

FEBRUARY 2023 - ISLAND OF THE MONTH

SAINT LUCIA



CV

W E L C O M E

Dear Travel Advisors,

We are happy to present our February Island of the Month: St Lucia. Our Island of the Month campaign is designed to give you the resources you need to sell our preferred partners in the favored Caribbean Island destinations..

Equal parts beauty and mystique, Saint Lucia captivates anyone who sets foot on her coastline. Always evocative, she welcomes visitors with her soothing waves, warm beaches, and hospitable people. The only sovereign nation to be named for a woman, the island personifies adventure and inspiration. Her visitors invariably find themselves reluctant to leave and eager to return.

Our marketing team has also curated a special Travel Advisor Bundle for you! This includes our *NEW* consumer LookBook for your clients, a customizable flyer, ready-made social media posts, and an informative webinar so you can be fully equipped to sell this month!

We look forward to a great month. Happy selling!

Sincerely,

CLASSIC
Vacations™

CONTENTS

- 04 TRAVEL ADVISOR FLYER
- 06 TRAVEL ADVISOR BUNDLE
- 08 DIVERSE CULTURE
- 10 CULINARY EXPERIENCES
- 12 FAMILY FUN
- 16 ANSE CHASTANET RESORT
- 18 JADE MOUNTAIN RESORT
- 20 LADERA RESORT
- 22 WINDJAMMER LANDING VILLA BEACH RESORT
- 24 CAP MAISON RESORT & SPA
- 25 THE LANDINGS RESORT & SPA
- 26 SUGAR BEACH, A VICEROY RESORT
- 27 CLASSIC PREFERRED PARTNERS IN SAINT LUCIA
- 28 WAYS TO CONNECT WITH US
- 29 CLASSIC ROYALTY REWARDS
- 30 ROMANCE IN SAINT LUCIA
- 31 SAY I DO IN PARADISE
- 32 CONTACT US. 1.800.221.3949

FEBRUARY ISLAND OF THE MONTH



LET HER INSPIRE YOU.

Imagine yourself reclining on the sandy white beaches, soaking in the volcanic mud baths of Soufrière, ziplining through lush rainforests, indulging in authentic island food, club-hopping on the Rodney Bay strip, and riding ATVs through the countryside. It's possible with Saint Lucia.

FEATURED OFFERS

Book now through 02/28/23 for travel from 05/01/23 to 12/15/23

CAP MAISON

★★★★★

- Full breakfast daily for two
- Non-motorized water sports
- Daily hikes
- Weekly Manager's Cocktail Party
- Gardenview Room

5 NIGHTS FROM \$1,479 PER PERSON

JADE MOUNTAIN

★★★★★

- Every 5th night free
- Anse Chastanet beach access
- Non-motorized sports
- Guided walks, hikes, yoga
- Wine and canape reception
- Sky Whirlpool Suites

5 NIGHTS FROM \$3,669 PER PERSON

LADERA RESORT, ADULTS ONLY

★★★★★

- Full breakfast daily for two at Dasheene Restaurant
- Guided tours, hike access, and one hour yoga sessions Mon-Fri
- Private car transportation from/to airport for all suites
- Petite Piton Suite with Plunge Pool

5 NIGHTS FROM \$3,179 PER PERSON

SUGAR BEACH, A VICEROY RESORT

★★★★★

- Breakfast daily for two
- 50-min massage for two
- Best available room rate
- Superior Luxury Sugar Mill Room

5 NIGHTS FROM \$2,639 PER PERSON

THE LANDINGS RESORT AND SPA

★★★★★

- *Exclusively for February iPOM: \$150 Resort Credit*
- Full breakfast daily
- Non-motorized water sports
- Kids club (ages 4 to 12)
- 2 Bedroom Villa Suite, Marina View

5 NIGHTS FROM \$1,389 PER PERSON

ANSE CHASTANET

★★★★☆

- One 5th night free
- Anse Chastanet beach access
- Non-motorized sports
- Resort shuttle boats to second beach at Anse Mamin daily
- Guided walks, hikes, yoga classes
- Hillside Deluxe Room

5 NIGHTS FROM \$2,379 PER PERSON

WINDJAMMER LANDING

★★★★☆

- *Exclusively for February iPOM: \$150 Resort Credit*
- Up to 40% savings on room rate
- Breakfast daily
- Oceanview Guestroom

5 NIGHTS FROM \$759 PER PERSON

CALABASH COVE RESORT AND SPA, ADULTS ONLY

★★★★

- *Exclusively for Classic Vacations: 5th night free*
- Best available room rate
- Full breakfast daily
- Sunset Ocean View Junior Suite

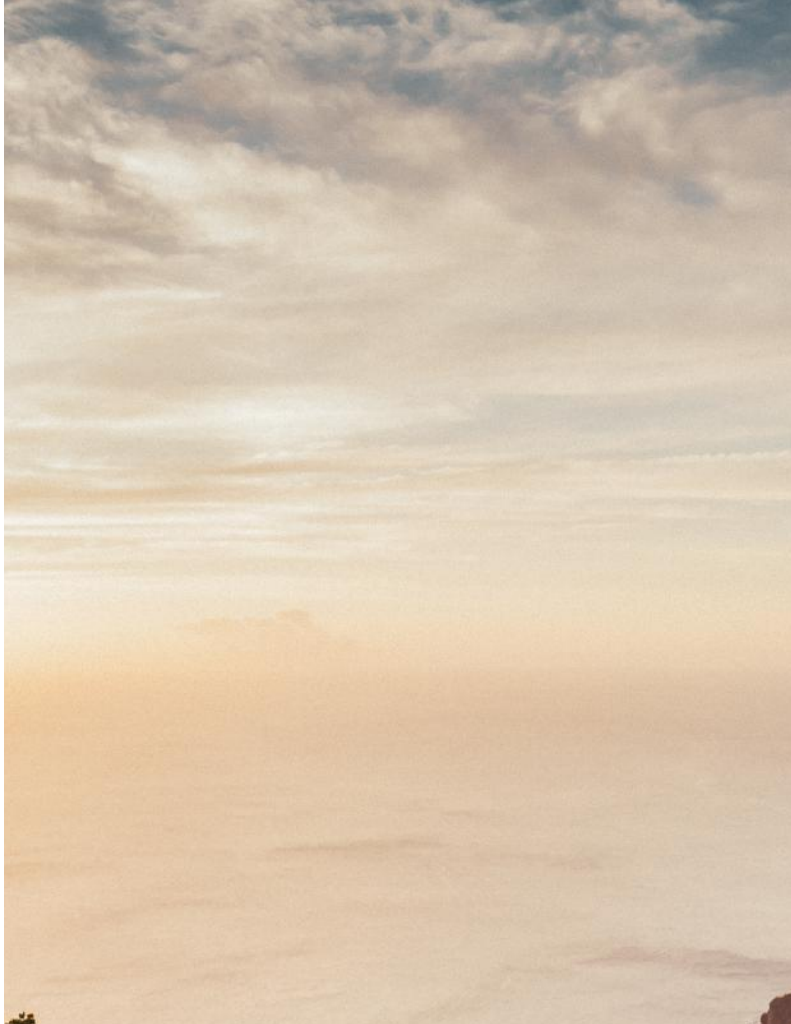
5 NIGHTS FROM \$1,019 PER PERSON

TI KAYE RESORT & SPA, ADULTS ONLY

★★★★

- Best available room rate
- Continental breakfast daily
- Oceanview Room

5 NIGHTS FROM \$1,099 PER PERSON



TRAVEL ADVISOR BUNDLE

Access the tools and resources to help you sell Saint Lucia during the month of February. We've created consumer-friendly content for you to share with your clients.

[DOWNLOAD CUSTOMIZABLE FLYER](#)

Open in Adobe Acrobat. Customize. Send.

[VIEW CONSUMER LOOKBOOK](#)

View and send to your clients.

[VIEW SOCIAL MEDIA BUNDLE](#)

Download and post to your socials.





Our Island of the Month webinar, sponsored by the Saint Lucia Tourism Authority and featured special guests Anse Chastanet Resort, Jade Mountain Resort, Ladera Resort, and Windjammer Landing Villa Beach Resort.



LET HER INSPIRE YOU WITH
DIVERSE CULTURE



A BRIEF HISTORY

Saint Lucia was first known as “Louanalao” by the Arawak Indians in 200 AD, meaning “Island of the Iguanas,” and then “Hewanorra,” in 800 AD when the Carib Indians arrived and assimilated their culture into Saint Lucia.

The Caribs lived on Saint Lucia until the 1600s, when settlers attempted to take control of the island to boost European trade. Even during this period of colonialism, the Caribs continued to fight and stopped multiple attempts by the English and French to settle on the island.

Juan de Cosa didn’t actually colonize Saint Lucia. That honor falls to a pirate named François Le Clerc, nicknamed Jambe de Bois because of his wooden leg. Peg-Leg Le Clerc used Pigeon Island to attack Spanish ships in the 1550s, and the island is now a National Landmark with historic sites and museums to enthrall those who visit.



MODERN CULTURE

The diverse Saint Lucia history means it is a melting pot of various cultures. Carib culture still has a strong influence on the island, even though it is mixed with African cultures brought over during colonial times. English, French, and Dutch elements also blend with the others on the island, making Saint Lucia culture unique to those who visit. Explore ancient archaeological sites from Arawak times or walk along the Old Town of Vieux Fort to feel what it would be like living in Saint Lucia during the 17th and 18th centuries. The history of the island lives on through the diverse culture.



LET HER INSPIRE YOU WITH
CULINARY EXPERIENCES



FLAVORS OF SAINT LUCIA

Saint Lucia cuisine is an eclectic mix of American, European, Indian and Caribbean flavors. The signature meal you should have in Saint Lucia is green figs and salt fish, the island's national dish. Locals boil unripe bananas and then add salt-cured boiled or flaked cod. It's a hearty dish made with various spices.

Pair this meal with a plate of fried plantains, a bowl of callaloo soup (a spinach-like soup made from the callaloo plant), or a side of breadfruit. Breadfruit is a staple of Saint Lucia cuisine and resembles a potato, except with a sweeter flavor. In fact, your meal might have all of these elements, leaving you filled to the brim for the rest of your stay!



COOL OFF WITH AN ISLAND BEVERAGE

While Saint Lucia's food is often the centerpiece of any visit to the island, it helps to enjoy it with a refreshing beverage. Along with fresh-squeezed fruit juice, residents of Saint Lucia like to open a bottle or two of Piton with their meal, the country's local beer named after the iconic volcanoes nearby. This is a refreshing drink that's meant to keep you cool on warm days.

Residents and visitors alike also often enjoy sipping from Chairman's Reserve, the island's locally-produced rum. While this drink is worth trying by itself to get a feel for its depth and flavor, you can add it to a variety of cocktails created by the island's mixologists to create fun, tropical drinks.



LET HER INSPIRE YOU WITH
FAMILY FUN

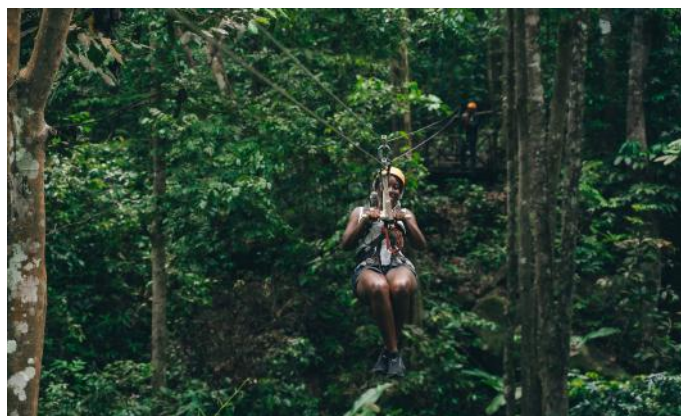


START OFF AT THE BEACH

Family fun in Saint Lucia starts on the beach. From building simple sand castles to sea shell gathering expeditions, there's plenty to do on the coast for kids of all ages. As your kids get older, they can start to explore the ocean and play in the waves as they roll on to shore.

If your children are interested in marine biology, take them to Anse Chastanet Beach, which is one of the best shallow water snorkeling locations in the country. The area around it is roped off from boaters, keeping the water calm and safe for people who want to swim. There are dozens of other hotspots around the island to snorkel around and explore the bright, tropical fish of the area.

Board a pirate ship and sail the seven seas, or at least the Caribbean sea, on a quest to find the 20 species of whales and dolphins that live in these waters. Check out SNUBA Doo for a kid-friendly experience that is similar to scuba diving and snorkeling, or grab a fishing rod and teach your kids the art of hooking and reeling.



EXPLORE THE RAINFOREST

After the beach, get out of the sun for a day and enjoy a cool respite from the coast by heading into the island's tropical rainforest. You can take a guided hike through the jungle, where local nature experts will point out Saint Lucia's native plant and animal life. You can also explore this part of the rainforest by bike or on horseback. Get a little higher up and head into the canopy with a ziplining excursion or rope bridge walk.



PREFERRED PARTNERS





ANSE CHASTANET RESORT

★★★★★



600 LUSH TROPICAL ACRES

Architect owner Nick Troubetzkoy believes passionately in nature. So he created a hotel that makes the foliage and the flowers, the perfumes and the peaks, the sea, and the bird song an integral part of your vacation experience. The estate encompasses 600 lush tropical acres bordering two soft sand beaches. Not only do you get a World Heritage Site anchored by the twin peaks on land, but the resort's two crystal-clear bays are also part of a designated marine reserve protecting miles of colorful coral reefs teeming with tropical fish.

A dozen rooms are tucked in behind the coconut palms that line the beach, and the remainder tiptoe up a flower-decked hillside. To make the most of the panoramic views and the refreshing tradewinds, octagonal whitewashed cottages come with wraparound flower-draped balconies and louvered windows.



AMENITIES

- Enticing Dining Options
- Kai Belté Spa
- Yoga
- Art Classes
- Scuba Diving, Snorkeling, Windsurfing, Sunfish Sailing, and Kayaking
- Jungle Biking, Excursions, and Birdwatching
- Two Beaches
- Shopping

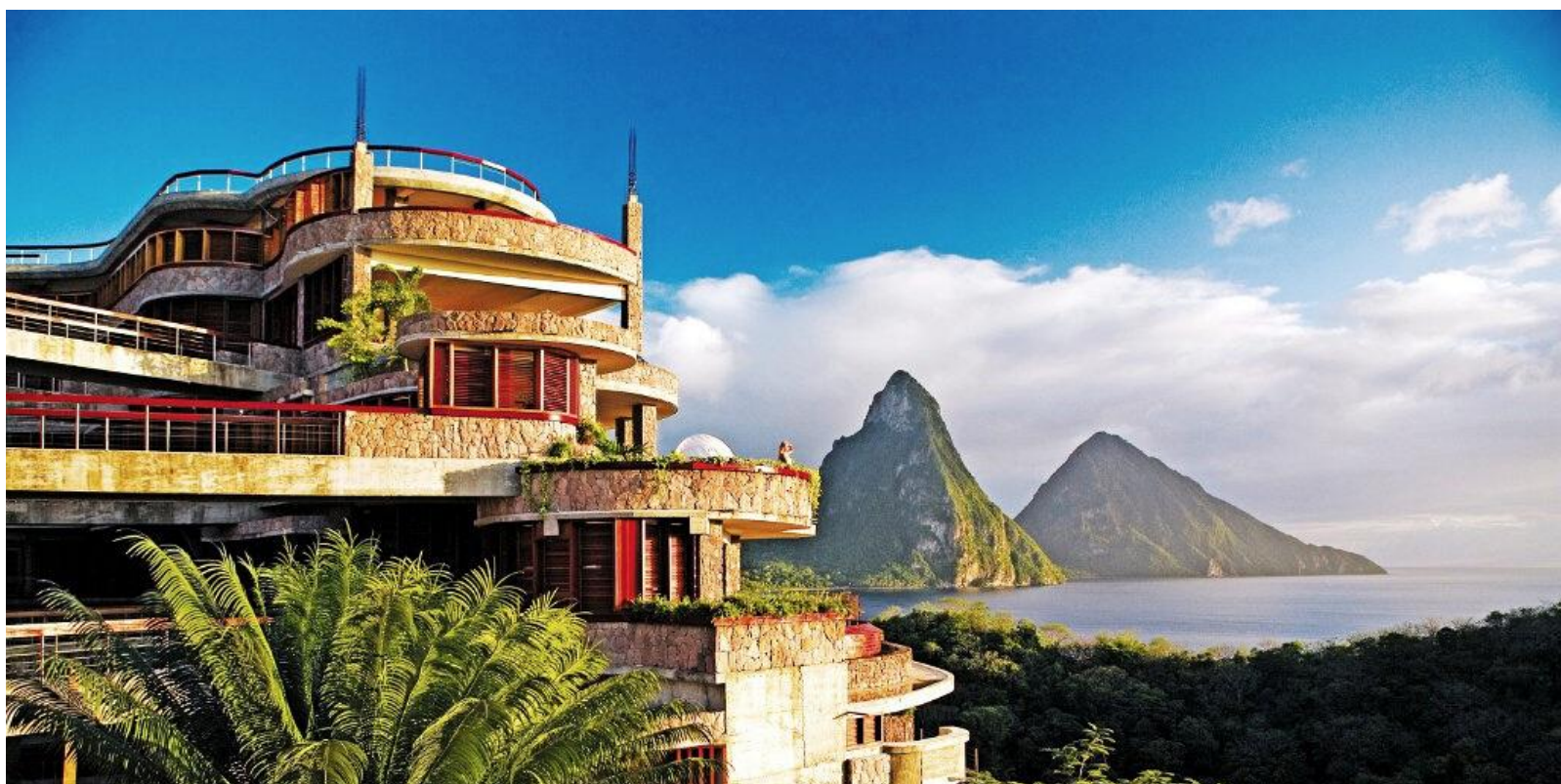


NICK TROUBETZKOY'S
ANSE CHASTANET
ST. LUCIA



JADE MOUNTAIN RESORT

★★★★★



A CORNUCOPIA OF ORGANIC ARCHITECTURE

Jade Mountain Resort on St. Lucia's southwestern Caribbean coastline is a cornucopia of organic architecture celebrating the island's beauty. Architect owner Nick Troubetzkoy has expanded upon his philosophy of building in harmony with nature and bold architectural design.

Expect grand sweeping spaces where a bedroom, living area, and private infinity pool glide into one another to form extraordinary platforms floating into nature. With the fourth wall entirely absent, the sanctuaries are stages embracing the glory of St. Lucia's Pitons World Heritage Site and the eternal Caribbean Sea.

The Jade Mountain Club celebrates James Beard Award winner Chef Allen Susser's "Jade Cuisine." Hovering in space above the Jade Mountain Club is the Celestial Terrace, perfect for sunset cocktails or star-gazing.



AMENITIES

- Award-Winning Dining
- Chocolate Lab Experience
- In-Sanctuary Spa Experiences
- Kai En Ciel Spa & Kai Mer Spa Cottage Access
- Two Soft-Sand Beaches, Biking, Hiking, Tennis, Yoga and Fitness
- Snorkeling, Scuba Diving and Full Diving Program, Sailing, Windsurfing, and Kayaks
- Cybex Fitness Studio

LADERA RESORT



ENTER LOVERS' PARADISE

Wake up to the rhythmic waves of the deep blue Caribbean Sea crashing against the mountains and the lightly scented tropical breeze caressing your skin. Soak in the postcard sea and mountain views as you enjoy breakfast with your loved one, followed by a rejuvenating yoga session or romantic adventure on the Ladera Nature Trail.

[VIEW LADERA RESORT OFFER](#)

ST. LUCIA'S MOST ROMANTIC RESORT

Once part of the Rabot Estate, one of Soufrière's oldest and most famous cocoa plantations, Ladera Resort stands today as St. Lucia's most unique and luxurious resort and the only resort situated on a UNESCO World Heritage site. The setting is breathtaking and unlike any other, on a volcano ridgeline 1,000 feet above the deep, blue Caribbean Sea, with views of the Pitons.

The resort's intimate design, with just 37 rooms and suites, offers the perfect setting for forging a connection to the beauty, romance and lifestyle of St. Lucia. Befitting the resort's eco-friendly philosophy, each is uniquely constructed from locally harvested tropical hardwoods, stone and tile. Furniture is made on site by St. Lucian artisans. Your suite's "open wall" gives way to a private plunge pool and magnificent views of the Pitons and Caribbean.

At every moment the attentive staff is available to meet your any and every need.

COMPLIMENTARY FROM LADERA

- Garden Tour
- Yoga
- Sunrise Meditation
- Ladera Nature Trail
- Ladera Tree House
- Ladera Wellness Gyms



WINDJAMMER LANDING VILLA BEACH RESORT

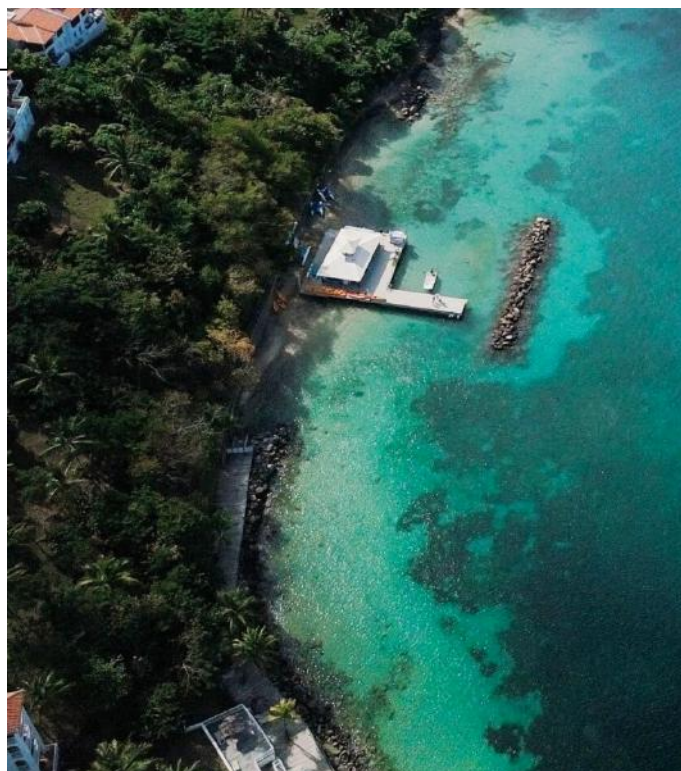
★★★★★



A PREMIUM ALL-INCLUSIVE ST. LUCIA RESORT

Tucked away on a lush hillside along the cobalt Caribbean Sea, Windjammer Landing Villa Beach Resort is unlike any destination you've witnessed. Bringing to mind the beauty and charm of a picturesque Mediterranean village, this stunning island retreat beckons with secluded villas, luxury amenities, and friendly Lucian hospitality.

As a premium all-inclusive resort in St. Lucia, Windjammer Landing Villa Beach Resort prides themselves on not just meeting guests' needs but exceeding them. Perfect for families, honeymooners, and couples, the hillside resort features spacious accommodations, sparkling swimming pools, an array of motorized sports, and world-class dining experiences. Book a spa treatment, celebrate a special occasion, or simply relax on the in-water hammocks—we'll take care of the rest.



EXPERIENCES

- Windjammer Spa
- Jammin' Tours
- Snorkeling, Windsurfing, Pedal Boating, Paddleboarding, and Kayaking
- Scuba Diving, Kneeboarding, Waterskiing, and Wakeboarding
- All-Inclusive Package with Five Unique Restaurants Offering



CAP MAISON RESORT & SPA

★★★★★

Cap Maison Resort & Spa is set in a stunningly beautiful location with its own secluded sandy beach. Being both private yet near the chic Rodney Bay area and adjacent to the St. Lucia Golf & Country Club, it is in one of the most sought after spots on the island - appealing to both the active travelers as well as those seeking a relaxed retreat.



The intimate and stylishly designed villa suites make it feel more like a private residence (albeit with impressive hotel facilities), providing the perfect setting to enable you to get the most from your precious time. Lovingly created, it is family-owned and managed, so service is naturally friendly, personal, and attentive without being invasive. Attention to detail is paramount, from the design to the service and the food. Featuring two of the best restaurants on the island, the Cliff at Cap and the Naked Fisherman (along with one of the best stocked walk-in wine cellars), it is a hotel for food lovers.



AMENITIES

- Fitness Center
- Spa Maison
- Water Sports
- Cap Maison Hiking & Running Club
- Golf
- Evening Entertainment
- Walk-in Wine Cellar
- Rock Maison
- Tours Desk

Cap Maison
SAINT LUCIA • WEST INDIES

THE LANDINGS RESORT & SPA



Tucked on the shores of Rodney Bay along one of St. Lucia's most celebrated beaches, The Landings Resort and Spa exudes a sense of luxury and timeless elegance. Exquisitely decorated villas are bespoke retreats overlooking the resort's yacht marina or the Caribbean's shimmering turquoise waters. Days unfold here as if by magic, as guests move effortlessly from island sightseeing to savoring exceptional cuisine to sunsets on the beach, Champagne in hand. The Landings St. Lucia is all-inclusive island living at its finest.



AMENITIES

- 7,000-Square-Foot Spa
- State-of-the-Art Health Club
- Private Marina with Exclusive Moorings
- Restaurants, Bar, and Lounge
- Four Pools and Two Hot Tubs
- Two Floodlit Tennis Courts
- 800 Feet of White Sand Beach with Lounge Chairs and Umbrellas
- The Landings' Kids Club
- The Landings' Personal Pantry Grocery Stocking Service
- Butler and Concierge Service
- Motorized and Non-Motorized Water Sports
- Grand Pavilion with Auto-Shutter Roof and Three-Story Waterfall
- Nearby Golf & Country Club
- Helicopter Transfers Available from the International Airport at Hewanorra





SUGAR BEACH, A VICEROY RESORT

★★★★★

Imagine enjoying a spa treatment in a rainforest treehouse, walking the soft white sands barefoot on a culinary journey, then retreating to your own private cottage in the mountains. There's no doubt this luxury St. Lucia resort will renew you. Enjoy the serenity and beauty of 100 acres of pristine rainforest on the Caribbean Sea. It's all at the site of an 18th-century sugar plantation and surrounded by the UNESCO World Heritage-listed Pitons.



Seek seclusion in new beachfront bungalows, mountain cottages, and suites bordered by vibrant gardens. Take the opportunity to reconnect and reflect as you explore every breathtaking angle of this island paradise — hiking in the Pitons or sipping a rum cocktail at the new poolside bar and cabanas. The fine-dining and beachside restaurants just got a refresh to make you truly feel in touch with the landscape. Not a day passes without memories made and peaceful moments found.



AMENITIES

- 7 Restaurant and Bar Options
- The Rainforest Spa
- Fitness Center
- Tennis, Pool Table, Beach Volleyball, Jogging, Table Tennis, and Scheduled Fitness Classes
- Sailing, Kayaking, Hobiecats, Pedalos, Snorkeling, and Excursions
- Sugar Club Program for Kids and Tweens

SUGAR BEACH

A VICEROY RESORT • ST. LUCIA

CLASSIC PREFERRED PARTNERS IN SAINT LUCIA



CALABASH COVER RESORT AND SPA,
ADULTS ONLY
★★★★



HIDEAWAY AT ROYALTON SAINT LUCIA,
AN AUTOGRAPH COLLECTION
ALL-INCLUSIVE RESORT, ADULTS ONLY
★★★★



ROYALTON SAINT LUCIA,
AN AUTOGRAPH COLLECTION
ALL-INCLUSIVE RESORT
★★★★



SANDALS GRANDE ST. LUCIAN
ALL-INCLUSIVE, COUPLES ONLY



SANDALS HALCYON
ALL-INCLUSIVE, COUPLES ONLY



SANDALS REGENCY LA TOC
ALL-INCLUSIVE, COUPLES ONLY



ST. JAMES CLUB MORGAN BAY
FAMILY PROPERTY
ALL-INCLUSIVE
★★★★



TI KAY RESORT & SPA
ADULTS ONLY
★★★★



ZOETRY MARIGOT BAY
ALL-INCLUSIVE
★★★★★



WAYS TO CONNECT WITH US IN 2023

CALL US

1.800.221.3949

Or your preferred number

CALL-BACK

Call your preferred number and while on hold, accept the prompt for the CV call-back.

SATURDAY HOURS

Now Open Saturdays from
7 am to 1 pm PST

*Call 1.800.221.3949
or your preferred number*

CV4U

Work with a team of agents available via email for FIT bookings. An annual commitment of \$100,000 is required. Contact your BDM for more information

ADS DESK

This FIT dedicated desk provides you an exclusive reservation agent. Email requests with phone consult as needed. \$200,000 annual commitment required. Contact your BDM for more information.

ONLINE SHOPPING

visit: classicvacations.com/shopping

Our online booking engine can help you book and pay for land-only reservations. You don't need to call anyone, you just get it done

BUT WAIT, THERE'S MORE...

EUROPE4U

To make booking Europe easier, we've introduced Europe4U, a new premium service allowing you to connect via email with an experienced team of Europe travel sales specialists dedicated to helping you book your client's European getaway.

- Scan QR Code displayed on this page
- Submit your Europe booking request
- Agent will respond within 2-4 business hours of submission!



NEW BOOKING

Do you know exactly what your clients want? If you have names, dates of birth, travel dates, preferred destination(s), including hotel name(s), we can now help you via email request.

Fill out the form on the link below and we'll respond to you within 2-4 business hours!

Visit: classicvacations.com/quoterequest

CALL - CENTER HOURS

Monday - Friday : 6 am to 5 pm PT
Saturday : 7 am to 1 pm PT

CUSTOMER SERVICE HOURS

Every Day : 1 am to 9 pm PT
Including Holidays

CLASSIC ASSIST

Manage FIT & Group Bookings
Design Custom Proposal Itineraries
Manage private-label profiles
classicvacations.com/travel-agent

TRAVEL PROTECTION

To learn more about our industry leading Travel Protection Plans
<http://bit.ly/3iD89wJ>

MINOR CHANGES

To change seat assignments, add FF #'s, confirm bedding requests, add or revise transfers, or note other special requests
E: minorchanges@classicvacations.com

TOURS & ACTIVITIES

To add tours & activities email us at:
toursandactivities@classicvacations.com



Earn points with every FIT booking

2023 Virtual Retail Gift Card

Every 200 points earns you a **\$75 Gift**

Card Requirements:

- A minimum of 200 eligible points in your 2023 points account
- Submit a VRGC Redemption Form
- Include your personal W9
- Agency Owner or Manager approval

VRGC requests are processed on the last Friday of each month.

Recipients will receive an email the first week of the following month. The email will contain a link to choose your Virtual Retail Gift Card(s).

Choose your VRGC.

You may split your gift card value among two or more gift cards. You will have options like *Disney Store, Amazon, Sephora, Safeway, Starbucks, Target*, and many more!

Click here to [Check your Points](#)

Virtual Retail Gift Card: Every Classic booking that travels between January 1, 2023 and December 31, 2023 are eligible toward 2023 Gift Card redemption. A maximum of 1200 Royalty Points are allowed for redemption per calendar year. Your 2022 Royalty Points may not be combined for gift card redemption. Only U.S.-based agents qualify for gift card redemption. Group points are eligible for Travel redemption and may not be redeemed for a VRGC. 2023 Points towards VRGC expire 2.28.24 remaining points may be used for Travel, see below.

Travel: Points may only be used on Advisors' personal travel with Classic Vacations. Payment in full is required. The \$29 minimum payment is non-refundable. Points cannot be used for minimum payment or processing fees. Points are applied just prior to travel date as a refund. Points applied to the booking are non-refundable. Points may not be applied to canceled or past travel bookings. 2021 Points expire March 24, 2023. 2022 Points expire March 22, 2024. 2023 Points expire March 21, 2025.

Visit our Instagram featuring Travel Advisors Royalty Rewards in action: [#weareclassicvacations](#)

See complete list of Terms and Conditions: www.classicvacations.com

Contact: points@classicvacations.com

2023 Travel and Explore

Every 200 points earns you a **\$150 Travel Credit**

Requirements:

- A minimum of 200 eligible points
- Make your booking with Classic Vacations
- Pay Deposit and Final by due dates
- Submit a Travel Redemption Form
- Agency Owner or Manager approval

Submit your travel redemption at least 30 days prior to departure.

Recipients will receive an email receipt upon submission. Agency Owner/Manager will receive an email to approve.

Points are redeemed and applied to your booking 2 to 3 days prior to departure as a refund.

No travel blackout dates! Travel to any of Classic Vacations destinations. Use your Rewards towards Air Only, Hotel Only, Package, Car or Tours. Book online or call 800-221-3949 (choose 1 than 3 at prompt). Pay the NET due only (no commission).

ROMANCE IN SAINT LUCIA

From dazzling beaches to adventurous excursions, Saint Lucia has the perfect venue for any couple. Imagine being married among the backdrop of the waterfalls or choose from other stunning options featuring incredible views, majestic parks, or historical churches for a variety of faiths. The island's luxurious resorts also offer many attractive venues and Caribbean wedding packages.



SAY I DO IN PARADISE

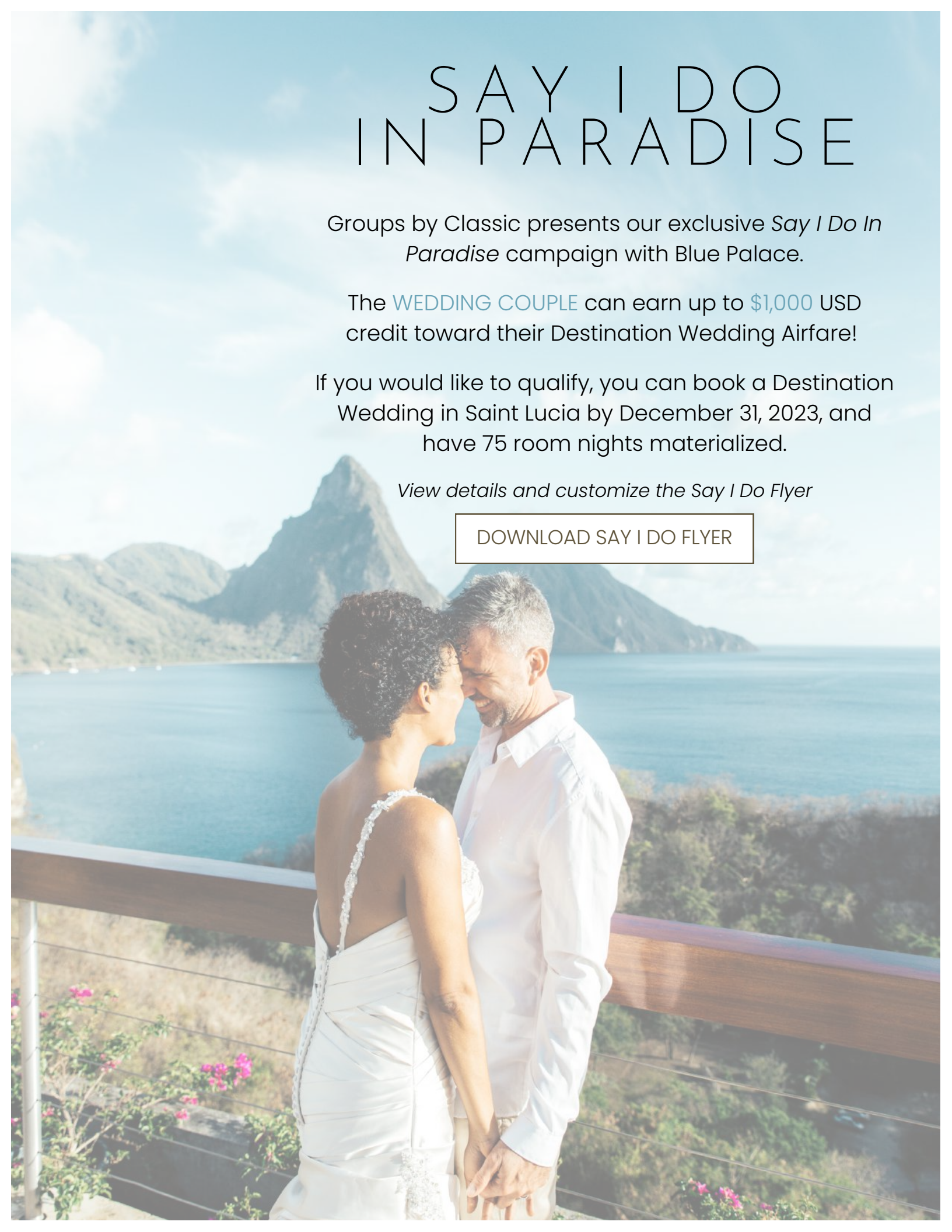
Groups by Classic presents our exclusive *Say I Do In Paradise* campaign with Blue Palace.

The **WEDDING COUPLE** can earn up to **\$1,000 USD** credit toward their Destination Wedding Airfare!

If you would like to qualify, you can book a Destination Wedding in Saint Lucia by December 31, 2023, and have 75 room nights materialized.

View details and customize the Say I Do Flyer

[DOWNLOAD SAY I DO FLYER](#)



FEBRUARY 2023 - ISLAND OF THE MONTH

CONTACT US

1.800.221.3949



CV