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Island Routes Caribbean Adventure Tours Launches in St. Lucia and Antigua

MONTEGO BAY, Jamaica, Dec. 16 /PRNewswire/ -- Island Routes Caribbean Adventure Tours is proud to announce the launch of their new tour operations in St. Lucia and Antigua. These two exciting destinations now join Jamaica as part of the unique Island Routes Caribbean experience.

"We are thrilled to bring Island Routes to St. Lucia and Antigua and to be able to add our support to the tour sector's diverse cultural and adventure attractions," says Dominique Peterkin, General Manager of Island Routes. "Both of these destinations have a rich history and so many natural wonders; we want their visitors to know this too, to see and do as much as they can, and then come back again to experience even more."

Tours promoted by Island Routes have gone through a comprehensive selection process, and Island Routes' Certified Partner Program ensures clients a choice of only the "best-of-the-best" activities and excursions. Island Routes has 10 Certified Partners and 16 tours available in St. Lucia. In Antigua, there are 9 Certified Partners and 19 tours. All of these will be marketed to vacationers and available for pre-booking by phone or on the Island Routes website, or for booking by guests already on-island who visit an Island Routes tour desk.

"Island Routes has introduced an innovative approach to marketing the beauty of St. Lucia by making our tours and excursion known globally to all prospective visitors to the Island," says Bryan Deveaux-Managing Director of Palm Services Ltd. in St. Lucia. "It opens up wider markets to our tour suppliers and provides the opportunity to increase our revenue and grow our business. We welcome this new approach and look forward to being a Certified Partner with Island Routes Caribbean Adventure Tours."

"Tropical Adventures is looking forward to a joint partnership with Island Routes Caribbean Adventure Tours in providing an adventurous and enjoyable vacation which captures the beauty of Antigua and ensures visitors to the country will get easy access to all Antigua has to offer," says Pia Baptiste, General Manager of Tropical Adventures in Antigua.

To provide the best and most knowledgeable customer service experience at their tour desks, Island Routes hires their staff and Island Specialists locally to better promote the destination and get vacationers out to see what's special and unique. And, all Island Specialists can talk first-hand about every Island Routes excursion, as they have experienced each and every one as part of their training.

Island Routes adventures are as varied as their destinations and offer something for everyone. St. Lucia is one of the leading whale watching sites in the Caribbean and Island Routes clients will be amazed as they spot fellow mammals including humpbacks, pilot whales, sperm whales and spinning and spotted dolphins on the Dolphin and Whale Watching excursion. The Land and Sea Experience is a St. Lucia sampler that takes guests to the famous, bubbling, drive-in volcano, the blossoming Diamond Botanical Gardens and Waterfall and then into the sea on a catamaran cruise offering views of the famed Pitons World Heritage Site and snorkeling - of course. Or into the air for a Rainforest Canopy Adventure, where guests zip line through the island's dense, teeming rainforest.

Antigua is best known for its 365 beaches, but there is so much more it has to offer. Island Routes guests will experience the island's newest excursion on the SubCat, which dives down to the sea bed for an up-close - and dry - look at myriad, multi-hued tropical fish and coral. The Best of Antigua offers just that, a tour of historic Nelson's Dockyard National Park including Shirley Heights Lookout with the most famous view in Antigua with a 360° island panorama. Antigua's sister island, Barbuda, is also known for its beaches and pink sand and the Excellence Barbuda by Sea excursion takes guests on a luxury catamaran ride for a tour of the world's largest colony of Frigate birds with time to swim and relax on a uniquely beautiful beach.

Island Routes is also dedicated to supporting the local communities in which it operates and gives back through its Community Routes program. Island Routes develops tours that directly involve visitors in local community projects; clients will enjoy a rich, person to person experience with a percentage of the proceeds from the tours donated to local charities and initiatives.

To make a booking visit www.islandroutes.com, call toll free at 1-877-768-8370 from the U.S. and Canada, or call your favorite travel provider.

About Island Routes Caribbean Adventure Tours

Island Routes offers guests the ultimate in Caribbean destination experiences, bringing together and certifying the premier excursions that spotlight what is unique and beautiful in each of its island locations. Island Routes is currently available for bookings in Jamaica, St. Lucia and Antigua, and the Turks & Caicos and in The Bahamas in 2010. For additional details, please visit www.islandroutes.com.

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