



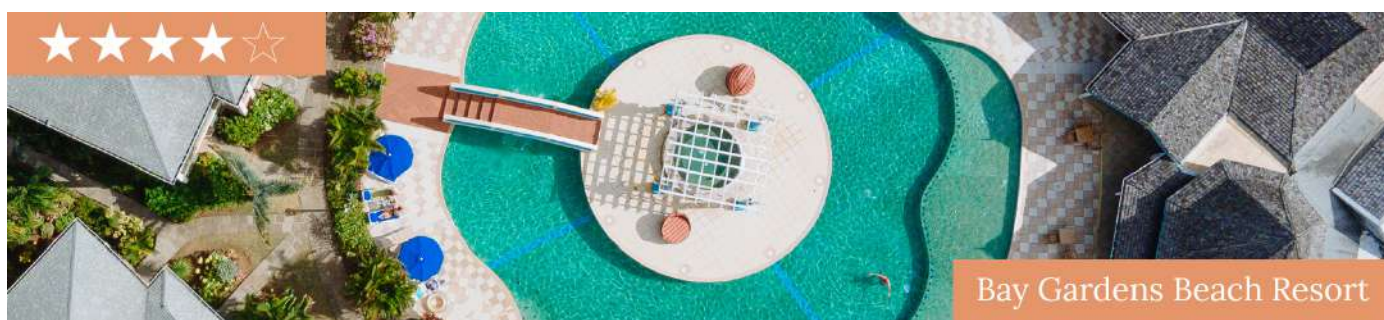
THE BAY BRIEF

THE EXCLUSIVE TRAVEL AGENT NEWSLETTER

Bay Gardens
Resorts
Saint Lucia, WI

Hello Agents!

Welcome to Bay Brief, your exclusive travel agent insider guide to all things Bay Gardens Resorts! Each month, we're bringing you the latest property updates, exclusive agent offers, upcoming events, and everything you need to sell Saint Lucia with confidence. Consider this your direct line to paradise packed with the tools, insights, and inspiration to help your clients create unforgettable Caribbean memories. Let's dive in!



Whats New?

Bay Gardens Resorts Completes First Phase of Multi-Year Property Enhancement Program

Bay Gardens Resorts, Saint Lucia's largest locally owned and operated hotel group, has successfully completed the first phase of its multi-year property enhancement program, marking a significant milestone in the company's continued commitment to elevating the guest experience.

Over the past two years, Bay Gardens Resorts has invested an estimated US\$13 million in renovations, new dining concepts, and property enhancements across its portfolio, including the debut of Sapphire Sands Villas, with additional phases planned through 2028.

- Bay Gardens Beach Resort & Spa

Guests can now enjoy a redesigned lobby and a renovated Hi-Tide Restaurant, alongside new dining experiences including Driftwood Pizzeria, offering artisanal pizzas in a relaxed beachfront setting, and Bay Bites, a solar-powered beachfront food truck serving casual island favourites.



- Bay Gardens Hotel

The lobby has been transformed into a bright, contemporary gathering space, complemented by the renovation of the buffet room and restaurant, and a refresh of all Standard Rooms. The redesigned guest rooms feature light wood furnishings, woven textures, and soft blue accents inspired by Saint Lucia's natural beauty.



- Bay Gardens Marina Haven

Guests can experience a reimagined lobby, upgraded guest rooms, a redone buffet, and new restaurant furniture, along with Knots Bar, a poolside bar designed for relaxation and connection.



- Bay Gardens Inn

Lobby enhancements have created a refreshed and more welcoming arrival experience, featuring a newly designed front desk area, stylish new lobby furniture, and a dedicated guest baggage storage area.

Looking Ahead

These upgrades complement Bay Gardens Resorts' broader investment strategy, which includes the recent opening of Sapphire Sands Villas, the company's new luxury villa-hotel offering featuring a new spa, a new restaurant concept, and dedicated butler service for guests. Additional enhancement phases are planned through 2028, including upgrades to the group's conference facilities beginning next year.

What Happened?

Saint Lucia Kings Welcomed at Sapphire Sands Villas

The 2026 Caribbean Premier League (CPL) has arrived in Saint Lucia, and the Saint Lucia Kings were officially welcomed to the island with a special cocktail reception hosted by the Saint Lucia Tourism Authority.

The reception was held at Kimchi & Kallaloo, the newly opened Korean BBQ restaurant at the luxurious Sapphire Sands Villas by Bay Gardens Resorts. The evening brought together the Saint Lucia Kings Management Team, players, and tourism stakeholders ahead of the team's home matches at the Daren Sammy Cricket Ground from August 12–21.

Welcoming the team was Louis Lewis, CEO of the Saint Lucia Tourism Authority, who wished the players a successful CPL season, favorable weather, and, of course, victory on home soil. Head Coach Daren Sammy introduced the 2026 squad, highlighting both the new and returning players. This year's team features talent from across the region and beyond, including Saint Lucia, Jamaica, Barbados, Trinidad & Tobago, and South Africa.

Beyond hosting the welcome reception, Sapphire Sands Villas is also serving as the official home base for the Saint Lucia Kings throughout their stay in Saint Lucia, providing the team with a comfortable and luxurious setting as they prepare for their CPL fixtures.

Guests at the reception also had the opportunity to experience Kimchi & Kallaloo, which brings a distinctive dining concept to Saint Lucia and adds a fresh culinary experience to the island's growing hospitality scene.

With five home matches ahead, the Saint Lucia Kings are ready to take on the competition, and the island is looking forward to another exciting CPL season.



Sapphire Sands Welcomes First Guests

July marked an exciting milestone for Sapphire Sands Villas as we officially welcomed our very first guests during the property's soft launch.

The inaugural stay hosted three guests from Trinidad, who enjoyed an exclusive experience in one of our spacious two-bedroom luxury villas. As part of the soft launch, a limited number of guests are being welcomed to experience the property while our team fine-tunes every detail ahead of the official grand opening.

The soft launch provides an opportunity to showcase the comfort, privacy, and personalized service that will define the Sapphire Sands Villas experience. Guests can enjoy beautifully appointed accommodations, modern amenities, and the tranquil atmosphere that makes the property an ideal destination for couples, families, and groups seeking a premium Caribbean escape.

Welcoming our first guests is a proud moment for the entire Sapphire Sands Villas team and represents the beginning of an exciting new chapter. We look forward to hosting more visitors throughout the soft launch period as we continue preparing for our official opening.

We extend a warm thank you to our first guests for being part of this special milestone and can't wait to welcome many more travelers to experience luxury by the sea at Sapphire Sands Villas.



Whats Coming?

For your clients planning to visit St. Lucia in the next 90 days, here's what to expect from the island and Bay Gardens Resorts

September Me-Cation Special: **Solo Travel Reimagined in Paradise**

For travelers looking to slow down, recharge, and enjoy some well-deserved time for themselves, the September Me-Cation Special at Bay Gardens Resorts offers the perfect opportunity to escape the everyday and experience Saint Lucia at their own pace.

Clients can enjoy up to 25% off accommodation at selected properties, plus up to US\$300 in resort credit to enhance their stay. The offer also includes a welcome cocktail on arrival, complimentary Wi-Fi, non-motorized water sports, unlimited passes to Splash Island Water Park, and complimentary shuttle service between Bay Gardens properties. Guests at select properties can also enjoy complimentary daily breakfast.

A Me-Cation is all about having the freedom to make the trip exactly what they need it to be. Whether they want to spend their days relaxing by the pool, exploring the island, enjoying some self-care, or simply slowing down and doing nothing at all, Saint Lucia provides the perfect setting.

For travel advisors, this is a great opportunity to recommend a getaway to clients who are ready to press pause, prioritize themselves, and enjoy a little me-time in paradise. Whether they are experienced solo travelers or simply looking for a peaceful getaway on their own, a [September Me-Cation at Bay Gardens Resorts](#) offers the perfect excuse to make time for themselves.



Experience the Heart of Saint Lucia During Jounen Kwéyòl 2026

For travelers seeking an authentic Caribbean cultural experience, Jounen Kwéyòl (Creole Day) is the perfect time to visit Saint Lucia. Recognized as the island's largest and most vibrant cultural celebration, this beloved festival culminates on Sunday, October 25, 2026, when communities across the island come alive with traditional food, music, dance, and Creole heritage.

While the festivities can be enjoyed island-wide throughout the month of October, the official host communities for 2026 are Choiseul, located on the island's scenic southwestern coast, and Castries, the vibrant capital city.

One of the biggest highlights of Jounen Kwéyòl is the island's incredible cuisine. Visitors can indulge in authentic Creole favorites prepared using traditional methods, including Saint Lucia's national dish, green fig and saltfish, alongside local specialties such as accra (fish cakes), avocado with farine, and freshly brewed cocoa tea.

The celebration is also a feast for the eyes, as locals proudly showcase the island's heritage by wearing colorful Madras attire, with women dressed in the elegant wob dwiyet, creating vibrant scenes perfect for memorable photos.

No Jounen Kwéyòl celebration would be complete without music. The streets come alive with the sounds of traditional Kwéyòl folk music, featuring rhythmic drumming, bamboo flutes, singing, and energetic street dancing that invite visitors to join the festivities.

For travel advisors, Jounen Kwéyòl offers the ideal opportunity to position Saint Lucia as more than a beach destination. It's a chance for clients to immerse themselves in the island's rich culture, connect with local communities, and create unforgettable memories during one of the Caribbean's most celebrated cultural festivals.

Book your client's [Jounen Kweyol package here](#).



Agent Spotlight

For over a decade, **Christine Miranda Miller**, founder of Miranda Vacations, has been helping travelers turn their dream vacations into unforgettable experiences. Since entering the travel industry in 2014, Christine has built a thriving business rooted in expertise, genuine relationships, and a passion for creating seamless travel experiences.

Her journey into travel began after seeing a post from her cousin about a travel agency opportunity. Having spent years organizing girls' trips for family and friends, Christine knew she had found her calling. What started as an introduction to the industry quickly evolved into a successful career, allowing her to carve out her own path as a trusted travel advisor.

Beyond travel, Christine has dedicated nearly 20 years to the field of education, balancing a full-time career while also

growing her agency. She is also a devoted wife and proud mother to her young daughter, embracing this new chapter of motherhood while learning to balance family, education, and entrepreneurship.

When asked what advice she would give to aspiring travel advisors, Christine emphasizes the importance of education and preparation. She encourages new agents to focus on learning the destinations and products they want to specialize in before selling them, build strong relationships with Business Development Managers (BDMs), and actively network through organizations such as the American Society of Travel Advisors (ASTA). Her philosophy is simple: don't just wing it build your business on knowledge, strategy, and meaningful connections.

Although Christine has explored many destinations, her travel bucket list continues to grow. At the top is Cape Verde, where she hopes to visit with her husband and daughter to reconnect with their cultural heritage. South Africa is another dream destination, offering the perfect combination of world-renowned vineyards and unforgettable safari adventures. And after already falling in love with Saint Lucia, she's looking forward to returning this time to experience the island's vibrant Kiddies Carnival with her family.

When Christine thinks of Bay Gardens Resorts and Saint Lucia, she immediately thinks of warm hospitality, beautiful beaches, and an unbeatable location. She describes the destination as welcoming and effortless to enjoy and is especially excited to see the new villas that were under construction during her last visit.

Through her passion, dedication, and commitment to continuous learning, Christine Miranda Miller continues to inspire travelers while proving that with the right balance of expertise and heart, every vacation can become a memorable experience.



Exclusive Agent Offers

Experience Bay Gardens: **Complimentary Day Pass for Travel Agents**

The best way to sell Bay Gardens Resorts is to experience it yourself. That's why we're excited to introduce our Travel Agent Day Pass Program – designed specifically for agents who want to truly know our properties before recommending them to their valued clients.

As a registered travel agent, you're invited to enjoy a complimentary full day pass to experience Bay Gardens Resorts firsthand. Bring your family, friends, or colleagues along; up to four additional guests can join you at 20% off our regular day pass rates.

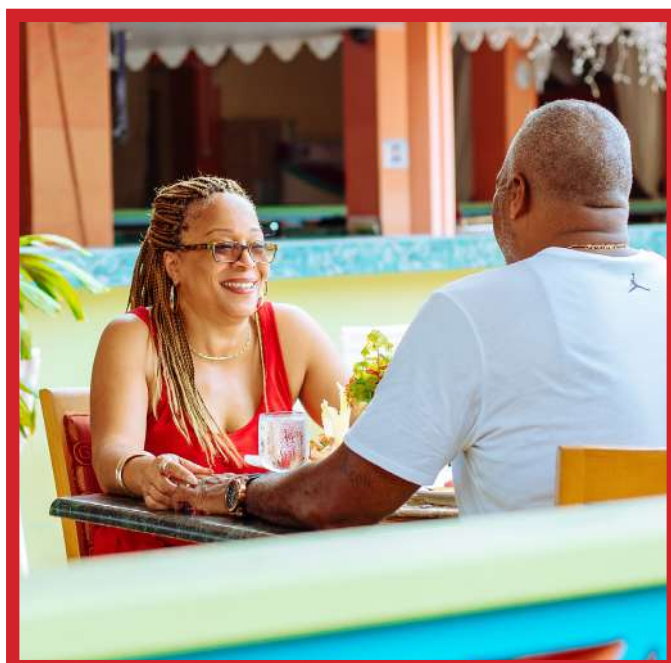
During your visit, we'll arrange a property site inspection with one of our team members who can answer your questions, share insider tips, and provide you with agent resources to take back to your office. We want you to leave feeling fully equipped to sell Bay Gardens with enthusiasm and expertise.

How to Book Your Day Pass

Contact our Marketing Team at marketing@baygardensresorts.com at least 48 hours in advance to arrange your visit. Please provide:

- Your agency name and IATA/CLIA number
- Preferred date for your visit
- Number of guests accompanying you (up to 4 at discounted rate)

We'll confirm your reservation and site inspection and provide all the details you need for a seamless visit.



Rewards Program: Any bookings made they can collect points to put towards their own holidays.

New Bay Gardens Resorts Rewards

Points per Room* (Points expire after 24 months)

Reward Type	Amount	Criteria	Products	Room Type
Points for Stays/Cash	10 points	4-6 nights	BGH, BGI, BGMH, BGBR	EP, B&B
Points for Stays/Cash	20 points	4-6 nights	BGH, BGI, BGMH, BGBR	All-Inclusive
Points for Stays/Cash	20 points	7+ nights	BGH, BGI, BGMH, BGBR	EP, B&B
Points for Stays/Cash	40 points	7 + nights	BGH, BGI, BGMH	All-Inclusive
Points for Stays/Cash	10 points	4-6 nights	WEV	EP, B&B
Points for Stays/Cash	20 points	4-6 nights	WEV	All-Inclusive
Points for Stays/Cash	40 points	7+ nights	WEV	EP, B&B
Points for Stays/Cash	80 points	7 + nights	WEV, BGBR	All-Inclusive

Point/Cash Value

1 point = 1 £/\$/EUR

Points Required for Redemption for Night Stay

Property	Room Type	Points for Night
BGH, BGI, BGMH	B&B	60
BGH, BGI, BGMH	All-Inclusive	120
BGBR	B&B	100
BGBR	All-Inclusive	200

Meet Our **Spotlight** Team Members

At Bay Gardens Resorts, our people are at the heart of creating memorable experiences. This month, we feature **Jenna Samuel**, Event Sales Manager, who has been a valued member of the Bay Gardens team for almost a year.

Although Jenna has been with us long, her dedication, leadership, and commitment to excellence have already made a significant impact. Her outstanding contributions were recognized when she was named Group Manager of the Quarter 2025 and Best New Group Manager of the Year 2025.

Jenna enjoys being part of a dynamic team that creates exceptional guest experiences while working within a locally owned, family-run company built on genuine hospitality, community, and people-first values. Her guiding belief is that “great results come from balancing empathy, passion, determination and strong relationships.” Inspired by her faith and

the support of her family, Jenna brings these values into her leadership, teamwork, and daily approach to challenges. Outside of work, Jenna enjoys reading, expanding her knowledge of psychology, exploring new restaurants and cuisines, and spending time with her puppy, Mr. Mochi Samuel.

One of Jenna’s proudest moments at Bay Gardens Resorts was being part of the team that executed catering for the Jazz events alongside the Bay Gardens Beach Resort team. Despite many team members being new to the company, the team worked together to deliver a seamless experience that was recognized for its exceptional service, culinary offerings, and professionalism.

Looking ahead, Jenna is passionate about continuous improvement, team development, and strengthening event operations to create even more outstanding experiences for guests and clients. We are proud to have Jenna Samuel as part of the Bay Gardens Resorts family and celebrate the impact she continues to make within our team.



Your Guest Reviews

Below is a snapshot of what guests are saying about their Bay Gardens Resorts experience and a space for you to share your own guest reviews as well.

Review by Stephane P

My family and I recently had the pleasure of staying at Bay Gardens Hotel, and I can honestly say that we had a wonderful experience from start to finish.

The hotel was clean, comfortable, and welcoming, and the staff went above and beyond to make our stay enjoyable. From the friendly front desk team to the attentive wait staff, everyone made us feel valued and at home.

A special thank you to the Bay Gardens team for helping to make my husband's birthday so memorable. He truly enjoyed every moment, and your kindness and hospitality made the celebration extra special. My son also had a fantastic time, and it was wonderful to see him enjoying himself throughout our stay.

The excellent customer service, warm atmosphere, and attention to detail made our visit one to remember. We are grateful for the care and professionalism shown by the entire team.

Thank you, Bay Gardens Hotel, for a truly amazing stay. We look forward to visiting again in the future and creating even more wonderful memories

Review by Jesse R

We just wrapped up a weekend family stay at Bay Gardens Hotel, and it was nothing short of incredible. From the moment we arrived, the overall atmosphere of the hotel felt incredibly welcoming, relaxing, and comfortable. It has a fantastic vibe that immediately lets you unwind.

A few highlights that made our stay so special:

The Staff: Honestly, the team here is exceptional. Everyone we encountered was genuinely friendly, incredibly helpful, and went out of their way to ensure our family had a seamless stay.

The Food: Every single meal was fantastic. The quality was top-notch, and the flavors were excellent, we looked forward to every dining experience.

The Beach: Absolutely beautiful, pristine, and the perfect setup for a relaxing family day by the water.

If you are looking for a wonderful, stress-free family getaway with excellent service, we cannot recommend Bay Gardens Hotel enough. We will definitely be back!

A Taste of Saint Lucia

Each month, we're bringing the flavors of Saint Lucia directly to your kitchen with an authentic local recipe you can recreate at home.

Recipe – Creole Michelada

INGREDIENTS:

- A dash of Tabasco
- A dash of cinnamon
- A dash of Sweet & Sour
- 4 oz Chairman's Spiced Rum
- 1 tablespoon cranberry juice
- 4 oz Piton Beer

INSTRUCTIONS:

1. Mix all ingredients together, shake well with ice cubes and serve chilled
2. Garnish with lime and enjoy

