



In its second year, the St. Lucia Food and Rum Festival (1st-4th November 2007) is a gastronomic event which attracts some of the best chefs, wine and rum connoisseurs, and food critics from across the Caribbean and further afield. Another fantastic event new to St. Lucia is the boxing spectacular 'Showtime in Paradise' (16th November 2007) which will premier at the Beausejour Cricket Ground.

The world famous St. Lucia Jazz festival (2nd-11th May 2008) offers an enviable line up of international artists. The Kalalu festival (6th-9th

December 2007), is an annual festival devoted to the genre of world-music, which premiered last year.

Visitors will be treated to an eclectic mix of music ranging from ethnic African street songs to smooth contemporary jazz, salsa rhythms and Latin funk, produced by internationally acclaimed artists.

This November, Virgin Atlantic will be re-launching their Manchester to St. Lucia route, which will be a once a week direct route. This service will now run year round, due to the success of last winter.

For further information, please contact St Lucia Tourist Board on 020 7341 7000 or email [sltbinfo@stluciauk.org](mailto:sltbinfo@stluciauk.org).

## UK arrivals for St. Lucia soar

St. Lucia has seen an exceptional growth in UK arrival figures this summer with a 20.8% increase for the month of June, year on year. This is the highest nominal increase of that magnitude since April 2005. The arrival figures could be attributed to marketing campaigns for Cricket World Cup 2007 as well as a number of press and familiarisation trips which took place in the prior months, all helping to raise awareness of the destination. Also through until Nov 07, tourists can save up to 25% on selected accommodation and attractions with the 'St. Lucia Summer Savings' promotion.

The Virgin Atlantic Manchester direct route starts again 15th November and will continue as an all year round route. Visitors to St. Lucia in November can experience the Food & Rum Festival (1st-4th Nov), followed by St. Lucia's newest addition to its yearly calendar, Boxing In Paradise (16th Nov).