

SUGAR BEACH

A VICEROY RESORT • ST. LUCIA

SUGAR BEACH, A VICEROY RESORT EMBARKS ON EXPANSIVE RENOVATION PLAN TO DEBUT NOVEMBER 2021

Iconic St. Lucia Resort To Unveil New Accommodations, Upgraded Culinary Outlets, Renovated Spa and Wellness Facilities, and More



SOUFRIÈRE, Saint Lucia (August, 2021) – November 2021 will mark a new chapter for [Sugar Beach, A Viceroy Resort](#), an iconic Caribbean destination located on the shores of the picturesque St. Lucia coastline. Embarking on a five-month closure beginning June 1, the property will reopen its doors November 1 with an enhanced guest experience through a variety of property renovations and experiential upgrades. Set to debut are nine accommodations, a plethora of upgraded culinary outlets, brand-new beachside fitness facility and expansive amenity enhancements including a refreshed spa and new main pool area.

“We are excited to kickstart this multi-phase renovation journey that will bring a new and elevated luxury guest experience to our already celebrated Sugar Beach property,” says General Manager Mark Sterner. “Every aspect of the renovation has been thoughtfully designed to bring the best out of each space and provide a new level of service, privacy and hospitality to our valued guests. Those visiting in November can expect to see Sugar Beach completely revived and like they’ve never experienced before.”

The property is currently home to a variety of culinary destinations from fine-dining to al-fresco, all set to get a luxury upgrade come November. The fine-dining restaurant, located in the main house, will see an interior refresh that will further show off its grand location overlooking the beach and UNESCO Pitons, alongside the addition of a new open-air bar experience. Down by the beach at the popular al-fresco dining locations, a new barefoot luxury culinary journey will await. Various enhancements will be unveiled including the expansion of undercover outdoor seating areas that will allow guests to dine beachside no matter the weather.

The iconic main pool sitting beneath the edge of the UNESCO Pitons mountains, will be completely renovated to debut a totally new guest experience. A multi-tiered landscaped design of the pool area is being built to house a fleet of exclusive luxury cabanas and a brand-new poolside bar where guests can order light bites and drinks. Also overlooking the main pool, a special events lawn is being landscaped to accommodate the increased requests for private celebrations and functions.

Catering to the soaring demand for private accommodations, November will see the addition of nine new luxury guest rooms. Four one-bedroom beachfront bungalows are being built right on the shoreline, while five one-bedroom luxury cottages are being built higher up the mountain. Each will unveil a contemporary

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interior design with a fresh, neutral color palette, complemented by unmatched views of the estate gardens, Pitons and beach.

A brand-new spa and wellness experience will also debut come November. The property's award-winning Rainforest Spa, nestled in the heart of an actual rainforest surrounded by lush foliage and soaring mountain vistas, will add one couples treehouse treatment room. Bringing the total treatment room count to 10, the new couples treehouse will be built on stilts and perched high above the ground. With a completely different design to the existing treatment rooms, the new treehouse will have large glass windows that overlook the serene forest, an indoor free-standing bathtub, outdoor shower and balcony that will provide various options for couples to relax before and after their treatments. A new spa partner will also be announced when the property reopens alongside an exciting, revised treatment menu, and a refreshed lobby space. A new wellness and fitness facility is also being built more centrally located right on the beach and will be home to a gymnasium and yoga studio.

As Sugar Beach is set to unveil this new chapter of its legacy, those visiting from November 2021 will be the first to experience the enhanced product that will be amplified with the property's well-known, top of the line service and impeccable island hospitality.

For more information, please visit: <https://www.viceroyhotelsandresorts.com/sugar-beach>

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About Sugar Beach, A Viceroy Resort

Located on the white sand of Saint Lucia's famed Sugar Beach, among 100 acres of lush rainforest and framed by the Eastern Caribbean island's landmark UNESCO World Heritage-listed Pitons, this iconic resort features luxury guest rooms, cottages, bungalows and villas - each with its own private plunge pool - as well as privately owned Residences and new Beachfront Collection homes. Ideal for couples, families and weddings alike, Sugar Beach offers personalized butler service in every guest accommodation, water sports, spa treatments in the Rainforest Spa, direct beach access and unsurpassed views in every direction. The indoor-outdoor architecture throughout the property is breezy, white and light - a nod to the property's history as a former 18th century working sugar plantation. From the finest international cuisine to delightfully casual tropical tastes, guests can sample everything from local Mahi-Mahi and freshly-caught sashimi to traditional afternoon tea and the island's most sought-after rums at Sugar Beach's six restaurants & bars.

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