

SUGAR BEACH

A VICEROY RESORT • ST. LUCIA

ICONIC SUGAR BEACH, A VICEROY RESORT, REOPENS NOVEMBER 1, DEBUTING NEW LOOK FOLLOWING FIVE-MONTH CLOSURE

Nine New Guestrooms, Food and Beverage Enhancements, Spa Upgrades and New Amenities Breathe Fresh Life into Iconic Caribbean Resort



SOUFRIÈRE, Saint Lucia (November 2021) –The Caribbean’s most legendary resort, Sugar Beach, debuts a fresh new look that marks the next chapter in the properties near 30-year history. Following a five-month closure, the iconic destination located on the shores, nestled between the picturesque UNESCO Pitons of St. Lucia, has completed [expansive renovations and immersive upgrades](#) that enhance the overall guest experience. From nine new Luxury Cottages and Beachfront Bungalows, a culinary overhaul with the launch of a new poolside bar and various updates to its existing restaurants, alongside amenity enhancements including a refreshed spa, brand-new main pool experience and beachside fitness facility. To compliment this fresh new look, Sugar Beach has also expanded on its impressive museum-quality art collection, with modern original art from talents like Andy Warhol, Damien Hirst, Banksy, Tom Sachs, KAWS and Jeff Koons. Those visiting from November 2021 will be the first to experience the elevated Sugar Beach resort experience that sets the standard of luxury in the Caribbean.

“Today marks a new chapter for our beloved resort as we debut an expansive renovation and experiential overhaul that provides travelers with a new Sugar Beach experience,” says Mark Griffiths, Regional Vice President of Operations for Viceroy Hotels & Resorts. “As we enter our 30th anniversary in 2022, our brand-new resort honors the exemplary service and experience the property is celebrated for, but with the luxury enhancements that the refined traveler is seeking today. Through the various new accommodations, event space and culinary outlets, we have masterfully created a new, yet authentic travel experience for our guests.”

Catering to the soaring demand for private accommodations, Sugar Beach has added [nine new luxury guest rooms](#) including four one-bedroom Beachfront Bungalows and five Luxury Cottages, all with a contemporary new design. Perched along the pristine shoreline, the new Beachfront Bungalows allow guests to walk straight from their rooms right onto the beach. Each bungalow is complete with an outdoor hammock on the sand, private outdoor terrace area, beautifully chic indoor lounge space as an extension of the bedroom, free-standing bathtub and floor-to-ceiling windows that provide panoramic views of the beach and UNESCO Pitons. The one-bedroom Luxury Cottages built higher up the mountain are all complete with contemporary interiors with a fresh neutral color palette of white and beige tones. Private lounge terraces are complimented by a beautiful plunge pool that overlooks the impressive surrounding UNESCO Pitons. Guests staying at all accommodations at Sugar Beach have access to their own private butler as well as their own private plunge pool.

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Culinary remains a core pillar of Sugar Beach, with a celebrated collection of [dining experiences](#). All these spaces have been further elevated through this master renovation, and in addition, Sugar Beach has welcomed a new Executive Chef Simon Winchester. Winchester has launched brand-new menus at each of the restaurants that celebrate St. Lucian culture and support the local farmers, fisherman and chocolatiers. The property's signature fine-dining restaurant, the **Great Room**, has received enhancements to the existing structure, with the addition of beautiful glass windows and sliding doors that open up to overlook the terrace and to views of the striking Piton mountains and beach. Inspired by the lush flora of the Sugar Beach estate, an interior green garden breathes a fresh design element to the space, planted as a feature in the middle of the formal dining room. A beautifully designed new bar has been added as an extension of the dining room in the open-air **Palm Court**. The marble-top nine-seater bar brings a new level of vibrancy to the lounge area that is already complemented by museum-quality artwork and contemporary furniture.

Down by the beach, a new barefoot luxury culinary journey awaits at **The Jalousie Grill**, that has launched an outdoor grill and expanded undercover al-fresco seating area so more guests can dine shoreside no matter the weather. The popular shoreside **Bayside Restaurant** has received a refresh in the shape of a brand-new state-of-the-art kitchen facility and additional outdoor seating area. Most impressively, a new place to order poolside bites and drinks is available at the brand-new **Bayside Bar** perched near the new fleet of private luxury cabanas that have been added to the main pool area.

The **main pool has been completely rebuilt**, debuting a striking new luxury design with an elevated coastal resort feel with theatre-style lounge chairs and chic cabanas that elevate the communal amenity experience for guests. Following the increase in private celebrations and functions, Sugar Beach has complemented its existing iconic backdrop with the launch of a special events lawn that has been landscaped overlooking the new main pool. This provides guests with a new way to entertain and celebrate in the Caribbean, amongst iconic surroundings.

The property's tranquil and famed [Rainforest Spa](#), nestled in the heart of an actual rainforest surrounded by lush foliage and soaring mountain vistas, has launched a contemporary couples treehouse treatment room alongside a refreshed lobby space. Bringing the total treatment room count to 10, the new couples treehouse is built on stilts and perched high above the ground. With a completely different design to the existing treatment rooms, the new treehouse is complete with large glass windows that overlook the serene forest, an indoor free-standing bathtub and outdoor shower that provides various options for couples to relax before and after their treatments. Sugar Beach also announces Tata Harper as its new spa partner, debuting a new treatment menu with bespoke services.

A **brand-new wellness and fitness facility** has been built more centrally located at the heart of the property, steps from the resort's pool and shoreline. The gymnasium has been fitted with state-of-the-art equipment and a yoga studio that will host an array of wellness classes. The interior design fits with the contemporary theme - wood panels adorn the walls while floor-to-ceiling glass windows open the views up to overlook the lush surroundings and turquoise waters.

For more information on Sugar Beach, A Viceroy Resort please visit:
<https://www.viceroyhotelsandresorts.com/sugarbeach>

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About Sugar Beach, A Viceroy Resort

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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 on a little bit of everything at Sugar Beach's seven restaurants & bars.

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