



For Immediate Release

Source: Coco Palm

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**CARIBBEAN MARKETPLACE WILL HELP REVERSE TOURISM SLUMP, SAYS HOTELIER**



Feolla Chastanet of Coco Palm (second from right) talks business with Julie Suehiro of the Canada-based WestJet Vacations. In background (from left) are Claudia Edgar and Claudine Gilbert of Coco Palm.

RODNEY BAY VILLAGE, St. Lucia (January 29, 2009) – St. Lucia's recent staging of Caribbean Marketplace, produced by the Caribbean Hotel & Tourism Association, will help give tourism the lift it needs in today's challenging international economic environment says Caribbean hotelier Feolla Chastanet.

Chastanet, the managing director of the three year-old Coco Palm – one of St. Lucia's top boutique properties – said the island's ability to showcase new and upgraded accommodations and attractions to a discerning audience of tour operators, travel agents and elite media representatives is a lucrative investment that is already paying off for the island.

"We found it extremely productive," said Chastanet of this month's regional travel meeting which attracted more than 400 booths and close to 1,500 delegates who gathered to brainstorm strategies to increase Caribbean demand in the global marketplace. The hotelier also congratulated the St. Lucia government for unveiling its new brand strategy and design initiative to boost the island's position significantly in the marketplace while promoting sustainable tourism development that benefits the island's people and communities.

Coco Palm recently opened up newly renovated rooms, family suites and a conference center in Rodney Bay Village in the north of the island.