



For Immediate Release

Source: Coco Palm

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COCO PALM UPDATES THE MARKETPLACE

Crisis is a terrible thing to waste, says Feolla Chastanet

NEW YORK (July 22, 2009) - St. Lucian hotelier Feolla Chastanet recently wrapped up a whirlwind tour of the northeastern United States to check up on new developments in travel and communications technologies as well as to promote the affordable rates now on offer at the popular Coco Palm boutique hotel in Rodney Bay Village.

During last week's visit to the New York Tri-State area, Chastanet - Coco Palm's managing director - heard feedback from the Caribbean's largest tour operators on market trends, forward bookings and systems upgrades, and informed sellers as well as the consumer and trade media on upgrades planned for Coco Palm, including a new gym for active travelers.

Chastanet said visits to the marketplace are incredibly important since travel industry buyers are keen to hear new destination details, especially among the small hotel players. "In this recessionary environment, we have to stay active and strengthen relationships with our partners," said Chastanet, who is leaving no stone unturned to attract repeat and new business to Coco Palm and St. Lucia.

"A wise man recently said 'a crisis is a terrible thing to waste,' and that will be our mantra as we optimistically look towards the future recovery in Caribbean tourism," she commented. "Waiting for people to deliver business to us is no longer an option - we must go to market!"



In the photograph, Feolla Chastanet spends some time with the Caribbean team at LibGo Travel. From left is Marisol Torres - Caribbean Product Coordinator; Shauna Sacco - Vice President, Caribbean Product; Feolla Chastanet of Coco Palm; and Jenna Brunelli - Caribbean Product Manager.

Located in the heart of St. Lucia's entertainment capital, the award-winning Coco Palm caters to the savvy traveler looking for a chic boutique hotel with affordable rates and excellent standards of style and service. For further information or reservations, visit www.coco-resorts.com or call toll free 1 877-655-COCO (2626) or +1 758-456-2800.