



SECTOR PROFILE

TOURISM

#1

HONEYMOON DESTINATION

Twelve-time World's Leading Honeymoon Destination. (World Travel Awards)

1.2m

TOURISM ARRIVALS

Tourist arrivals in 2018 and 2019 were over 1.2 million with 2019 recording the highest in Saint Lucian history.



WORLD HERITAGE SITE

Saint Lucia's main attraction is the UNESCO World Heritage Site, the Pitons Management Area inscribed in 2004.

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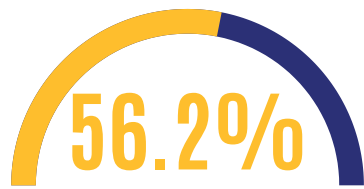
EASTERN CARIBBEAN DESTINATION

Most tourism arrivals in the Eastern Caribbean in 2020, the pandemic year. (ECCB)

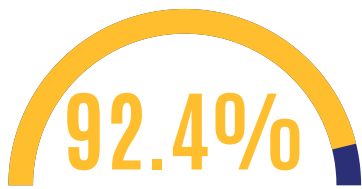
"Saint Lucia is one of the most sought-after tourism destinations for global travellers seeking adventure, luxury and romance travel."

Beautiful white and volcanic sand beaches, rich culture, indigenous flora and fauna and Caribbean cuisine has kept tourism as Saint Lucia's flagship product. Island-hoppers, adventurers, and newlyweds come to the small island and Saint Lucia remains one of the most sought-after tourism destinations in the region and in the world.

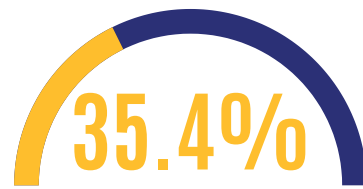
The country is undefeated in winning the title World's Leading Honeymoon Destination 12 times at the annual World Travel Awards. Saint Lucia's UNESCO World Heritage Site also boasts the world's only drive-in volcano, the Sulphur Springs, and the iconic twin peaks Petit Piton and Gros Piton.



Saint Lucia is just over half of its room capacity at 5,618 rooms aiming to build 4,382 more.



Percentage of tourism arrivals who were stay-over visitors in December 2020 following the lockdown period.



2020 tourism arrivals during the pandemic year was 35.4% of the record-breaking number of 2019.

Some of the lauded brands established and growing in Saint Lucia



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