



## **ST LUCIA: Increased Tourist Arrivals and Property Interest in 2010**



September 2010. In a tough year for tourism and property around the globe, property developers on the island of St Lucia are encouraged by reports of a significant growth in tourism in 2010 and a doubling of online searches for second homes in the Caribbean, reported by Rightmove, the online property search company. Luxury resort, The Landings, says that buyers are favouring more established destinations like St Lucia, at a time of economic uncertainty.

St. Lucia Tourist Board (STLB) reports 'a significant increase in arrivals' throughout the first half of 2010 bolstered by a 43 % increase from the United States over the same period last year. This was matched by a doubling of interest in Caribbean property at several points over the year, outpacing many destinations in Western Europe, according to Rightmove. Figures show that in May 2010 the volume of searches was 177% higher for Caribbean property than in May 2009.

Ollie Gobat, Sales Director of The Landings, says: "Buyers are reassured that St Lucia is a stable economy, is easily accessible with direct flights from the UK, and the island has not suffered from an oversupply of property, like other countries, that de-stabilises the market. St Lucia will always be popular because of the exceptional lifestyle on offer and the fact that it's a safe place to invest in property."

The increase in arrivals is partly due to an improvement in airlift to the island from the UK and US which according to official statistics has increased from 9,000 airline seats last year to 24,000 seats for 2010. British Airways increased their direct flights from Gatwick to St Lucia from three to five times per week at the end of 2009 and there have been a new service from New York with Jet Blue.

Another surprising reason for the increase is the airing of US TV reality show The Bachelor, which was filmed in St Lucia. Allen Chastanet, Minister of Tourism said: "Before the airing of the



reality television shows the average number of hits for the SLTB website was 5,000 daily, but that figure has risen to 68,000!”

St Lucia, which is part of the Windward Islands chain in the West Indies, is characterised by a lush, tropical and naturally scenic landscape that remains unspoiled. Visitors to St Lucia consistently remark on the friendliness of the locals who genuinely welcome visitors and delight in telling them proudly about their island.

The Landings is now in its third phase of construction. It has one of the best locations on the island of St Lucia with panoramic views across the calm and picturesque Rodney Bay. Orientated towards the west, the apartments all have spacious balconies, some with Jacuzzi hot tubs, which are the perfect place to appreciate the stunning sunsets and views across the bay where numerous yachts are often moored. The ocean view is framed by Pigeon Island to the north, a national park where the English fought-off the French fourteen times, and the rolling green hills of St Lucia to the south. On a clear day Martinique can also be seen to the north.

Another unique aspect is that it is the only freehold beachfront property available on the island. All other beachfront property is leased from the government whereas The Landings is built on reclaimed land, so is not subject to the same lease conditions and can therefore be sold as freehold.

The development is 5 minutes drive from Rodney Bay’s shops, bars and restaurants and 2 minutes from a championship golf course, where owners have free membership. This ensures owners to not feel too cut off, which is a common criticism of other properties in the south of the island.

The development is designed to the highest of world class resort standards in every way possible from the quality of the fixtures and fittings, to the leisure and personal services provided, including a state of the art gym, 7000 sq ft. spa, 24 hour concierge, beach bar and fine dining restaurant, shops, pools, tennis courts and more.

Prices range from US\$550, 000 (£357,735) to US\$2,400,000 (£1,561,190)

**Ends**

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