



SAINT LUCIA

LET HER INSPIRE YOU

THE ISLAND OF SAINT LUCIA RELEASES “IT’S IN OUR NATURE” VIDEO, A MESSAGE OF SOLIDARITY & HOPE

April 8th, 2020

The Saint Lucia Tourism Authority (SLTA) released a new destination video, [“It’s In Our Nature”](#) as a message of solidarity and hope in the wake of the worldwide COVID-19 pandemic.

The message is clear, we must stand strong together in unity to help flatten the spread of the virus. This is all our responsibility, but more importantly “It’s in our Nature”.

As a destination, Saint Lucia prides itself on the power of its people, one of its greatest strengths. The ethos for “**It’s in Our Nature**,” is built on the inspiring qualities of the island through its people, culture, nature and ability to stand strong together across the globe.

It’s in Our Nature

To Stand Strong.

It’s in Our Nature

To be a Global Community.

It’s in Our Nature

To Keep Our Loved Ones Safe & Inspire Generations to Come.

By staying home today, we can travel again tomorrow. The island of Saint Lucia has taken extensive safety measures to protect its people and visitors. In the meantime, let’s all do our part during this global crisis. Once this passes, Saint Lucia will be ready to welcome you again, see you soon! LET HER INSPIRE YOU.

For some inspiration, please visit us online on Instagram [@TravelSaintLucia](#), Facebook [@SaintLuciaUK](#) and Twitter [@SaintLuciaUK](#)

For up-to-date information, frequently asked questions and procedures in place in Saint Lucia during the COVID-19 crisis, please visit <https://www.stlucia.org/en/covid-19>.

ENDS

For more information please contact Liz Fay at SLTA: lfay@stluciauk.org

ABOUT SAINT LUCIA

One of the Windward Islands of the West Indies' Lesser Antilles, Saint Lucia is nestled halfway down the Eastern Caribbean archipelago. Saint Lucia is known for its natural beauty and diverse attractions, including the signature Piton Mountains (a UNESCO World Heritage Site), a tropical rainforest, the highly-Instagrammed mud baths at Sulphur Springs Park and one of the world's few drive-in volcanoes. Culturally rich offerings include the bustling marketplace in the capital of Castries, quaint coastline fishing villages, and a robust calendar of annual events that attract visitors from around the globe. Saint Lucia's wide range of accommodations includes five-star hotels, all-inclusive resorts, intimate inns, and value-oriented properties. The destination also offers world-class cruise and yachting facilities. The island is continually recognized as one of the leading wedding and honeymoon destinations worldwide. The Saint Lucia Tourism Authority is the official destination marketing and promotion organization for Saint Lucia. Learn more at www.stlucia.org and follow on [Instagram](#), [Facebook](#), and [Twitter](#).