

## **Release Highlights**

- St. Lucia's [Coconut Bay Beach Resort & Spa](#) now offers 15 percent commissions on direct bookings
- Travel agents get hands-on training and direct access to new U.S.-based call center
- Support includes sales, marketing, reservations and packages managed by Ask Me resource center
- New toll-free number is (877) 352-8898
- High-res images upon request

### **ASK ME ABOUT COCONUT BAY BEACH RESORT & SPA**

*St. Lucia resort supports travel agents with 15 percent commission, training and marketing support*

**VIEUX FORT, St. Lucia – May 28, 2009** – Coconut Bay Beach Resort & Spa has made it easier for travel agents to grow their business, while earning an increased commission of 15 percent through the summer when booking the St. Lucia destination by offering new training and support programs. The “Ask Me About Coconut Bay” training program enables agents to enhance their marketing skills and grow their business.

Ask Me is a sales & marketing resource center for travel agents, and vice president of marketing, Marilyn Cairo, is looking forward to launching the support and training partnership with Coconut Bay.

“Travel agents are the ones who ultimately benefit from our regional support,” she said. “I am eager to spread the word about Coconut Bay’s new initiatives, all of which are geared toward providing agents with the tools they need to succeed, secure bookings and expand their business.”

Travel agents can also benefit from upcoming company-wide contests, which include prize giveaways, free agency-wide dinners and seven-night stays at the resort for two or a family of four.

“Coconut Bay values travel agents and we know our partnership with Ask Me will strengthen our relationships in the agent community,” said Mark Adams, president of National Continental Hotels, parent company of Coconut Bay. “Through Ask Me, we will provide agents with on-site staff trainings, promotional display materials, co-op advertising opportunities, co-branded marketing tools, bridal show sponsorship and a new incentive program designed to reward proactive and productive agent partners.”

In addition to the tools, the resort also launched a U.S.-based call center where agents can speak directly to a knowledgeable staff in English or Spanish. Ask Me will lead the sales, marketing, reservations and wedding initiatives and manage the toll-free number for Coconut Bay. Starting on June 15, 2009, travel agents can call (877) 352-8898 to make bookings and learn about recent resort-wide upgrades like the expanded hammock deck stretching to the Caribbean Sea, island-wide excursions and details on incentives for both agents and consumers.

“With the new toll-free number, agents are encouraged to ‘ask me’ how we can work together toward a strong partnership,” Cairo said. “Eventually, our goal is to build a national team of Coconut Bay experts through our new agent partnership program being launched this summer.”

Coconut Bay is a two-worlds-in-one resort appealing to families, couples, newlyweds and multi-generational groups. Coconut Bay is home to the island’s largest water park where the young at heart can splash around on the two slides. Because of its family appeal, this three diamond AAA resort was also lauded by TripAdvisor travelers as the third best hotel for families in the Caribbean.

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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