



GLOBAL
PITON
AWARDS

Commemorative Magazine



GLOBAL
PITON
AWARDS



THE LAND
THE PEOPLE
THE LIGHT

Message from Minister of **TOURISM, INFORMATION & BROADCASTING**



Dear Travel Partner,

Welcome to the World's Leading Honeymoon Destination and so much more. Saint Lucia offers a full range of travel experiences that are both awe-inspiring and sustainable.

As one of the Caribbean's fastest developing nations, our efforts are geared towards responsible growth and expansion of the industry.

Over the past few years, we have worked diligently to improve our product offerings, including training hundreds of frontline employees in customer service excellence, improving our overall standards and we are working tirelessly to implement a sustainable national village tourism programme by the end of 2019.

In an effort to comply with international aviation regulations, while creating value for Passengers by reducing processing times and providing comfort throughout the journey, construction is now underway for the expansion and upgrade of the Hewanorra International Airport.

The US\$175 million dollar project will significantly improve airside and airfield operations to include a new air traffic control tower, five new parking aprons with connecting air bridges to a 337,000sq ft. terminal building and a new road infrastructure and traffic management system.

Plans are also underway to improve the island's road network, which will significantly lessen travel time around the island, thereby giving visitors additional time for more adventure.

With tourism contributing to over 60% of the island's gross domestic product, 2018 recorded its best performance ever in visitor arrivals, as we welcomed 1,218,294 visitors. That number represents a 10.2% increase over 2017, which was also a record-setting year for the island.

As travel partners, your relentless efforts in recommending Saint Lucia as a destination of top choice has helped to accelerate our growth trajectory. As such, let me be the first you congratulate you on earning a Global Piton Award. It is Saint Lucia's highest honor of the travel industry and attaining this award speaks of your commitment to our valued product.

Before you leave our beautiful shores, take some time to snorkel below our majestic twin peaks- The Pitons, explore our 22 world-class dive sites, zip through some of our 19,000 acres of lush rainforest, relax on our sandy beaches, experience local cuisine or toast to the sunset on a cruise with a Chairman's Reserve rum cocktail. Whatever way you choose to relax and have fun in Saint Lucia, we will always be happy to have you.

We look forward to your continued support as we strive to make Saint Lucia, the Caribbean's leading destination. We look forward to welcoming you and your clients to the only island named for a woman- our very own paradise.

Let her inspire you

Hon. Dominic Fedee, Minister of Tourism, Information and Broadcasting

Message from Chairman
SAINT LUCIA TOURISM AUTHORITY



On behalf of the Board of Directors at the Saint Lucia Tourism Authority, welcome to our beautiful island, Saint Lucia.

Your valued contribution towards the celebrated growth of the destination has inspired Global Piton Awards 2019, of which we are proud to host.

We have an appreciation for how rapidly and profoundly world travel is evolving. With your relentless efforts acting as a preferred gateway between markets, trade partners, influencers and direct consumers, you have helped to change the way that travellers see Saint Lucia. The passion and dedication demonstrated across the industry is testimony of our commitment to continue the aggressive pursuit of our growth strategy.

As you soak up all that Saint Lucia has to offer beyond the beauty and the extraordinary spirit of Her people, we wish to congratulate you on earning your place at Global Pitons Awards 2019.

Do continue to inspire others and we look forward you welcoming you back to our beautiful Helen of the West.

Sincerely,

Nicholas John,
Chairman of the Board of Directors – Saint Lucia Tourism Authority

About the Awards



The Saint Lucia Tourism Authority (SLTA) is for the first time, hosting a Global Piton Awards celebration for its top producing and loyal Saint Lucia Expert (SLEx) Travel Agents from the United Kingdom, Ireland, United States and Canada from June 20th to the 24th, 2019.

The top producing Travel Agents, were ranked from our 3 major markets to be recognized as our Piton Awards recipients. These qualified Agents, recorded the highest number of room night bookings for the island last year. By earning a place, they are essentially the best-selling Saint Lucia travel agents in the world. In an effort to further build goodwill and brand loyalty, the SLTA will host the winners in Saint Lucia to fully show appreciation to its valued partners for keeping Saint Lucia front and center when recommending destinations to their clients. On behalf of the SLTA, Congratulations to this year's winners!

Global Piton Awards is brought to you by Saint Lucia Tourism Authority in association with the kind support of the following industry partners and sponsors:-



Canada Winners

Mr. Ryan Smith - Robert Q Travel
Mr. Reza Salkhordeh - Marlin Travel
Ingrid Godman - Ingrid's Travel

Jen Hardy - Nexion Canada
Shannon Blackburn - K Benn Travel Inc.
Kathy Ashby - Ashby's Travel



Ingrid Godman - Ingrid's Travel

I have been in the travel industry for 41 years

I believe being a travel agent is a continuous learning experience. The world and destinations are constantly changing and it is important to keep up to date and be learning about destinations. St. Lucia has given me the opportunity to experience St. Lucia getting to know first hand it's beauty and wonder and the friendly St. Lucian people.

Primary Influences:

My Parents instilled in me the love of travel and adventure at an early age. My parents love the Island of St. Lucia and have wintered there for over 25 years. Being part of the local community is important for them. They have always taught me to experience a destination, not to just be a tourist.



Kathy Ashby - Ashby's Travel Group

It all started 18 years ago when our friends and mutual interest groups wanted to come to theatre shows with us. Wayne actually drove the school bus as well as made all the arrangements for 40 of us to go to see Beauty and the Beast at the National Art Centre in Ottawa. It was a huge success except for the school bus part. We have used a coach and driver since then.

Ten years ago we finally gave in to demand and escorted our first southern destination and have done at least one or more per year since then. In 2018 we started Ashby's Travel Group as a natural progression to what we had been doing and thanks to the opportunity The Travel Agent Next Door offered us.

We were fortunate enough to have done an Island tour of St. Lucia in 2016 and felt so welcome we knew we wanted to come back and share it's beauty and warmth with our friends. St. Lucia is so special it was the only choice for the first southern destination for our new business Ashby's Travel Group. The St. Lucia Tourism Board was so generous and sent us travel guides, bags, pens, etc.. The invitation for the St. Lucia expert program was perfect timing. The result was our largest group ever, limited only by the size of the 55 passenger bus, every seat was filled!

Wayne has always been the friendliest most helpful person I have ever known, so it was only natural for us to share the things we love, theatre and travelling. So when he said let's do this and can you do the St. Lucia expert course, absolutely! There has never been a dull moment in our 38 years of marriage and we hope to send many more people to enjoy St. Lucia as much as we have and hope to again.



Ryan Smith - Robert Q Travel

I have been in the incentive travel business for 9 years. SLEx has been instrumental in helping to expand my knowledge of the beautiful island of Saint Lucia through their very informative online education courses and continuous support. In addition, SLEx offers one of the travel industry's most generous loyalty programs.

For inspiration I look to my beautiful wife Beth of 10 years who is incredibly supportive. Beth facilitates my ability to be on the road travelling for business throughout the year and even assists with the successful execution of numerous incentive groups.



Shannon Blackburn - K Benn Travel Inc.

19 years in the travel industry and currently a Virtuoso Travel Advisor. Since the beginning, before it was called the SLEx, I had the opportunity to work with the Saint Lucian tourism board and build many valuable relationships. With these relationships, it provides me the ability to offer my clients a full service experience in Saint Lucia, from the helicopter transfer, to the resort stay to the many excursions offered in destination.

My inspiration are my two boys. I hope one day they will love to travel as much as I do.



Jen Hardy - Nexion Canada

I have been in the travel business 22 years. Being a SLEx has enhanced my sales as the program provides an abundance of insight to everything St. Lucia has to offer for my clients. Not to mention I was fortunate enough to experience a fam trip hosted by St. Lucia tourist authority, and as you know experiencing the destination is the best tool for selling the destination.

My primary inspiration in my life is my son, Landon. He without even realizing it pushes me that much harder to be a better person, to work harder, to continue meet my goals, and make new ones. Without a doubt in my mind Landon is the reason for so much of my success on all levels.



Reza Salkhordeh - Marlin Travel

I have been in business for approximately 15 years now and have owned my own agency for exactly 2 years (our anniversary was May 01).

My inspiration in life is my family. They have been supportive of my dreams through thick and thin and I wouldn't be where I am today if it wasn't because of their support. In my view, loyalty programs of any kind, would be a great added motivation for travel professionals to focus and push for specific product.

The awards make us feel appreciated and that our hard work won't go un-noticed. It is a great differentiator between different brands and destinations. It could be complimentary stays, FAM trips, monetary awards or a simple recognition in the market to boost the morale of the travel professionals.

Thank you for all your support and diligence,

UK & Ireland Winners

Emma Bailey - Blue Bay Travel
Lindsey Hays - BA Holidays
Max Corbo - Newmont Travel/Hotels of the Caribbean
Karen Thorton - Tropic Breeze
Darren Liddle - BA Holidays

Helen Baker - Caribtours
Caroline Lumley - LetsGo2
Nicki Tennant - BA Holidays
Shelia Sparks - Holidays Please
Lucy Armstrong - BA Holidays



Karen Thornton - Tropic Breeze

How long have you been selling Travel? Almost 28 years.

How has Saint Lucia Inspired you? It's such a beautiful island with something for everyone, and as a big part of our programme at Tropic Breeze it's naturally at the forefront of my mind. I love the diversity that's available from beautiful scenery, cultural activities, adventure, luxury accommodation and world heritage sites. What island offers more?

Does being an expert help you sell? It gives me the confidence to answer client's questions quickly and confidently and means I can pinpoint specific needs to ensure clients receive the right holiday every time.

Who provides primary Inspiration in your life? My daughters. They make me proud every day with their attitude to life, manners, determination to do their best and the way they treat others. I am incredibly lucky to be their mum. And my husband, who takes care of the 3 women in his life with unwavering commitment and support no matter what, he is our rock.



Caroline Moore - LetsGo2

How long have you been selling Travel? I have worked in travel for over 10 years now.

Both luxury and leisure travel. I love my job and wouldn't change it.

How has Saint Lucia Inspired you? Saint Lucia is the most Beautiful Caribbean island. The people, the food, the culture and views is so different compared to other Caribbean islands. I can always feel my customers smiling when I book their trip to Saint Lucia. This is one of the reasons why I love my job. Saint Lucia is also my dream wedding destination.

Does being an expert help you sell? Oh yes, it sure does. Being knowledgeable and having that first-hand experience means that customers are more than likely to book with an expert rather than someone who has no idea. I'm able to always answer their questions with confidence. This is why they book with me!

Who provides primary Inspiration in your life? My Grandparents. I love seeing how proud they are of me.



Emma Bailey - Blue Bay Travel

How long have you been selling Travel? I have worked in travel for 21 years, I spent 15 years at Thomson in various management roles and shops before coming to blue bay 6 years ago after having my second child and wanting to work part time.

How has Saint Lucia Inspired you? St Lucia inspires me because it is seems so lush and vibrant, the pitons are amazing and I love the rainforest feel the island seems to have, although I have never been so I am very excited to experience it first hand :)

Does being an expert help you sell? I sell st Lucia well based on my own research and feedback from my regular customers and colleagues but I think experiencing the destination first hand will give me even more of a passion for the destination.

Who provides primary Inspiration in your life? Everything I do in life is for my kids, they inspire me to be the best I can be and to strive to better myself for them, also I have been inspired by my work colleagues when I arrived at blue bay and saw the top selling agents and how they achieved things I worked hard to get myself up to their level.



Darren Liddle - BA Holidays

How long have you been selling Travel? I've been at BA for 15 years selling worldwide flights and holidays. I have been on the Caribbean destination team since its inception 5 years ago.

How has Saint Lucia Inspired you? St Lucia is one of my favorite islands. The diversity of activities available and hotel options means it really does have something for everyone. I've been on island 3 times and can't wait to get back.

Does being an expert help you sell? Definitely. When you know and love the product. It comes across when answering questions from clients and inspires confidence that you know the best place for them to stay and have a great holiday. When someone asks for recommendations you naturally suggest somewhere you have personal knowledge or experience of

Who provides primary Inspiration in your life? My family. My wife primarily stays at home and looks after our son while I work and jet off on fam trips and the like as well as working part time and exercising daily.



Nicki Tennant - BA Holidays

How long have you been selling Travel? I have been selling with British Airways for 11 years.

How has Saint Lucia Inspired you? I have never been to St Lucia before but selling luxury hotels on the island has inspired me with my customers.

Does being an expert help you sell? Yes! I can really use my knowledge and experience to help tailor holidays for my customers. I really enjoy getting someone to an island they are going to enjoy and staying in hotels that are suited to them.

Who provides primary Inspiration in your life? My mum without a doubt!! She didn't have an easy job bringing me and my sister up by herself. She always strived for the best and made sure we never went without anything. She always encourages us to be the best people we can and aim high. She believes we can be anything we want to be. We have moved all over the world and our lives have been anything but boring. If I can be the mother to my children that she is to us I will be happy!!



Lindsey Hayes - BA Holidays

How long have you been selling Travel? I started at British Airways in 2005 so coming up to 14 years.

How has Saint Lucia Inspired you? I have been to St Lucia twice and from the first visit I was captivated by its beauty and what it has to offer. I have always left the Island wanting to see and experience more of the island. The people of St Lucia that I met were always so friendly and welcoming and to me, St Lucia is iconic and the real Caribbean. When I speak to others and ask what the first thing that comes to mind when thinking of the Caribbean, St Lucia is top of the list.

Does being an expert help you sell? Being an expert in St Lucia aids me being able to pass on first-hand knowledge to clients and enables me to match up each client with the right hotel for them. I have learnt that there is something for everyone in St Lucia and I love passing on my recommendations to clients who want to experience the beauty of St Lucia and all it has to offer.

Who provides primary Inspiration in your life? My primary inspiration in my life is my mum. She brought myself, my brother and my sister up while working full time to give us the best life possible. She lost her mum at a young age and grew up without that mother-daughter relationship and that's why it's so important to me that her and I have that bond. My mum kept going no matter what, and I admire her for that. I saw my mum work really hard to make everything work within our house. Yes, it wasn't perfect, but she always kept her head up and kept going.



Lucy Case - BA Holidays

How long have you been selling Travel? I have been selling travel since I joined BA in 2008

How has Saint Lucia Inspired you? I have been inspired by St Lucia's unique and natural beauty.

Does being an expert help you sell? It helps me sell as I know have the knowledge and the confidence to make recommendations based on my own experiences.

Who provides primary Inspiration in your life? My inspiration is my father he had a very demanding job and has always worked very hard to provide for us. We always spent so much time as a family and he is the one that got me addicted to travel from a very young age.



Sheila Sparkes - Holidays Please

How long have you been selling Travel? Too long! 27yrs

How has Saint Lucia Inspired you? I've always loved the Caribbean, but over the years St. Lucia has become my favourite, just for its sheer beauty. I never tire of seeing the Pitons when you come in to land, and the jaw dropping views from Anse Chastanet & Jade Mountain never cease to impress. I've always said that St. Lucia gets THE best sunsets anywhere, and out of my extensive travels, I've not been proved wrong yet! Everywhere is a 'view', and even the airport transfer is a sightseeing excursion in itself. Hospitable, vibrant and a little slice of heaven...

Does being an expert help you sell? Of course. First hand experience of the island and the resorts is critical to recommending the right holiday to my clients, and often recommend twin centres within the island to mix it up a bit, as don't want them to miss a thing!

Who provides primary Inspiration in your life? Tricky question...my grand parents inspired me to do the job I do, always taking me on holiday from a young age. These days I find I have to self motivate and inspire myself, as no one else is going to do it for me...especially as I've been a recluse, homeworking for the past 18yrs!



Ewelina Sliz - Caribtours

How long have you been selling Travel? I've been working in the travel industry since 2013 supporting sales teams in operations roles, specialising in the Caribbean for the last couple of years.

How has Saint Lucia Inspired you? When I knew I would be working for a Caribbean specialist such as Caribtours, I wanted to learn about all the fantastic islands in the region as it was still an area of the world I hadn't visited. For me, the dramatic imagery of the lush green Pitons looming over the crystal blue sea and white sandy beaches really stuck in my mind and made St. Lucia stand out over anywhere else. I knew that I wanted my first destination in the Caribbean to be St. Lucia.

Does being an expert help you sell? Absolutely! I also deal with a lot of questions from clients and agents, that have either booked or will hopefully book another trip with us in the future. The more knowledgeable everyone is throughout the company, the more professional we seem. Being able to offer those tips that only a true expert can - recommending a particular dish at a restaurant, a must-try cocktail or 'secret' beach, for example - when speaking to clients and agents really tips the balance for all of us.

Who provides primary Inspiration in your life? I have to say my son. Every morning and every evening when I see him he puts a spring in my step to do as best as possible in everything I do, either in personal or professional achievements.



Max Corbo - Hotels of the Caribbean

How long have you been selling Travel? Have been selling Travel for over 20 years.

How has Saint Lucia Inspired you? St Lucia has inspired me with its natural beauty which makes it easy to sell to my clients

Does being an expert help you sell? Knowledge of any product is always a huge plus in being able to sell and being a Saint Lucia Expert definitely helps.

Who provides primary inspiration in your life? My family provides inspiration in my life. Everything I do, I do it for them.

US Winners

Mitch Toren - TripGuy

Lindsey Hays - BA Holidays

Max Corbo - Newmont Travel / Hotels of the Caribbean

Karen Thorton - Tropic Breeze

Darren Liddle - BA Holidays

Helen Baker - Caribtours

Caroline Lumley - LetsGo2

Nicki Tennant - BA Holidays

Shelia Sparks - Holidays Please

Lucy Armstrong - BA Holidays



Mitch Toren - TripGuy

How long have you been selling Travel? Selling travel since 2002

First sale was in 2003 and growing ever since!

You can't sell anything as competitive as travel without adding value. Our value is product knowledge and expertise...matching the right client to the right products.

Experiencing life....not just reading about it on social media.

What Inspires You? That every day we get to provide people memories they will treasure forever...not many other occupations can offer that.



Jennifer - VIP Vacations Inc.

How long have you been selling Travel? Selling Travel since 1990 but I opened VIP Vacations in 1994 (we are celebrating our 25th anniversary this year!)

How has Saint Lucia Inspired you? Saint Lucia will always hold a special place in my heart as I visited my very first Saint Lucian resort Sandals Regency La Toc in Sept 2001. I was in awe of the island's beauty, the friendliness of the people and the feeling of romance oozes from so many of the resorts ...which is perfect for honeymooners and destination weddings. Because of that fateful first trip, VIP started a longstanding relationship with Sandals Resorts and in turn, our niche in honeymoons and destination weddings was also set into motion!

Does being an expert help you sell? Being an expert in Saint Lucia provides me with added knowledge so I can provide quick answers to questions, as well as relay first hand experiences of the 9 different times I traveled there. Having this expertise also helps me match a potential client's needs best so that their experience meets their expectations and they too fall in love with the island!

Who provides primary inspiration in your life? My team at VIP! We work symbiotically, always helping each other, pushing each other to excel and I never want to let them down. They encourage and support me so we can always strive for excellence. As their leader, my goal is to serve as the best role model for them.



Mark Hennigan - Dreamers Travel

How long have you been selling Travel? Been selling Travel for 11 years, I always dreamed of owning my own business someday, not knowing what it would be and here we are 11 years later fulfilling peoples dreams of travel.

How has Saint Lucia Inspired you? The beauty, the people, the scenery and the Pitons, it is just so relaxed from the moment you arrive, you just feel at home. The support from the BDM's is amazing, always willing and ready to pitch in and help in any way they can, marketing materials, bridal shows, client questions they are always there and ready for us.

Who provides primary Inspiration in your life? I have an amazing supportive wife who is also my business partner, she always has my back (Thank God in many ways), we continue to work hard so we can live out our dreams of having things in life we choose and going places we would never be able to go without this business. My kids are a big driving force for me as well, to show them what hard work earns you appreciation and recognition!!



Kerri Brewster - Unlimited Escapes

How long have you been selling Travel ? I have been in the travel industry for 7 years and go by the moniker Caribbean Kerri. I spent 4 of those years as a business development manager for a travel supplier and 3 years now on the agent side of the business.

How has Saint Lucia Inspired you? St Lucia is one of our most requested destination. It's a visually stunning island where our clients can picture themselves sitting on the beach and sipping cocktails while staring at the majestic mountains. Also the amount of activities and things to do create a level of excitement we can pass on to our clients and that makes St Lucia so desirable to many!

Does being an expert help you sell? Knowing the island, the properties and all it has to offer makes selling St Lucia a breeze. Having first hand experience staying at properties and doing the excursions really helps sell the island as a whole.

Who provides primary Inspiration in your life? I am inspired by love. With most of my clients being honeymooners or anniversary couples, we are always celebrating love in one form or another. Getting to work with people who are excited, happy and full of love gives me a sense of joy and makes what I do extremely rewarding. "There is only one happiness in life, to love and to be loved"



Thomas Varghese - Travel Tom

How long have you been selling Travel? I started selling travel part time as an outside agent with American Express Travel in 2002. About 6 years ago, I quit my job on Wall Street and started selling travel full time. 5 years ago, I left Amex Travel and strated our own travel agency, Travel Tom, and we now have a small team located around the country.

How has Saint Lucia Inspired you? I love St. Lucia because it is much more than just an island destination with beautiful beaches. It is a lush, rainforest, tropical destination with so much to see and do. And some of the best resorts with unique experiences, not only in the Caribbean, but in the world.

Does being an expert help you sell? Knowing the destination and traveling to St. Lucia extensively has helped me sell the island with confidence. Having personally been to most of the top resorts on the island and having done some of the most important activities with the local destination management companies has helped me create some of the most incredible relationships and partnerships with the management teams to ensure our clients have truly memorable experiences.

Who provides primary Inspiration in your life? My wife and my kids are my primary inspiration since they constantly push me to do better (and love it when I take them to new destinations!)



Lynn Thomas - Alpha World Travel

How long have you been selling Travel? Have worked in the agency since 1984 (started when I was just 2, more or less). This has been my only job and I was lucky to have 31 years of working with my Mom before she passed. She started the agency and gave me many jobs in the office – I was cheap labor! Started actively selling travel in the mid to late 1990's.

How has Saint Lucia Inspired you? Saint Lucia is the most rewarding destination, not just for me to visit personally but also to sell! I get more referrals and repeat business from clients that I send to St Lucia. It's a 100% satisfaction destination. Every client of mine has loved their travels to St Lucia and loved me for sending them there.

Does being an expert help you sell? Absolutely! I love telling clients I have been to St Lucia 13 times (so far.) It really makes a difference to know the variety of accommodations, all the adventure activities, romantic locations and cultural history. Makes it much easier to match up my clients with the perfect vacation experience.

Who provides primary Inspiration in your life? Carrying on the legacy of my Mom who guided me into this career. Also, my honeymoon clients! I care for all (I mean, most) of my clients, but the honeymoon couples are very special to me. I have no children of my own, so when I get to guide them and help them plan for an amazing honeymoon, especially to St Lucia, it's a very rewarding experience. When planning with them, my mind goes back to my past trips to St Lucia. It's like a bonus vacation playing in my head again, even if it was a "work" trip or FAM. Whenever a potential client dares to mention St Lucia is on their radar... SOLD!



Stacy Evos - A Girl's Gotta Go

How long have you been selling Travel? Selling Travel over 35 years.

How has Saint Lucia Inspired you? Its beauty, people and wonderful experiences.

Does being an expert help you sell? Absolutely! Besides the initial training, it's great to receive all the updates and of course having visited the island multiple times makes all the difference in selling.

Who provides primary Inspiration in your life? My parents, as they set an example by providing a strong work ethic as well as a loving upbringing.



Nancy Finn - My Island Getaway

Been selling Travel for 19 years

How has Saint Lucia Inspired you? In every way St Lucia is my main go to destination for all my clients

Does being an expert help you sell? Yes indeed it does my clients love hearing that I am a St Lucia Expert- they know they are working with the best.

Who provides primary Inspiration in your life? My family and my doggies especially Lucia named for the island I love!



Veronica Kastukevich - Custom Travel

About Me: My passion for travel started as a young child. My grandparents were world-travelers and took me on adventures all over the world. As I entered college, I realized that my best childhood memories were my family vacations so I embarked on making travel my lifetime career and never looked back. After obtaining a college degree in Travel Administration, I was hired for my dream job at American Airlines and the journey took me to places I could only have ever imagined.

Inspired by: As life continued and I married and started a family, I realized I wanted to be a full-time mother and still keep my full-time exciting, dream travel profession. In 1997, Custom Travel was founded and 20 years later the business has grown to be a top award winning agency. It is a true family business, my adult children now both work full-time with me every day. Imagine what a "Happy Mom" I am with a job and my children beside me doing what I love every day.

Never goes on Vacation Without: My iPhone to share my photos with my family, friends and clients
Favorite Travel Quote: "The best things in Life are the people we love, the places we've been and the memories we've made along the way. To Travel is to Live"



Karen Cavadas - Twinsburg Travel

Selling travel since January 1994.

How saint lucia inspires: The natural beauty and uniqueness of the island sets St. Lucia apart from all Caribbean islands. From the diamond waterfall, botanical gardens, hiking in the rainforest, the Pitons, the resorts, the people and the drive in volcano. All of this helps sell St. Lucia. As there is nothing like this in the Caribbean.

Inspiration first comes from Jehovah God, my husband and wife team, our children and dogs and our family.



Steve Simmons - Honeymoons Inc.

Honeymoons, Inc. was founded in 1997 in Buford, a suburb of Atlanta, Georgia and has since become one of the largest producing travel agencies specializing in the honeymoon market.

We cater to travelers from across the United States looking for a beach destination to honeymoon, wed, or just rest and relax. Our friendly travel agents will help you find the right destination to fit your expectations and budget. We specialize in romance at all-inclusive resorts and love selling Saint Lucia because of the great variety of resorts, stunning scenery and charming people!

Inspired by: Family and satisfying my clients who in turn refer me to others.



Lesley Kepplinger - Trips Ahoy

Selling Travel for 25 years

How saint lucia inspires: The genuine warmth and interest of the people, the beauty of the island, the diversity of things to do, the unique accommodations offerings, the cuisine. One can experience “exotic” without traveling half way around the world

SLEx gives me greater knowledge and the opportunity to participate in FAMS that highlight resorts I might otherwise never know. It gives new clients more confidence in knowing I am backed by the tourist board; and existing ones one more reason to trust me with all of their trips.

My parents taught me to always do what is right and just, which I practice not only in how I do business, but how I treat my clients (many of who become friends) and interact with peers. I am honest, even if it means directing someone to a vacation that doesn't benefit me as well, but gives them exactly what they want. they inspired me to always think of others, and to remain humble. Awards etc. are wonderful, but not something to compromise your integrity over.

My children inspire me in how they go for what they want, no matter how difficult the road. They stand up for their beliefs and will fight for others if the consequences have a major impact on others well-being.

Who provides inspiration in your life? Numerous peers, including Richard Moss, who live with such passion, and sincere love of their country (or adopted country). Inspiring others to not only try harder, but live fuller because of experiences.



Sally-Jane Smith - Travel Smiths Inc.

I have been educating my clients and selling Travel for the past 32 years.

How has Saint Lucia Inspired you? I consider St. Lucia to be my “East Coast Hawaii” First and foremost, Saint Lucia is Beautiful. She has everything my clients want, Beautiful Beaches, Fantastic Resorts, Welcoming Islanders, spectacular Eco Tourism, Wonderful Scuba Diving and Snorkeling, and only 4.5 hours away. I love the fact that she has a nice mix of French and English roots which brings a great flavor not only to the food, but the people. It is our favorite island, we know when we send our trusted clients to you, we know that they will come home with huge smiles and lifelong memories (& a great tan).

Does being an expert help you sell? We have been to St. Lucia, too many times to count, visited so many resorts and hotels, we feel that being an Expert gives our clients a comfort level that they know that when they arrive we have walked them through the island mentally, which gives them insight like they like they are no longer tourists, but travelers to a new and exciting, exotic local.

Who provides primary Inspiration in your life? I actually have 2, first, My inspiration has always been my Mother, Sylvia, She is an incredibly strong woman, beautiful, entrepreneurial, funny, and always there for me. She continues to be the CFO at TravelSmiths, She handles the money which allows me to focus on the thing I love, curating fantastic memories for my clients. My other is my husband, Paul, he is my soulmate, my partner, my best friend and the father of my children. His strength, is his support of all my endeavours, he not only inspires me to do new and exciting things at the agency & helps with all our marketing efforts but also helps to keep me focused on our value to our clients, and to each other.



Christen Perry - Classic Travel Connections

I have been selling travel since 2004...15 years.

St. Lucia is beautiful! To be able to be surrounded by beautiful blue water, mountains and rain forest, all simultaneously is simply amazing.

Anytime I'm able to share personal experiences with our clients, I'm able to connect with them on a different level. Selling becomes second nature when you are an expert on a destination.

My family are the people who keep me going in life, second only to my faith in God. I am so thankful that He gave me the gift of my husband Rob, daughters Kayla and Morgan, and my son Andrew. I love doing life with them.



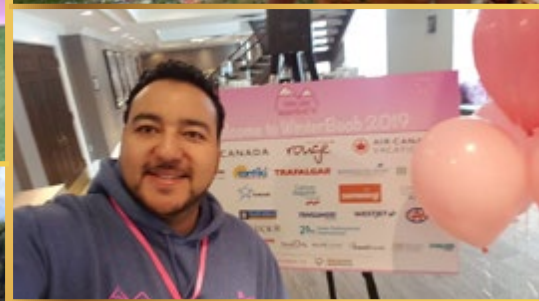
Kim Goldstein - Journeys Inc.

Selling Travel for 13 years

How Saint Lucia Inspires you: The people and the unmatched beauty of St Lucia not only inspire me to sell the island, but also to love it! The culture and lush landscapes make everyone fall in love with this magical destination.

St Lucia is easy for me to sell because I've been there numerous times and each trip I have created new memories and experienced different parts of Saint Lucia. When I'm working with a client, it's easy to draw on these amazing experiences and the picture I paint seals the deal. We often joke when guests request Tahiti, Bora Bora, Hawaii, etc. that most of the time they are going to end up in St Lucia, so let's just book it and move on!

Who inspires your life ? I don't have one primary inspiration because so many different people and experiences keep me going. Of course my family comes first, but my travel family, friends, and many destinations I've been all make up who I am and what motivates me to be myself.





 **SAINT LUCIA**
LET HER INSPIRE YOU

 **EVENTS**
SAINT LUCIA



**SAINT LUCIA
CARNIVAL**

JUNE - JULY 2019

**PARADE OF THE BANDS
15-16 JULY**

WWW.EVENTSSAINTLUCIA.COM



SAINT LUCIA ROOTS & SOUL

AUG 23-25







LEE JOHN **NAOMIE GRANDISON** **TARRUS RILEY FEAT. ESTELLE** **UB40 FEAT. ALI CAMPBELL & ASTRO** **GINUWINE**

FRIDAY AUGUST 23 | 8:30 P.M.
DOORS OPEN 7:30 P.M.
PERFORMANCE POETRY
THE RAMP ON RODNEY BAY
3canal
Curmiah Lissette
Asher "Smallz" Small
Ngozi Grandison
US\$20/EC\$50

SATURDAY AUGUST 24 | 6 P.M.
GATES OPEN 4:00 P.M.
PIGEON ISLAND
NATIONAL LANDMARK
Tarrus Riley feat. Estelle
Timaya
Lee John & Imagination
Skip Monday
US\$40/EC\$100

SUNDAY AUGUST 25 | 4 P.M.
GATES OPEN 2:00 P.M.
PIGEON ISLAND
NATIONAL LANDMARK
UB40 feat. Ali Campbell and Astro
Ginuwine & Mya
Sherwinn 'Dupes' Brice Zamani
US\$40/EC\$100

FOR MORE INFORMATION VISIT STLUCIA.ORG/ROOTSANDSOUL

    TRAVELSAINTLUCIA #SAINTLUCIAROOTS&SOUL



GLOBAL PITON AWARDS 2019

DAY ONE

Thursday June 20th **ARRIVALS**

Airport Arrival of Global Piton Winners
Meet, greet and transfer to host hotels
Dinner & Evening at Leisure

DAY TWO

Friday, June 21st

DAY OF PAMPERING

7:00am

Breakfast and morning at Leisure

11:00am

Lucian Lyme - Island Party and Spa day at Pigeon Island Private Beach
Spa teasers sponsored by: The Landings, Windjammer Landing,
Royalton St. Lucia, BodyHoliday and Bay Gardens Resorts
DRESS: Casual and ready for the beach

4:00pm

Return to host hotel/s

7:00pm

Hosted Dinners by market to be announced

9:00pm

Cocktails followed by Gros Islet experience at 9:30 PM

DRESS: Resort Casual (Street party-ready- flat shoes)

DAY THREE

Saturday, June 22nd

DAY OF INSPIRATION

8:30am

Minister's Breakfast at Tapas on the Bay

Business meeting for Industry Partners, we invite travel companions to have a morning at leisure

Address and Destination Updates by Minister of Tourism, Hon. Dominic Fedee

SLTA Digital Marketing Social Media Skills

SLTA Philanthropic Presentation - Pack for a Purpose

*DRESS: Business Casual - Agency Polo or branded oxford shirt & comfortable shoes (*shorts allowed)*



GLOBAL PITON AWARDS 2019

11:00am Optional Excursions and Experiences including:
Shopping at Howelton Estate
Island Buggy Tour & Zipline

DAY THREE CONTINUED

6:30pm Cocktails
7:30pm Global Piton Awards Gala, Dinner & Dance at The Palladium,
Sandals Grande St. Lucian Resort & Spa
DRESS: Formal **Tuxedos are optional*

DAY FOUR

Sunday, June 23rd

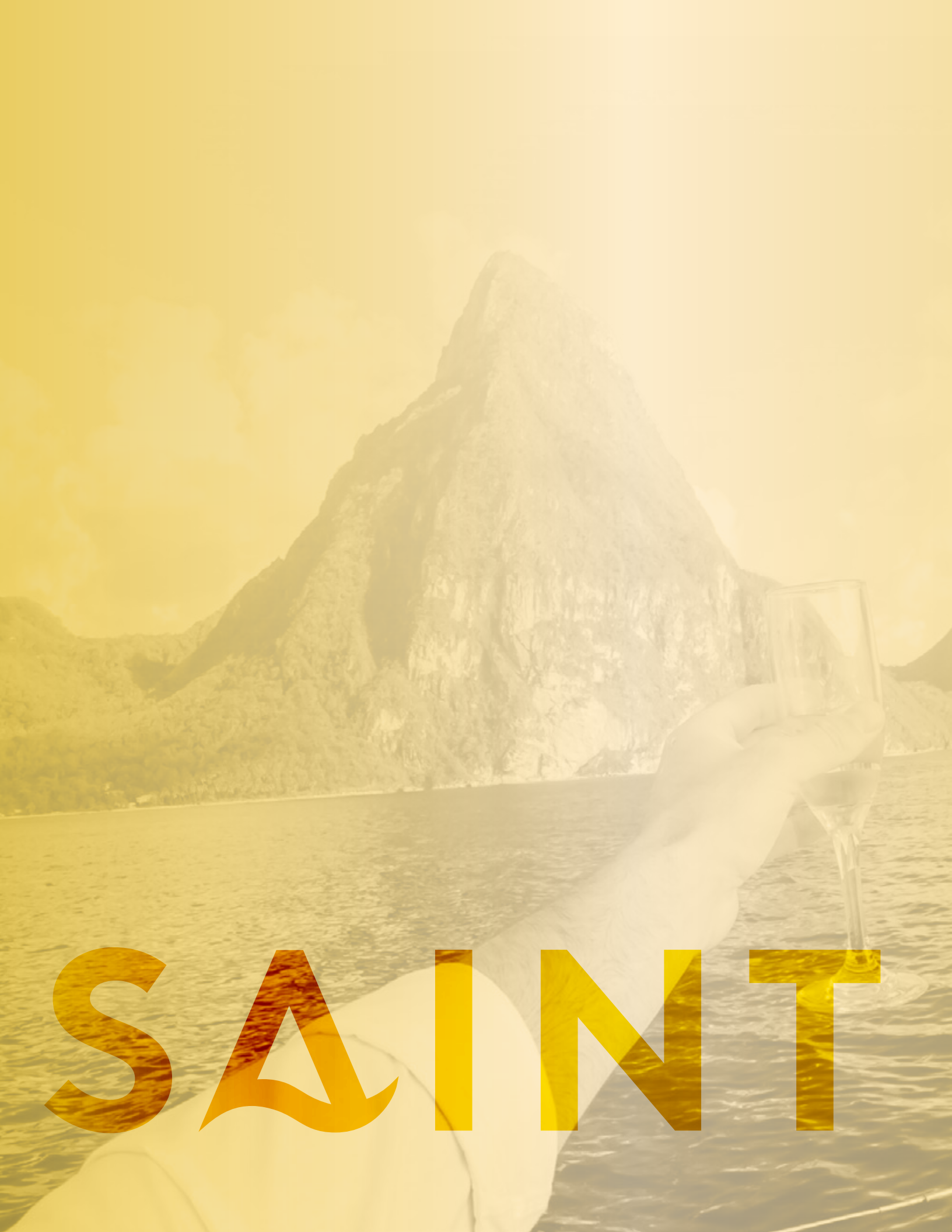
DAY OF ADVENTURE

7:00am Breakfast at Leisure
9:30am Meet in Lobby for pickup to Rodney Bay Marina
10:00am Pitons Adventure by Sea with Private Picnic at Anse Mamin
Official Pitons Awards Photo by the Pitons
DRESS: Beachwear, wear or carry swimwear
3:30pm Depart Anse Mamin and sail to Marigot Bay
4:15pm Cocktails by Marigot Bay Resort Marina & Spa
6:15pm Depart for Host hotels by Ground Transfer
7:45pm Dinner and evening at Leisure

DAY FIVE

Monday, June 24th

All departures and farewell by team SLTA



S A I N T



LUCIA



SAINT LUCIA
LET HER INSPIRE YOU

Be Inspired