



Press Release

Date: 30<sup>th</sup> March 2011

## **New Daily British Airways Flights to St Lucia Gives Property Market a Boost**



As from 27<sup>th</sup> March 2011 British Airways started daily flights from Gatwick to St Lucia, increasing their schedule from five times per week. The new flights are welcomed by property developers and second home owners at developments such as The Landings, a luxury marina development in the north of the island where 70% of their buyers have been British to date.

St Lucia, part of the Windward Islands chain in the West Indies is a long standing holiday favorite for the British. In the last five years there has been numerous new developments of homes for second home ownership with attractive tax incentives, as well as new facilities and services that support a luxury lifestyle reflecting its 'barefoot luxury' reputation. The new flights will enable the many British home owners to have greater access and flexibility in reaching their homes, as well as boosting opportunities for renting them out to holiday makers.

Ollie Gobat, who was born on St Lucia, and is Sales Director at The Landings, St Lucia says: "The increased airlift is very welcome and makes a big difference to both the tourist and the real estate markets. An island can only develop these sectors with strong airlift and this shows the increased popularity of St Lucia as a holiday destination and place for a second or even third home. The allure of St Lucia's incomparable natural beauty and friendliness has led to this increased demand and we see it continuing to grow."

The Landings is an ultra luxury development of homes overlooking its own private marina near Rodney Bay, which is in the popular north west of the island. New facilities that have opened recently close to The Landings include a new casino (the first for the island), a multi-million pound shopping mall with designer and duty free shops, multi screen cinema and new bars and restaurants at the nearby Rodney Bay marina.

One of the unique aspects of The Landings is that it can offer the only freehold titled ownership of beachfront properties, which are normally sold as leasehold in St Lucia, as it is built on reclaimed land.



The Landings is now in phase 3 of development and is offering a range of property to purchase which includes beachfront apartments with a choice of two bedroom (1850 sq. ft), three bedroom 2638 sq. ft, three bedroom grand residences (3390 sq. f), and four bedroom duplex's (3700 sq. ft) with private pool.

Each property offers the ultimate in luxury living with a fully equipped high-end kitchen with premium-brand appliances, a spacious living room, dining room, bedrooms with en suite bathrooms and four poster beds, two balconies or a landscaped terrace. All ground floor and top floor apartments have outdoor heated, jetted plunge pools, where owners can sit with a drink and admire the view. The properties are finished in high quality materials such as stainless steel, exotic wood, imported tiles and stone.

In addition to the harbour, the extensive amenities on site include a beachfront club lounge and restaurant with beautiful views over the bay plus a fine dining restaurant overlooking the marina - 'The Palms', several pools, tennis courts, concierge services and shops. There is also a full service hair salon and a state-of-the-art fitness club and spa. The Landings provide water sports facilities including sail boats, wind surfers, kayaks and snorkeling equipment for use.

Owners at The Landings also have membership at the St. Lucia Golf and Country Club, which is a three minute drive from the resort.

Properties at The Landings start at \$850,000 (£531,000\*) for a two bedroom residence and the new beachfront residences range in price from \$1.8 (£1.12\*) million to \$3.5 (£2.18\*) million .

ends

High resolution photos available on request.

\* Exchange rate 1 USD = 0.625100 GBP

#### Contact Details

Sales Enquiries UK: Telephone 020 7079 1443, Email: [info@thelandingsstlucia.com](mailto:info@thelandingsstlucia.com), Website: [www.thelandingsstlucia.com](http://www.thelandingsstlucia.com)

#### Media Enquiries:

P1 Communications Ltd +44 (0) 207 079 1443

Vicky Goodall Email: [vicky.goodall@p1communications.com](mailto:vicky.goodall@p1communications.com)



THE  
LANDINGS<sup>®</sup>  
*St. Lucia*