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Media Contact:

John Emmanuel
Saint Lucia Tourist Board
758 452 4094 / 758 458 7149
johnemmanuel@stlucia.org

PREMIUM HOSPITALITY PACKAGE, A GAIETY JAZZ OPTION

CASTRIES, SAINT LUCIA (April 18, 2011) - Uptake by the local corporate sector on the Saint Lucia Tourist Board's Jazz 20 **Premium Hospitality Package** is positive, a response that enables the SLTB to fully deliver on what is intended to be an inclusive, high-end experience at the Gaiety on Rodney Bay.

Designed to respond to the preferences and tastes of the corporate patron, the **Premium Hospitality Package** bundles some essentials which set apart the Gaiety Jazz experience from arrival to departure. These include special parking, entrance ticket, advantage seating, and a selection of gastronomic delights with complimentary drinks.

According to Ian Herman, Manager, Niche Marketing at the Saint Lucia Tourist Board, the Jazz Premium Hospitality Package is proving an ideal token for business managers wishing to appropriately incentivize executive and top performing staff, as well as a corporate to corporate gift.

"It is widely held that high powered deals are quicker sealed in a tasteful environment of relaxation and joie de vivre. CEOs and Entrepreneurs find that this particular package works to extend hospitality to their peers in business."

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Herman says research also indicates a tendency by multinational companies with branches here to capitalize on the Saint Lucia Jazz season as an ideal time to schedule business meetings. Through direct marketing, the Saint Lucia Tourist Board is making these exclusive options available to a cross section of the business community.

“Feedback was favourable last year, when we first offered the premium option. Pitched at \$200 per head, we were pleased at the level of interest it has generated from both high-end corporate and executive level personnel; so we are widening the pool, and we are receiving great response,” Mr. Herman said.

May 4 and 5th are designed to bring variations on a Jazz theme to patrons at Gaiety on Rodney Bay, with Violin virtuoso Regina Carter fuelling anticipation for a live performance of her groundbreaking Reverse Thread compilation. The red carpet experience is further enhanced by female song stylist and Grammy nominee Ledisi, the World Jazz Fusion sextet Sixun and Saint Lucia’s Augustin ‘Jab’ Duplessis and Derede Williams on the billing.

For more information about the island of Saint Lucia call 1-758 452-4094, or visit www.saintlucianow.com

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About Saint Lucia Jazz

Ranked among the top five around the world, Saint Lucia Jazz remains the premier music festival in the Caribbean region. Noted for attracting a slew of acclaimed national and international Grammy nominated and winning artistes, the legendary Festival marks its 20th edition in 2011.

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