISE (ARC – November-December 2025, annually)

The 40th edition of the Atlantic Rally for Cruisers (ARC) will set sail from Las Palmas de Gran Canaria, bound for Rodney Bay in Saint Lucia, a voyage of 2,800 nautical miles. The 2024 fleet of approximately 150 boats will start their Atlantic adventure on Sunday 23 November 2025 sailing directly to Saint Lucia, spending 18-21 days at sea on the classic trade wind route. The ARC offers a two week pre-departure programme, fun competition for cruising sailors, or competitive racing, and a spectacular welcome in the north of Saint Lucia, in Rodney Bay.

www.worldcruising.com

SAINT LUCIA JAZZ AND ARTS FESTIVAL 2026 (April 30 - May 10, 2026, annually)

The Saint Lucia Jazz & Arts Festival is one of the signature events in the calendar and the 33rd festival in 2025 drew 33,000 attendees to enjoy performances from international and local artists. There were headline performances from John Legend and Earth, Wind and Fire at the iconic Pigeon Island National Park. Visit the SLTA website for lineup and ticketing information as it goes live.

www.saintlucijazzandartsfestival.com/

SAINT LUCIA CARNIVAL (July 1-22, 2026, annually)

Under the leadership of the Cultural Development Foundation (CDF) and in collaboration with all stakeholders including Events Saint Lucia, Saint Lucia Carnival is now recognised as one of the top Carnivals in the Caribbean. This is a very special celebration of Caribbean history, culture and creativity. The national programme runs over three weeks and features music, community events, stunning costumes, and celebrations. The season culminates in an exciting, fun-filled two-day street parade of live bands and DJ music and stunning Carnival costumes.

<https://carnivalsaintlucia.com/>

LA ROSE FLOWER FESTIVAL (August 30, 2025 annually)



La Rose is the second of the two Flower Festivals held annually in observance of Saint Lucia's rich cultural memory, history and heritage. These two flower festivals depict a historical rivalry among communities whose members sing the virtues of their flowers. "La Rose" members pledge their allegiance to the rose by dressing in red and creating flamboyant displays made of roses. The patron saint of the Roses is St. Rose of Lima.

NATIONAL DAY, FESTIVAL OF LIGHTS (December 13, annually)

The Festival of Light is celebrated on National Day, December 13th, the Feast of Saint Luce, Patron Saint of Light. The festival celebrates the triumph of light over darkness, good overcoming evil and the renewal of life. The celebrations start in the first week of December with a stunning lantern competition. They culminate on the eve of Saint Lucia Day, December 12th with the Parade of Lanterns in the streets of Castries, accompanied

by a Christmas show and the illumination of the lights in the Derek Walcott Square in Central Castries, and finally a fireworks display.

AIR ACCESS

Direct and frequent flights from London to Saint Lucia provide year-round easy access by air. British has daily, direct flights from London Gatwick in the winter season and six flights in the summer time.

For the US, air access is widespread and frequent in the coming autumn and winter season with daily and weekly flights from New York and weekly from Boston with JetBlue. American Airlines has multiple daily flight options from Miami, one the main hubs for the Caribbean. It also flies from New York, Charlotte and Philadelphia. United Airlines has weekly flights in the summer from Newark and Chicago and Delta operates daily and weekly flights from Atlanta throughout the year. Canada is connected with regular flights out of Toronto from Air Canada and WestJet with up to four flights a week in the winter season and twice weekly in the summer.

In the Caribbean Region, inter-island access continues to improve. Sunrise Airways recently announced the relocation of its flight operations from George F.L. Charles Airport in Castries to Hewanorra International Airport in Vieux Fort. The move, effective in June creates enhanced connectivity options throughout the Caribbean, as well as to international gateways in North America and Europe.

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Our Hotel Partners

ANSE CHASTANET AND JADE MOUNTAIN

Marine Life Talks & Coral Nursery Snorkels: Anse Chastanet invites guests to dive deeper into Saint Lucia's underwater world with complimentary Marine Life Talks held three times a week. Topics range from sea turtles and coral ecosystems to the invasive lionfish. For a more hands-on encounter, the Coral Nursery Snorkel experience offers a guided visit to the resort's own coral restoration site—now expanded to include micro-fragmentation techniques, a first for the island—allowing guests to witness reef renewal efforts firsthand

Tropical Gastronomy Pop-Up at the Tree House Restaurant: Anse Chastanet now offers its own Tropical Gastronomy POP-UP with their resort Chef de Cuisine Elijah Jules, who crafts an intimate seafood feast for just eight guests in Anse Chastanet's Tree House Restaurant. The menu celebrates sustainable seafood, tropical fruits, and seasonal vegetables, blending island flavours with storytelling for an unforgettable dining experience.

www.ansechastanet.com

BAY GARDENS RESORTS



Sapphire Sands Villas, is a new beachfront villa retreat from Bay Gardens Resorts Group. Set directly on Reduit Beach in Rodney Bay Village, it is set to open in February 2026. Reduit Beach is the island's most popular stretches of sand, known for its calm waters, golden shoreline, and unforgettable sunsets over nearby Pigeon Island. Designed in modern Caribbean style with thoughtful comfort, the property offers nine three-bedroom villas totalling 27 keys, each of which can be converted into one-, two- or three-bedroom accommodations. They feature fully equipped kitchens, spacious living rooms, contemporary finishes, sweeping oceanfront views, and private balconies. Select

ground-floor villas also include private plunge pools, perfect for a secluded dip just steps from the beach.

Through the exclusive “Stay at 1, Play at 5” program, guests of Sapphire Sands Villas also enjoy full access to all facilities across Bay Gardens Resorts’ sister properties, expanding their holiday with additional pools, a variety of dining options and nightly entertainment.

Grand Opening Offer

To celebrate its debut, Sapphire Sands Villas is offering up to 25 percent off all room categories for early bookings made now through Jan. 31, 2026. The offer is valid for travel from Feb. 1 through May 7, 2026. For reservations and more information, call 1-877-620-3200 or visit the website:

www.baygardensresorts.com/

BEL JOU

In 2024, Bel Jou Hotel proudly unveiled eight brand-new Superior Oceanview rooms, elevating the adults-only retreat to new heights of luxury. Perched atop a lush hillside and surrounded by vibrant tropical gardens, these spacious rooms offer sweeping views of the sparkling Caribbean Sea and the island’s capital, Castries. Designed for guests seeking both tranquillity and indulgence, the Superior Oceanview rooms feature contemporary comfort infused with Bel Jou’s signature Saint Lucian charm. Perfect for couples or solo travellers longing to escape the bustle, these additions reaffirm Bel Jou as the ultimate hidden haven for relaxation, romance, and rejuvenation in Saint Lucia.

www.beljouhotel.com/

BODYHOLIDAY

New expert led feature months include specialised months focusing on different aspects of fitness and wellbeing including:

September Solos: September 1-26 annually. Created for solo travellers, featuring a range of fitness classes and social activities aimed at fostering new connections. Perfect for individuals seeking a wellness retreat, includes expert-led sessions by Breeja Larson and Desmond Clark. September Solos is an ideal escape for those focused on personal growth.

Octoba Yoga: September 29 – October 31. BodyHoliday will transform into a sanctuary for yoga enthusiasts. Guests can participate in various styles, including Hatha, Ashtanga and Katti yoga as well as meditation sessions. The retreat is suitable for all levels and therapeutic treatments at the Wellness Centre further enhance relaxation and healing.

WellFit: Train with Julien Alfred: October 6-11. Saint Lucia's first Olympic gold medallist from the 2024 Paris Games will headline the celebrated WellFit retreat series. This will be a week-long workshop for aspiring athletes including 1.5 hour training sessions, motivational talks and workshops to design your own personal workout plan.

Pre-Christmas Restorative break: December 10 –21. Led by World Champion Sprinter Donna Frazer, this break will prepare guests for the festive season with a focus on relaxation and rejuvenation. This will ensure participants feel renewed, recharged and ready to enjoy the holidays.

Also new for 2025 - BodyHoliday now welcomes guests aged 12 and up and is the perfect destination for families seeking a shared wellness and fitness experience.

www.thebodyholiday.com/

CAP MAISON

The final phase of renovations continue for remaining bathrooms and AC with the resort reopening on October 4.

The resort is set to run a new iteration of its popular Guest Chef Series in March and May 2026. Two Relais & Chateau chefs will be featured: Courtney Van Dyke is Executive Chef at the Planters Inn, Charleston, South Carolina and Sarah Steffan who is the Executive Chef at Blackberry Farm in Tennessee.

Cap Maison and Ladera Resort are together launching a unique, two-centre Recycled Glass Sculpting Experience, in collaboration with Solar Sands Experiences. This special event will run from October 11 to 23, 2025, offering both in-house and non-resident guests the chance to engage with sustainable artistry while exploring the island's natural beauty.

Construction is set to begin at the end of 2026 on the Sea Pearl Resort . This luxury site is adjacent to Cap Maison and will include eight one-bedroom suites, lap pool, Chef's table dining, a spa – open to non-residents, gym, tennis and pickle ball and a wine shop.

www.capmaison.com

COCO PALM

Boutique hotel Coco Palm continues with its upgrades to tweak its signature Caribbean style resort. The hotel is set to re-open mid-October with A new reception area will be introduced offering a larger and more inviting space to welcome. Alfresco dining has

been expanded to create a breezy, casual spot for guests to connect over drinks or a meal. This is primarily at Ti Bananne giving a Caribbean porch dining experience. New cabanas are in place by the oasis pool offering options for celebrating a special occasion or simply unwinding with loved ones in a private setting. The pool deck is also being resurfaced with slip-resistant materials to enhance safety and comfort, especially for bare feet on sunny days.

www.coco-resorts.com



COCONUT BAY BEACH RESORT & SPA

Coconut Bay Beach Resort & Spa is investing more than US \$14 million in the most extensive room transformation in its history. Renovations are being completed in phases: all 125 rooms in the adults-only Harmony wing are now fully redesigned, while work on the 125 family-themed Splash wing rooms will begin during the resort's 2025 annual closure, August 31 through October 3, and continue to completion during the 2026 closure, August 30 through October 30.

These upgrades go beyond fresh décor. Each room has been rebuilt with new plumbing, electrical systems, ceilings, and flooring. Guests can look forward to spa-style bathrooms with walk-in showers in Harmony and bathtubs in Splash, along with hand-

crafted mahogany furnishings celebrating Saint Lucian artistry, and refreshed soft goods.

For the next phase, an additional US \$2.2 million will go into elevating guest amenities and resort operations. Highlights include a full refurbishment of Silk restaurant and Stargazers Lounge and the opening of a new Concierge Preferred Club Lounge. Wellness upgrades include a fully modernised fitness center resurfaced tennis and pickleball courts, and new chaise pool loungers at the pools. The Sanctuary Spa will feature updated treatment equipment, while the Conference Center will be revitalised for weddings, meetings, and group events.

Guests will also enjoy a refreshed Lazy River, upgrades to the Harmony Pool with travertine pavers and a new waterfall, and improved efficiency from modernised pool pumps including splash pools. The Eternity Beach wedding venue and Paradise Beach Bar will also receive brand-new roofs while resort-wide Wi-Fi upgrades, new kitchen and laundry equipment, and freshly painted Harmony and Splash exteriors will further enhance the guest and staff experience.

Coconut Bay Beach Resort & Spa expands its dining options with Seasons Bistro, offering a full farm-to-table menu and with the opening of Seasons, Coconut Bay now features nine distinct restaurants, with menus that also include plant-based and gluten-free dishes.

Events:

October 18 – November 1: 5th Annual Rum & Rhythms Festival

November 2025: Health & Wellness Month

www.cbayresort.com/

EAST WINDS

East Winds has introduced a Bush Tea Experience that gives guests a new way to appreciate the boutique resort's stunning 12 acres of tropical gardens by sampling bush teas made using fresh ingredients sourced from the gardens. East Winds' gardens have been carefully nurtured over 50 years and are filled with trees, shrubs and plants native to Saint Lucia as well as specimens from around the world. The flowers, leaves and even the bark from many of these plants are widely used by local people in the form of bush teas to benefit their health and vitality.

Each week East Winds' head gardener Sylvanus Lewis, will guide guests on a walk around the gardens and encourage them to look beyond the natural beauty of the plants to understand how nature can also help to heal. As a herbal expert, Sylvanus has

encyclopaedic knowledge of what he calls ‘nature’s pharmacy’ which is used regularly by local people for ‘bush medicine’. Hibiscus flowers; cinnamon and Aglaonema bark; paw paw, mango and citrus tree leaves; lemongrass and cocoa beans are just some of the specimens growing in the grounds or in the organic kitchen garden that can be used to make delicious bush teas. As well as tasting good, these teas have long been used to help reduce fever, boost iron levels in the blood, improve digestion or for their anti-oxidant and anti-ageing properties.

As part of this hands-on experience, Sylvanus will invite guests to hand-pick a selection of flowers, leaves or bark known to have health properties. At the conclusion of the tour, these will be turned into traditional bush teas for guests to sample along with fresh fruits also harvested from the gardens.

The Bush Tea Experience is a complimentary experience for all guests at East Winds.

www.eastwinds.com

JADE MOUNTAIN RESORT

Full Moon Dinners on the Celestial Terrace

Jade Mountain’s exclusive Full Moon Dinners transform the Celestial Terrace into a magical dining stage under the Caribbean night sky. Limited to just eight guests, each multi-course menu draws from the freshest local seafood, organic farm produce and island spices, with curated wine pairings. The evening concludes with a taste of the resort’s signature handmade “Mango-Cello” or Jade Mountain Cacao Rum.



Expanded Wellness & Fitness Offerings

Jade Mountain has elevated its wellness programme with an extensive menu of holistic services—, making wellness an integral part of the Jade Mountain experience

SWEET INDULGENCE: CHOCOLATE ALCHEMY AT JADE MOUNTAIN

Jade Mountain invites guests to discover Saint Lucia’s sweetest escape with its Chocolate Alchemy package. This immersive seven-night experience blends luxury with the island’s rich cacao heritage. Highlights of the package include:

- Chocolate Sensory Tasting
- Guided tour of the Emerald Estate cacao farm and chocolate laboratory
- Chocolate-inspired dinner in the Jade Mountain Club
- Chocolate-infused spa treatment
- Hands-on chocolate-making class

From bean to bar, Chocolate Alchemy offers a decadent journey of flavour, romance, and relaxation—only at Jade Mountain.

www.jademountain.com

LADERA

Lévé, Ladera’s stunning new spa and wellness space offering luxurious ESPA and Saint Lucian rituals. The signature couples’ massage with open-wall views across the rainforest and a private infinity-edge pool is perfect for intimate relaxation and romance. Enjoy the volcanic mineral pool, sauna, steam, indoor and outdoor gym, breathtaking nature trails or simply relax at Jako our wellness café, embraced by mother nature.



The resort is closed until September 25 to carry out some upgrades following the successful refreshing of the the Suites at Paradise Ridge with new vanity units, lights and new furniture.

Guests should also make a note of a new movie night at the tree house (must be pre booked).

www.ladera.com/

THE LANDINGS RESORT AND SPA

The Landings has opened a brand-new restaurant concept called Suru. Formerly known as The Palms, The Landings' new restaurant draws inspiration from Asian cuisine to offer a brand-new concept at the resort. Bringing together expertise from Asian born Chefs whilst celebrating the local produce and experience of the culinary team at the five-star resort, Suru will offer residents and guests an elevated dining experience. The restaurant is led by Executive Alan Larch. With more than 25 years in luxury hospitality, Chef Alan Larch brings a global perspective and a passion for sustainable, terroir-driven cuisine to The Landings Resort and Spa. A London native, his career has spanned celebrated destinations across Europe, Africa, Asia, Australia, and the Caribbean, with leadership roles at world-class properties including Oetker Collection, Mandarin Oriental, Fairmont, and Raffles.

As part of the continued commitment to enhancing the guest experience the popular Beach Club Restaurant is undergoing some improvements. When it reopens November 10, guests will be able to enjoy a refreshed new look and concept with a new menu inspired by the Mediterranean.

www.landingsstlucia.com/

RABOT HOTEL FROM HOTEL CHOCOLAT

Guests can now enjoy the new cacao bar next to the Rabot restaurant. It's fully covered with stunning views of Petit Piton and is the perfect spot for a pre-dinner drink, or as a drink-only space. The bar menu features cacao inspired cocktails shaken fresh and served to your table as you dine. The restaurant is undergoing a full kitchen renovation which will be ready in October allowing space and technology to serve even more delicious food on the menu.

On the cacao farm, there are new fermentation and drying areas in the nursery. Permanent structures have been built to house the wet beans so that they can be solar

dried and fermented, further enhancing Hotel Chocolat's commitment to sustainable cacao production.



www.saintlucia.hotelchocolat.com/

THE ROYALTON

Royalton Hotels & Resorts is launching the Saint Lucia Experience Package at Royalton Saint Lucia, An Autograph Collection All-Inclusive Resort. This add-on was created for couples who want more than just a ceremony.

Designed as an enhancement to the existing Luxury Wedding package, the Saint Lucia Experience invites couples and their guests to immerse themselves in the island's vibrant traditions through food, music, and festive ambiance. The package includes three options to choose from, each offering exclusive perks such as a private three-hour reception or a two-hour dinner party at select locations. Every celebration is elevated with a curated menu of Creole-inspired cuisine, a local rum tasting, and live entertainment that brings the spirit of Saint Lucia to life. Depending on the experience selected, guests will enjoy the rhythmic energy of a traditional folk band with guitar, banjo, violin, drums, and shack shack, or a lively steel drum band performance.

By collaborating with local chefs and musicians, this package not only creates memorable moments for couples and their guests but also supports the cultural fabric of Saint Lucia in a meaningful way.

www.royaltonresorts.com/resorts/st-lucia

SANDALS

Sandals Resorts have been named the "Official All-Inclusive Resorts" for pickleball, one of the UK's fastest growing paddle sports. The accolade comes from USA Pickleball, the US National Governing Body for the sport, as part of an exclusive partnership which will serve up all-inclusive pickleball action including new programmes, staff training, top-quality equipment for guests to use, and plans for upgraded courts and facilities at Sandals Resorts.



Guests at Sandals Resorts can enjoy all-inclusive, unlimited pickleball play with no court or equipment fees, including evening play on well-lit courts with USA Pickleball-approved equipment. The resorts offer weekly complimentary Introduction to Pickleball group sessions, led by a USA Pickleball Approved Instructor in addition to Solo Pickleballers Partner Matchups for those wanting to test their skills against other guests. A variety of paid lessons are also available, from private, group and couples' classes.

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There are 10 brand-new dedicated pickleball courts at Sandals Regency La Toc, six hybrid pickleball and tennis courts at Sandals Grande Saint Lucian, or two hybrid courts at Sandals Halcyon Beach.

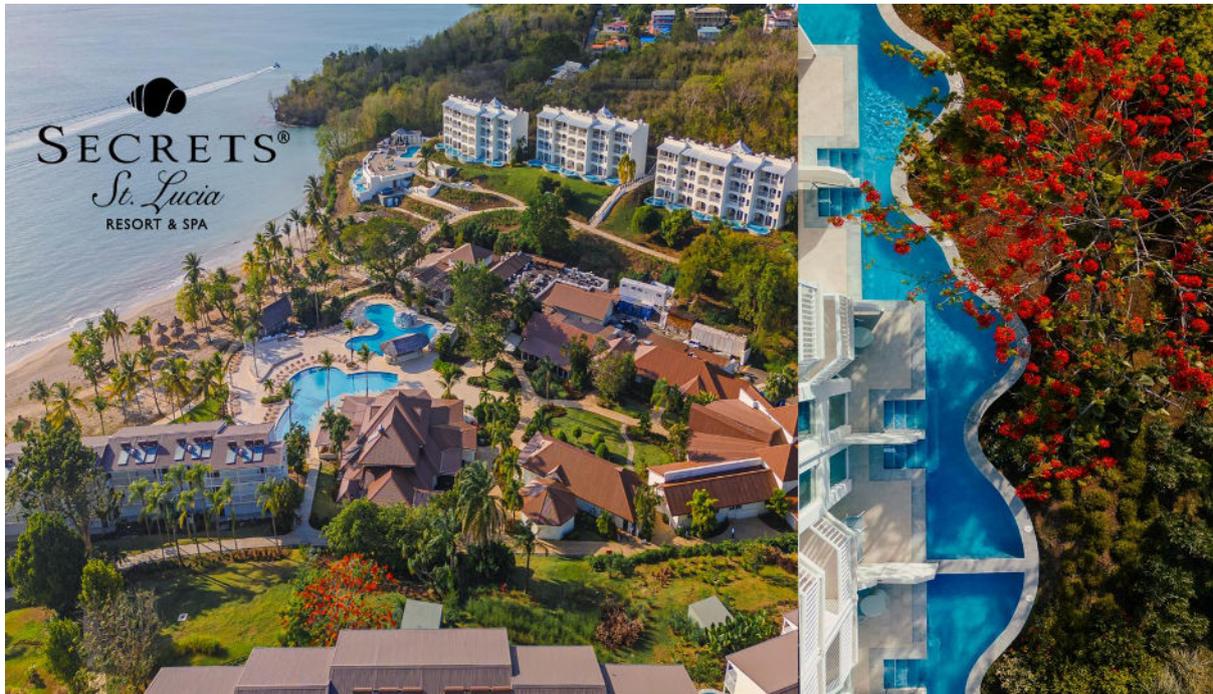
Sandals Resorts has also introduced additional Rondoal Villas across the portfolio, expanding and elevating a guest-favourite room design. At Sandals Regency La Toc, 22 new Rondoal Butler Villas with Private Pools – eight of which also feature a private rooftop – are now open, nestled in the newest section of the resort. Inspired by Saint Lucia's tropical charm, the villas' sleek, modern design features light, airy tones and brings the outside in. They feature plenty of indoor and outdoor space for guests to spend days blissfully unbothered, with their own private pool, outdoor soaking tub and access to a butler. The Rondoal Butler Sky Villas also feature their own expansive rooftop for sunbathing and stargazing.

Buccan, the resort's new restaurant, uses ancient, hearth-based techniques to prepare Saint Lucian produce. Every ingredient is sourced from the island's fertile volcanic soil, which is rich in mood-boosting magnesium and potassium. Communal seating allows

guests to connect with each other, share food, drink, and stories in the stunning open-air setting.

www.sandals.co.uk

SECRETS ST LUCIA RESORT & SPA



The 355-room adults-only, all-inclusive resort marks the first Secrets Resorts & Spas branded property to open in Saint Lucia. It's an exclusive adults-only, all-inclusive resort located on the northwestern coast and is part of the Hyatt's Inclusive Collection's brand, following the opening of Zoëtry Marigot Bay St. Lucia in 2022.

Ideally situated within a tropical paradise just minutes away from the Rodney Bay Marina, Cap Estate Golf Course and the capital city of Castries, Secrets St. Lucia Resort & Spa showcases stunning views of vibrant tapered mountains, breathtaking sunsets, and volcanic beaches.

The 355 modern, island-inspired accommodations feature a furnished private balcony along with graciously appointed amenities, with 24-hour room service. Swim-out suites are available in every building. Preferred Club room categories offer additional amenities and services including premium locations, personalised check-in and checkout, access to the Preferred Club lounge and a dedicated beach area and butler service.

The resort is also a versatile venue for corporate or social events, offering 1,859 square feet of meeting space, accommodating up to 140 guests.

www.hyatt.com/en-US/hotel/saint-lucia/secrets-saint-lucia-resort-and-spa/smbssl

SERENITY AT COCONUT BAY

During Serenity at Coconut Bay's annual closure from August 31 through October 3, 2025, the resort will undergo several enhancements to elevate the guest experience:

- The Great House Restaurant's verandah – new flooring to refresh this signature dining venue's outdoor space.
- Front gates – replacement with upgraded entry gates for a striking first impression.
- Privacy boxes – new, in-suite dining pass-throughs for seamless, contact-free butler service.
- Grande Plunge Pool Butler Suites – new roofs for the private gazebos, a signature element of the 1,900-square-foot outdoor living areas. These corner suites also feature private plunge pools with waterfalls, outdoor showers, and fully stocked wraparound wet bars.
- Pools – new pumps for the Serenity Pool and all in-suite plunge pools, ensuring peak performance.
- Soft Goods – selected rooms will receive new furnishings and artwork.

These updates reflect the ongoing commitment to providing Serenity couples with the highest standards of comfort, privacy, and romance. Serenity at Coconut Bay is a premier luxury all-inclusive resort with all plunge pool butler suites.

www.serenityatcoconutbay.com/

STOLENTIME

This year, StolenTime has introduced four new programmes led by World-class Athletes and Wellness Professionals to encourage guests to get out of their comfort zones, learn new skills and rediscover activities:

SwimFit: November 1-30. Taking advantage of StolenTime's stunning waterfront location, November's SwimFit feature month will offer the opportunity for guests to train with world-class swim coaches and professional swimmers such as Grant House, Team USA swimmer. Open-water clinics, swim challenges, endurance building programmes and SwimFit group workouts will challenge guests to improve their water skills while post-swim sports massages, yoga classes tailored for swimmers, and dedicated SwimFit Dining Menus will provide proper recovery and refuelling.

There are multiple ongoing wellness and masterclass collaborations throughout the end of this year such as a special collaboration with Psychic Sisters in September.

www.stolentime.com/

SUGAR BEACH, A VICEROY RESORT



Sugar Beach, A Viceroy Resort in St. Lucia has just opened its new Sugar Beach Racquet Club. The facilities include one tennis court, one padel court and two pickleball courts all against the incredible backdrop of flourishing greenery and the spectacular Petit Piton. The Sugar Beach Racquet Club offers a range of private lessons, from adults or kids one-on-one lessons, a private couple's lesson, to perfecting your skills with the advanced hitting with a pro lesson. For those who enjoy a competition, Sugar Beach offers a beat the pro lesson, where guests can challenge the resort's pro in a full match and get their session complementary if they win. End the sessions at the recovery corner within the club space with the Hyperice Normatec Boots, reducing muscle soreness and improving circulation and blood flow.

Also new for 2025 is the debut of Spice of Life, an ultra-lavish nine-bedroom villa residence representing the pinnacle of luxury in the Caribbean. Nestled within the breathtaking backdrop of the Piton Mountains, the residence features impeccable design and Saint Lucia's finest art collection, including numerous works by world renowned artists. The 35,000 square foot accommodation offers state-of-the-art facilities that include a private swimming pool and private beach access, a main and supplemental commercial-grade kitchen, spacious living and dining room spaces, and 13 bathrooms. Built from the ground up and designed by the acclaimed Botelho Wood Architects, all materials utilised are locally sourced, using wood and stone that give a soft and natural feel, with custom-made furniture. Emphasising sustainability, Spice of Life incorporates a sustainable water system and integrated solar power.

www.viceroyhotelsandresorts.com/sugar-beach

WINDJAMMER LANDING RESORT & RESIDENCES

September 2025 will see Windjammer Landing Resort & Residences embark on the next phase of its luxury transformation with the renovations of its entry level Oasis guestrooms, along with select villas, to offer refreshed spaces that blend timeless charm with modern sophistication.

These enhancements are part of Windjammer Landing's \$40 USD million transformation which has seen the resort evolve into a world class luxury destination and recently become the only destination in Saint Lucia to join the world's most prestigious hospitality collection, Leading Hotels of the World, further establishing the resort's reputation as a trailblazer in luxury, independent hospitality in the Caribbean.

Other upcoming luxury developments also include the addition of a helipad, which will be launching soon.

La Belle Hélène by Windjammer Landing

Windjammer Landing is proud to announce the expansion of its villa collection with the addition of La Belle Hélène by Windjammer Landing, an ultra-exclusive private estate tucked in the UNESCO-protected region of Soufrière, between the island's legendary Gros Piton and Petit Piton. Highlights include ten bedrooms with uninterrupted views of the Pitons and Caribbean Sea, an infinity-edge pool and expansive terrace, open-concept design with indoor-outdoor living, landscaped gardens, an exclusive jetty, a private chef's kitchen and personalised dining experiences, plus a dedicated butler service. Guests will also enjoy full access to the amenities of Windjammer Landing Resort & Residences, including the beach, seven dining venues, Serene Spa, and water sports. With this new addition, Windjammer Landing becomes the only resort brand in Saint Lucia offering luxury villa access from the northwest coast to the island's iconic southwestern landscape, setting a bold new standard for immersive, coast-to-coast travel on the island.

www.windjammer-landing.com

For more information please contact SLTA UK PR – Liz Fay: lfay@stluciauk.org