



The Saint Lucia Tourist Board

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Saint Lucia's Soleil Festival Promoted on ABC

SAINT LUCIA (August 4, 2017) – The Saint Lucia Tourist Board (SLTB) has been hard at work promoting the island's Soleil series of festivals in the US market. SLTB's Director of Marketing for the US, Kelly Fontenelle-Clarke, appeared on ABC Tampa Bay's Morning Blend Show on Wednesday, August 2. She was the featured guest on the show's Elite Travel segment along with Elite Travel's CEO, Tammy Levent. Ms Fontenelle-Clarke highlighted the Soleil Summer Festival's series of events, which include the upcoming festivals of Country and Blues slated for September, Arts and Heritage in October, and Food and Rum in November ([Click here for interview](#)). Recently concluded events that formed part of the Soleil Festival were the successful debut of Roots and Soul in June and Saint Lucian Carnival.

SLTB has been engaged in a promotional drive with the major US network via a series of interviews showcasing Saint Lucia and its wide range of attractions as a choice tourist destination. Ms Fontenelle-Clarke's interview is the second of four in the series with the first airing in June featuring SLTB Executive Chairperson, Mrs. Agnes Francis who highlighted the health and wellness aspect of Saint Lucia's tourism product. The two remaining Morning Blend interviews will feature Minister for Tourism, the Honourable Dominic Fedee and will air on September 27 and October 18 respectively. All the interviews will be available on SLTB's Facebook page and its other platforms.

The SLTB is committed to promoting Saint Lucia as the premier Caribbean vacation destination thereby ensuring the continued growth of the tourism sector. Activities such as this ABC interview series are a vital demonstration of this commitment and the Board will continue to pursue similar promotional and marketing initiatives at every opportunity.

For more information about the island of Saint Lucia, call 1-800-456-3984, or 1-888 4STLUCIA or visit <http://stlucia.org/>.

About Saint Lucia

One of the southern Caribbean Islands, Saint Lucia (pronounced Saint LOO-sha) is nestled halfway down the Eastern Caribbean archipelago. The "Helen of the West Indies," Saint Lucia is known for its natural beauty and diverse attractions, including the signature Piton Mountains - a UNESCO World Heritage Site - a tropical rainforest and one of the world's few drive-in volcanoes. Culturally rich offerings include the bustling marketplace in the capital of Castries, quaint fishing villages along the coastline, and the annual Soleil Saint Lucia Summer Festival. Saint Lucia's wide range of accommodations includes world-class five-star resorts, all-inclusive resorts, intimate inns and value-oriented properties. Saint Lucia also is home to world class cruise and yachting facilities. The island is continually recognized as one of the Leading Wedding and Honeymoon destinations worldwide.

