

For Immediate Release

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## Coco Palm Appoints Shine Brighter's Chelcie Lewis As UK Representative

**Rodney Bay Village (17 August 2017)** Rodney Bay Village, SAINT LUCIA (17 Augusts 2017) Saint Lucia's award-winning resort, Coco Palm, has appointed Shine Brighter Marketing, headed by Chelcie Lewis, as their Sales & Marketing representative based in the UK. Chelcie will be working with the travel trade and consumers promoting the Rodney Bay Village hotel in the UK and Europe with training in Canada and the US markets.

Coco Palm's Managing Director, Mark Ferguson, welcomed Chelcie Lewis to the Marketing team as the Rodney Bay Village 100 room boutique hotel continues to implement a strategic approach to its global marketing. "Chelcie's experience working with the trade has won her many accolades which Coco Palm is keen to capitalise on through her network and strong following in the travel industry."

Chelcie Lewis, formally with the Saint Lucia Tourist Board UK for seven years, launched Shine Brighter Marketing in July 1<sup>st</sup>, 2017 with Coco Palm as her first client. "It is a pleasure to represent Coco Palm through Shine Brighter Marketing as I love the property and feel it represents true Saint Lucian hospitality through both its product and people on the team".

According to Ms. Lewis, Shine Brighter Marketing acts as representation in the UK and Europe for a range of "amazing products based on the island of Saint Lucia, providing a bespoke and professional marketing service. Coco Palm is one of three clients that Shine Brighter Marketing services represents in Saint Lucia."

Chelcie Lewis is British born with close ties to Saint Lucia, as her family originates from Choiseul on South-West coast of the island. Ms. Lewis is a marketing consultant who holds a BA with Honours in English, Language Literature and Media Studies and also a Masters in Business Administration (MBA).

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Located in the heart of Saint Lucia's entertainment capital, Coco Palm caters to both corporate and leisure market offering an authentic Caribbean boutique hotel with affordable rates and personalized service. For further details, contact Reservations on +1 758 456 2800 or [reservations@coco-resorts.com](mailto:reservations@coco-resorts.com) to plan your visit. For meetings or that special event contact Coco Palm +1 758-456-2800 x2815 or further information email [marketing@coco-resorts.com](mailto:marketing@coco-resorts.com) or visit [www.coco-resorts.com](http://www.coco-resorts.com)