

St Lucia



in colour

**a guide for
visitors**



Welcome to St Lucia!

Whether you're visiting St. Lucia for a few days on business, or some well-earned weeks of relaxation, you will soon discover why many travellers regard St. Lucia as their favourite island in the world.

Is it our people, with their warm smiles and lilting, musical voices? Is it our green-cloaked mountains, with their evocative, mysterious power? Is it our dazzling, beckoning beaches? Our lush tropical rainforests? Our aromatic, flavourful creole barbecues? Our nightly chorus of crickets and treefrogs, celebrating the magic of clear, starlit skies?

The reasons people love St. Lucia are as unique and varied as our visitors themselves. Wherever your preferences take you, we promise you this: in St. Lucia you'll not only live your dream of a tropical paradise, you'll also enrich it with new images and experiences.

We invite you to browse this special visitors section for tips and ideas to explore while you're here.

What's Happening during 1997

JANUARY

New Year's Celebration
National Services and
Hospitality Awards
Carnival Celebrations

FEBRUARY

Heineken Regatta
Carnival Celebrations
Ash Wednesday
Independence Celebrations
Easter Celebrations

APRIL

Earth Day
Festival of Comedy

MAY

Labour Day Celebrations
St. Lucia Jazz Festival

JUNE

Fisherman's Feast

JULY

Miss St Lucia Hotel &
Tourism Association

JULY/AUGUST

Kids Safari Summer

AUGUST

Market Feast
Feast of St Rose De Lima
(Flower Festival)

OCTOBER

Feast la Marguerite
(Flower Festival)
St Lucia Bill Fish Tournament
Journen Kweyol Estonasyonnal
(International Creole Day)

NOVEMBER

All Saints Day
All Souls Day
Remembrance Day
St Cecilia's Day
(Feast of Musicians)
International Food Fair
Atlantic Rally for Cruisers
National Day Celebrations
St Lucia Open/Legends
Annou Tjuit Sent Lisi

DECEMBER

Christmas Folk Festival
Christmas Celebrations

Public Holidays

January 1
January 2
February 22
March 28
March 31
May 1
May 19

New Year's Day
New Year's Holiday
Independence
Good Friday
Easter Monday
Labour Day
Whit Monday

May 29
August 4
October 6
December 13
December 25
December 26

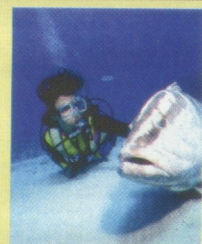
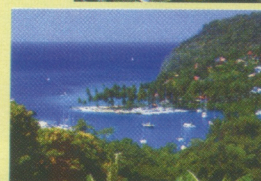
Corpus Christi
Emancipation
Thanksgiving
St. Lucia's Day
Christmas Day
Boxing Day

ST LUCIA
Simply Beautiful

The St. Lucia Tourist Board

Welcomes You

Towering peaks
Luxurious resorts
Waterfalls
Superb dining
Hummingbirds
Nightlife
Virgin Forests
Scuba
Tennis
Golf
Hiking
Smiling faces
Rare birds
Horseback riding
Sailing
Sulphur springs
Fishing
Wild orchids
Volcanoes
Miles of beaches



*We're here to help our visitors,
please use our information centres...*

CASTRIES, Point Seraphine Tel: 452-7577
Duty Free Complex
Vigie Airport Tel: 452-2596
Jeremie St., Opposite Fire Station Tel: 452-2479
VIEUX-FORT, Hewanorra Airport Tel: 454-6644
SOUFRIERE Tel: 454-7419



ST LUCIA
Simply Beautiful

Spectacular Sights

In only 238 square miles, St. Lucia offers dramatic terrain of compelling variety: panoramic coastal views, deep ravines in the heart of rainforest, steep volcanic peaks like the breathtaking Pitons, and much more.

The island radiates a fierce vitality; everywhere there is life – goats nibble, bougainvillea and oleander bloom, coconut palms thrust upward to the sun. Lizards scuttle up the etched trunks of

mango trees. A sudden rainbow arcs from mountaintop to mountaintop; morning mists blanket a field of banana plants. Doves call in low tones. With such a tempting potpourri of wildlife, scenic landscapes and historic sites inviting your attention, you may wonder how to take everything in.

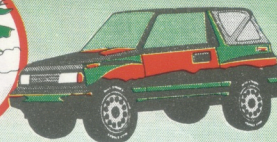
One of the best ways to see it all is to rent a car or jeep and head out with a local guide or a good map. Avis and Cool Breeze Jeeps are two reliable car rental agencies (see ads, these pages) who can help you with the details of acquiring a Temporary Driving Permit. Don't forget to keep to the left!

What to See

The St. Lucia Tourist Board will supply you with plenty of complimentary information on the most popular sights and tours. Visit the head office at Pointe Seraphine, or one of the substations, conveniently located at both airports, in Soufrière, and in Castries.

The Pitons & Sulphur Springs

St. Lucia's southern countryside is graced with an extraordinary number of natural wonders, including Gros Piton and Petit Piton, twin peaks that rise more than half a mile straight up from the sea. You'll see



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them as you head into the picturesque town of Soufrière.

Nearby you'll also find the seven-acre crater known as Sulphur Springs, "the world's only drive-in volcano." Here you can see molten grey magma bubbling in small pools; the heavy smell of sulphur laces the air, and the sense of the earth's deep power is irresistible.

Soufrière and the Diamond Botanical Gardens

While touring the south, be sure to visit Soufrière, a charming town that evokes St. Lucia's past, and the Diamond Botanical Gardens and Waterfall. The gardens reveal the beautiful diversity of St. Lucia's plant life, from mahogany and nutmeg trees to orchids and ginger lilies. Well-maintained trails offer a pleasant walk to the scenic Diamond Waterfall, a favourite site for photographs. You may also want to take the time to soak in the naturally hot mineral baths near the Visitors' Centre.

Rainforest Trails

To protect the endangered rainforest ecology, visitors interested in hiking the rainforest must first contact the Forest and Lands Department at 450-2231 or 450-2078 for permission (or ask your tour representative for more information). Unforgettable hikes include the Edmund Forest Reserve, near Soufrière; the Descartier Loop Trail, in Mahaut, Micoud; the Barre de L'isle Forest Reserve in the centre of the island, and the Union Nature Trail north of Castries, which includes an Interpretive Centre, mini-zoo, and medicinal herb exhibit.

Experienced guides are recommended, as you won't want to miss possible sightings of the rare Jacquot parrot, bromeliads and orchids, and other St. Lucian flora and fauna.

Boat Tours

A pleasure cruise around the island's coast is a great way to capture excellent photographs of St. Lucia's cliffs, coves, and tiny fishing villages. See the social desk at

your hotel for more information on available sea excursions.

Helicopter Tours

The more adventurous may prefer to see the island from above, on a helicopter flightseeing tour. See *Helicopter Service* in the Yellow Pages for more information.

Pigeon Island

Once truly an island, now connected by a causeway to St. Lucia's northwestern tip, Pigeon Island is a distinctively shaped landmark at the entrance to Gros Islet Bay. Historical ruins, beautiful beaches on both the Caribbean and the Atlantic, and live jazz at the Captain's Cellar Olde English Pub make Pigeon Island a favourite site.

Plantation Tours

For a slice of St. Lucia's history and culture, don't miss one of the fascinating tours of a large colonial plantation. Learn about

the harvesting and processing of coconut copra, cocoa, coffee and other crops at Soufrière Estate, Errard Plantation, Morne Coubaril, and Marquis Plantation, now a working banana estate. Along the way you'll learn fascinating tidbits about herbal folklore, creole cooking, the St. Lucian lifestyle, and more.

Castries Market

Immerse yourself in the energetic, colourful swirl that is Castries: market women offering fresh local produce and spices, fishermen selling the morning's catch, farmers selling young coconuts for their water from the back of pick-up trucks, small shops and street vendors everywhere. In the heart of Castries you'll find the lovely Cathedral of the Immaculate Conception next to Derek Walcott Square, across from the public library. You'll discover something new in St. Lucia's capital city every time you visit.

AVIS

**We're trying
harder than ever**

**Once you've arrived,
here's where the
real fun begins.**

You'll want to head out to explore the island as soon as possible. If you need a set of wheels to see all that St. Lucia has to offer, the versatile Nissan and Suzuki vehicles will get there in comfort and style. And once you're on the road, Avis and Texaco have what it takes to keep you going. From top-performance gasoline and body repair to tire sales and repair. We also offer engine washing, polishing, fabric protection and undercoating. For convenience, comfort and safety, visit the Texaco and Avis centre and drive away with confidence.

TEXACO 



Tel: (758) 452-2700 / 452-2202 / 452-4554

• **After Hours Emergencies: 450-8844 • Reservations: 451-6976**
Sun-Drive Rentals Ltd., Vide Boutielle, P.O. Box 1010 Castries, St. Lucia



Fun for Everyone

However you define 'fun', you'll find it in St. Lucia. How about a vigorous game of beach volleyball? Diving, sailing, tennis, dancing, it's your choice. Or if you prefer nothing more strenuous than a stroll and some shell collecting along the beach, here is the place to indulge.

Everyone from novice to skilled enthusiast will discover plenty of recreational activities to enjoy, on water and land, day and night. And this is the ideal opportunity to try something new you've never before had the time to tackle.

Watersports

Experience the thrill of windsurfing, waterskiing, snorkeling, and jet skiing. Everyone from beginners to experts can participate; most hotels offer organized sessions and instruction.

You may also want to learn to scuba dive, for a good look at the marvellous underwater worlds just off our coasts, or to parasail, where you float high above the ocean for incredible views. PADI qualified instructors offer programs for beginners as well as experienced divers at Anse Chastanet (459-7354), Buddies Scuba (452-5288), Dolphin Divers (451-4357) and others. Parasailing lessons are available through the St. Lucian Hotel (452-8351).



Sailing & Boating

Thanks to our steady trade winds and beautiful natural harbours, St. Lucia offers some of the best sailing in the world. The marinas at Rodney Bay and Marigot Bay are preferred by sailors throughout the Caribbean for their full range of amenities.

Boat rentals and yacht charters are available for scenic tours of St. Lucia's breathtaking coastline, as are daily sea excursions aboard fully staffed catamarans and cruisers (your tour representative or hotel social desk can provide more information). Deep sea fishing is another popular pastime; check with your hotel for days and times.

Land Activities

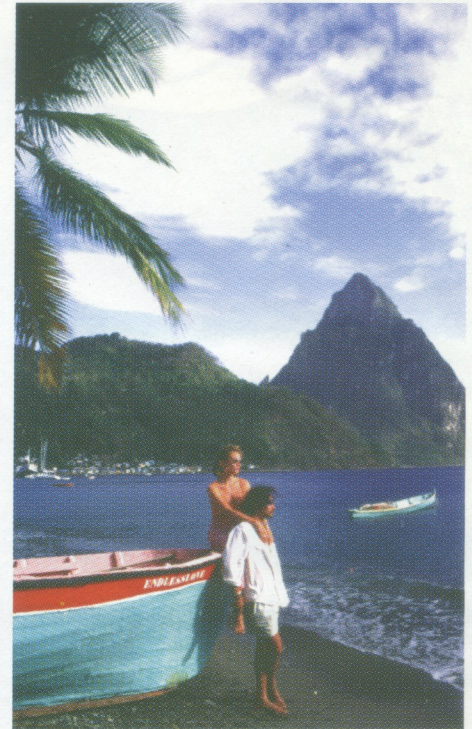
Though surrounded by water, St. Lucia offers plenty of activities on solid ground! Horseback riding, hiking, jogging, aerobics classes, tennis, and squash are some favourites.

Riding stables include International Riding Stables (452-8139), Country Saddles (453-1231), and Trims Riding Centre (450-8273). Until you've ridden along a wild stretch of Atlantic coastline, sea grapes rustling as you canter by, you haven't experienced all St. Lucia has to offer.

Aerobics and dance fitness classes are offered at the Jazzercise Fitness Centre (451-6853), Body Inc. at Gablewoods Mall (451-9744), La Borde's Gym (452-2788), and the Charmalion School of Dance (452-8743).

Tennis courts are available at most major hotels; St. Lucia Racquet Club at Club St. Lucia offers nine floodlit tennis courts (450-0551), and the St. Lucian Hotel offers two courts for public bookings (452-8351).

You can even enjoy a leisurely game of golf at the St. Lucia Golf and Country Club, a nine-hole course at the far north of the island with impressive ocean views. Practice at the 320-yard driving range;



club rentals are available (450-8523).

Joggers who want group support can meet "The Road Busters," a running club, outside J.Q.'s Supermarket in La Clery (just opposite Vigie Airport) every Tuesday and Thursday afternoon at 5 p.m., and Saturday morning at 8 a.m. Contact 452-5112 for more information.

Night Life

The fun doesn't stop when the sun goes down; after a refreshing nap you'll want to head out late for a good "lime"—a night on the town St. Lucia-style. Friday nights a perennial favourite is the street party at Gros Islet, with open-air dancing on streets blocked to traffic, perhaps followed by a visit to Indies, a popular disco near Rodney Bay. Other hot night spots include the Lime at Rodney Bay, Waves at Choc Bay, JJ's at Marigot Bay, and Club Monroe at Grande Riviere.

ENDLESS SUMMER
CRUISES

St. Lucia, possibly the most lush, verdant and spectacular of the Windward Islands and this beauty is enhanced by a trip on Endless Summer. Large sunbathing area, fitted bar, fresh water after a Caribbean swim, delicious buffet lunch - this yacht is designed for your enjoyment.

Cats (1995) Ltd., P.O. Box 1797, Castries, St. Lucia, W.I.
catsltd@candw.lc Tel: (758) 450-8651 Fax: (758) 450-8651

ST. LUCIA
 *Simply Beautiful*



Your comfort assured

Here is your home away from home: Beyond the sliding glass doors of your suite's private balcony, the turquoise and jade depths of the Caribbean sparkle their mesmerising invitation. Or perhaps you'd prefer a country guesthouse, where perpetual tradewinds stir your curtains, scenting your guest house bedroom with the lovely perfume of the flowering almond tree just outside.

Your options for places to stay in St. Lucia range from the picturesque to the exquisite, with every hue of pleasure in between! We offer accommodations to suit all styles.

Hotels

St Lucia's hotels offer an array of unique features, views, and decors. And every amenity you can imagine has been provided for your pleasure. Whether you favour an ambience of wicker, ceiling fans and sunny verandas, or prefer muted golds and ivory and crisp air-conditioning, you can find it here. See the *Hotels* section of the Yellow Pages for more information.

Anse Chastanet Beach Hotel, Soufrière
(758) 459-7000

Auberge Seraphine, Vigie Yacht Marina
(758) 453-2073

Beach Haven Hotel, Vide Boutielle
(758) 453-0065

Caribbean Jewel Beach Resort, Rodney Bay
(758) 452-9199

Caribbees Hotel, La Pansee
(758) 452-4767

Edgewater Beach Club, Vide Boutielle
(758) 452-4872

Glencastle Resort, Massade
(758) 450-0833

Harmony Marina Suites, Rodney Bay
(758) 452-8756

Hummingbird Beach Resort, Soufrière
(758) 459-7232

The Islander Hotel, Rodney Bay
(758) 452-0255

Moorings Hurricane Hole Hotel, Marigot Bay
(758) 451-4357

The Orange Grove Hotel, Bois d'Orange
(758) 452-0021

The Royal St. Lucian Hotel, Reduit Beach
(758) 452-9999

Still Plantation & Beach Resort, Soufrière
(758) 459-4224

Tapion Reef Hotel, The Morne
(758) 452-7471

Resorts

When you want some firstclass pampering, try one of St. Lucia's famous resorts. Most are entirely self-contained, with restaurants, gyms and sport facilities, swimming pools, watersports, shopping, entertainment and more on the premises. Please call the actual resort for current prices and information.

Club St. Lucia, Cap Estate
(758) 450-0551

Jalousie Plantation, Soufrière
(758) 459-7666

Ladera Resort, Soufrière
(758) 459-7323

Le Sport, Caribblue Beach
(758) 450-8551

Marigot Bay Resort, Marigot Bay
(758) 451-4357

Rendezvous Resort, Malabar Beach
(758) 452-4211

Rex St. Lucian, Reduit Beach
(758) 452-8351

Sandals St. Lucia, La Toc
(758) 452-3081

Windjammer Landing, Labrelotte Bay
(758) 452-0913

Wyndham Morgan Bay Resort, Choc Bay
(758) 450-2511



Inns & Guesthouses

An appealing variety of inns, guest houses, villas and cottages offer comfortable facilities and local colour in more intimate surroundings. Amenities and prices range from resort-quality to budget-conscious, to meet the diverse needs of all types of travellers. For a more comprehensive listing, look under *Guest Houses* and *Hotels* in the Yellow Pages.

Alexander's Guest House, Gros Islet
(758) 450-8610

Alize Inn, Morne Giraud
(758) 452-0960

B&B Mini Hotel, Massade
(758) 450-8689

Beach Walk Inn, Choc
(758) 451-7888

Copains Copines Guest House, Corinth
(758) 450-1278

Dubois Guest House & Restaurant, The Morne
(758) 452-2201

East Winds Inn, Labrelotte Bay
(758) 452-8212

Fanis Guest House, Vide Boutielle
(758) 453-6990

Fox Grove Inn, Mon Repos
(758) 454-0271

The Friendship Inn, Sunny Acres
(758) 452-4201

Golden Arrow Inn, Marisule
(758) 450-1832

Green Parrot Inn, The Morne
(758) 452-3399

Harbour Lights Inn, Vide Boutielle
(758) 452-3506

Hillside Plaza Guest House, La Clery
(758) 452-4371

Modern Inn, Vide Boutielle
(758) 452-4001

Seahorse Inn, Marigot Bay
(758) 451-4436

Seascape, Bon Air
(758) 450-1645

Seaview Apartel, Castries
(758) 452-4359

Skyway Inn, Vieux Fort
(758) 454-7111

Sundale Guest House, Choc
(758) 452-4120

Thelma's Inn (Guest House), Morne Doudon
(758) 452-7313

Tuxedo Villas, Rodney Bay
(758) 452-8553

Villa Beach Cottages, Choc Beach
(758) 450-2884

Other possibilities include short-term rentals of private homes and condominiums; a local realtor can give you information on current listings.

You can be sure, wherever you choose to stay, the hospitable staff will do their best to make sure your visit is a pleasant one.

Memorable Meals

The sun, the sea, and the sights will leave you with quite an appetite! Fortunately, St. Lucia offers the perfect repast for every palate, from the roadside vendor's spicy, tender, foil-wrapped fish and 'bakes' to elegant multi-coursed dinners of gourmet creole cuisine.

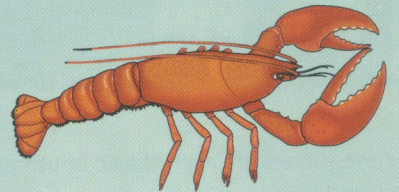
There's fast food: pizza, Indian rotis, fried chicken—and there's satisfying "slow" food, St. Lucian-style: bouyon, callaloo soup, fried plantain, crispy flying fish, saltfish and green fig (banana) salad. Be sure to try all the delicious local specialties: fresh fruit juices including passionfruit, guava, golden apple, and pineapple; coconut water (a popular tonic) and the sweet, rich coconut jelly; seamoss punch (like a nutmeg-scented milkshake); locally brewed beers; and of course bananas in a variety of tasty forms!

You'll also find a wide variety of international cuisines: Italian, French,



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Built on the original foundations of the de Longuville home laid in the mid 1700's, the Great House Restaurant recaptures the elegance of those enchanting colonial days. Colonial architecture gracefully framed by branches of massive old trees begins the enchantment. With its gracious ambience the Great House is perfectly suited to host your most special occasions. The private dining room seats up to 25 people. Special menus, tailored by the Chef to meet your requirements, for breakfast, brunch, dinner or tea, are of the same exquisite quality for which the Great House has become so well known. Let the enchantment capture your most sacred moments. A wedding at the Great House is indeed one of total splendor. With friendly staff, scrumptious cuisine, soft elegant ambience and a fantastic sea view, the Great House Restaurant is all class.

Pure Elegance



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Fax: 450-0451



Chinese, American, even classic British pub food, as well as familiar continental favourites. When you're in the mood for a steak, fresh seafood, or mouth-watering pasta, you won't have to look far.

For distinctive dining featuring both creole and international specialties, you can't go wrong with a visit to the Great House Restaurant, far north at Cap Estate. Formerly a colonial mansion, the Great House is also a popular site for outdoor theatrical performances. Inside, high ceilings, an excellent view of the ocean, linen tablecloths, glistening crystal, and the exquisitely professional staff make every meal a memorable occasion.

Also at the north end of the island, conveniently located in Rodney Bay, the Charthouse Restaurant specializes in steak and seafood. Enjoy a leisurely meal while you watch boats set sail for the Caribbean Sea. You can also order take-out dishes to enjoy in the privacy of your hotel room.

La Creole Restaurant, just off the main road by Gros Islet, features creole specialties with a gourmet twist. The lively ambience and delicious aromas drifting

from the kitchen will make your lunch or dinner an extraordinary experience.

In the south of the island, Skyway Inn at Vieux Fort is an ideal choice for breakfast, lunch, or dinner. Select from an excellent menu featuring both Caribbean and international menus.

For a complete listing of restaurant choices, please turn to the "Restaurants" section in the Yellow Pages. Please note that most restaurants include a 10% service charge on your bill; however, you may prefer to leave a larger tip for commendable service. Major credit cards are accepted almost everywhere.

Restaurant dining in St. Lucia is an occasion, and you'll probably want to dress for dinner; shorts and t-shirts are best left for the beach. Advance reservations are recommended.

ST. LUCIA

Simply Beautiful



LA CREOLE RESTAURANT

*The very best of
french creole
cooking and more...*

Tel: 450-0022
Fax: 450-0687

**Open Daily for
Lunch & Dinner**



Treasures & Souvenirs

While you're in St. Lucia, you'll want to take advantage of abundant opportunities to collect one-of-a-kind souvenirs: crafts, fabric art, paintings, jewellery, West Indian spices, rare stamps, duty-free goods, and more.

Castries Market and Arcade

The ideal way to sample island produce and crafts, at the market you'll discover savory West Indian spices – nutmeg, cinnamon, vanilla beans, cloves, turmeric, peppercorns—plus fresh produce to enjoy while you're here. The Vendors' Arcade offers you fine basketwork, hand-made jewellery, silk-screened creations, leatherwork, dolls in traditional costume, and other original gifts.

Morne Fortune

Not only does the Morne provide some of St. Lucia's most spectacular views, you'll also find unique batik fabric designs at Caribelle Batik, wood carvings at Eudovics, and exotic scents at Caribbean Perfumes.

Rodney Bay Marina

From banking facilities and travel agencies to swimwear boutiques and a French supermarket, the Rodney Bay Marina is another entertaining shopping arcade in the north of the island.

Gablewoods Mall

Packed with boutiques and specialty shops, Gablewoods Mall teases your senses with everything from candles and cosmetics to fashionable cottons and hand-made greeting cards.

Choiseul Arts and Crafts Centre

Original artwork, basketry, pottery and more make the Choiseul Arts and Crafts Centre an excellent choice for the discriminating collector.

Pointe Seraphine

This extensive duty-free complex with 27 shops in all provides exceptional bargains on jewellery, timepieces, emeralds, diamonds, brand-name fashions, china, cameras, electronics, and arts and crafts. (See the ad for Pointe Seraphine, opposite.) To enjoy duty-free prices, don't forget to present your passport and airline ticket.

Hotel Gift Shops

A tantalizing collection of quality fashions, crafts, jewellery, and more are offered at the gift shops of most major hotels on St. Lucia.

Shopping Tours

Try the Sunlink Shuttle Super Shopping Tour, a full morning of bargain-hunting. (Your hotel's social desk can provide you with more information on this popular tour.) You'll have plenty of time to explore the markets of Castries, duty-free Pointe Seraphine, as well as the Philatelic Bureau of the Castries Post Office, where unique commemorative stamps are on sale.

Calling from St. Lucia



It's as easy as **ABC** ... so go on, call home.

- Dial Direct - It can be cheaper than using your telephone calling card; a 3-minute call to the USA, Canada or the UK can cost as little as US \$5.00
- Credit Cards accepted. Just dial 1-800 877 8000
- Calling is easy with fast, clear connections worldwide

Cable & Wireless... providing worldwide telephone services for the Caribbean

Credit card calling - dial 1-800 877 8000



CABLE & WIRELESS
ST LUCIA

Your Dream Home

As the end of your visit approaches, you may already be planning your return. We invite you to consider an exciting opportunity: buying land and building your dream home here.

Still relatively undeveloped, with a stable political system and economy, St. Lucia is ripe for new home construction projects. You'll enjoy all the benefits of a Caribbean vacation home, with the option of earning rental income or exploring timeshare plans. An experienced real

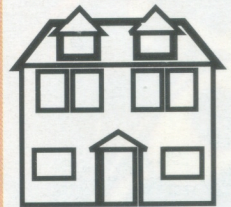
estate firm like Re/Max St. Lucia Ltd. can guide you through the ins and outs of purchasing overseas property, as well as managing your property while you're away.

You'll find that living in St. Lucia is not an impossible dream after all!



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the
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For more information please contact our Sales Office on 452-3301



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