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LADERA LAUNCHES NEW EXPERIENCES IN THE PITONS
Ladera offers new St. Lucian experiences led by the people of the Piton Mountains.



SOUFRIERE, ST. LUCIA (June 24, 2024) – Perched on a volcanic ridge between the stunning Piton Mountains, legendary St. Lucia resort **Ladera** (www.ladera.com) has launched new experiences to immerse guests in the natural and cultural beauty of St. Lucia as only Ladera can. From the furniture crafted in the resort's woodshop to the property's native tropical vegetation used in the food and drink at the resort, a mosaic of St. Lucian elements make up the Ladera experience and now guests can learn about them all from those closest to Ladera.

"We are the only resort in St. Lucia that is actually set in the Piton Mountain range," says General Manager Christian Gandara. "That means we have a precious place to share, and important stories to tell about this land, its people and culture."

And our staff are the right people to tell these stories; many of them have been working at the resort for decades, some are even second-generation Ladera employees. All of them have a love and pride for this special place, perched high in this incredible UNESCO heritage site of the Pitons."

The experience at Ladera is far more than the sunset views from a private infinity pool. Built by hand, on a UNESCO World Heritage site, from local resources, artistry and passion, Ladera sits

in the heart of the Pitons along a volcanic ridge. Its 37 rooms and suites are immersed in nature with breathtaking views of one of the most stunning landscapes on earth. Ladera pioneered the three-wall design for its guestrooms and its public spaces and restaurant offer sweeping, open-air vistas as well, offering a front row seat at the theater of Mother Nature performing every day in the Pitons.



Clockwise from top left: Eustace who leads Trail Hikes; Chef Nigel cooking poolside; Master Carver Boniface in the Woodworking Shop and Ladera's setting among the Piton Mountains.

INTRODUCING NEW EXPERIENCES

As part of a multi-phase re-envisioning of Ladera, new St. Lucian experiences have been launched, or refined, for guests throughout the 18-acre resort, led by the dedicated staff of St. Lucia natives. Some of these experiences include:

Nature Trail Hikes with Eustace

Over the course of his 42 years as a Ladera employee, Eustace helped to build various aspects of the resort, seamlessly incorporating the natural environment into its design. Today he leads guests on guided tours of one of his creations: Ladera's on-site trail climbing 2 miles along its volcanic ridge adjacent to Petit Piton with stunning proximity and breath-taking views. During the

hike he regales guests with colorful stories about the history of the Pitons and legends that surround them. Along the way, guests find a 4-story treehouse with unbeatable views built around a 300-year-old mango tree with yoga platform and relaxation areas, plus a sacred meditation space, and a volcanic springs source that inspired the original St. Lucians.

Fitness & Medicinal Herbs with Anson

Anson, who grew up on Ladera when his parents were employees, is a herbalist and fitness instructor with a deep connection to Ladera's rainforest setting. He incorporates native herbs and spices into his wellness rituals at Ladera, explaining their significance and medicinal properties, often rubbing aromatic herbs on guests' foreheads during yoga classes, or offering his herb-infused waters at his fitness classes. He talks about his experiences on the island and the plants surrounding guests, and he offers nutrition guidance as well.

Woodworking Shop Demonstration with Boniface

Guests at Ladera can learn about the craftsmanship that went into building the resort and its decor by visiting Ladera's on-site woodworking shop. Master-carver Boniface uses local teak and mahogany wood to build everything from beds to lamps and frames at Ladera. Guests are invited to visit the woodworking shop to learn about his process as he demonstrates his craft, and maybe even collaborate on a piece.

Garden Tour and Dinner with Chef Nigel

Most of the food served at Ladera's gourmet restaurant, Dasheene, comes from St. Lucia and its Caribbean waters, with much of it grown right on the resort. Ray, Ladera's Head Gardener, leads guests on a tour of the kitchen garden, and through the property's groves of trees whose fruit is served in the resort's drinks and on its plates. Mr. Ray harvests a selection of the bounty to be used for the guests' meal. Then back at Dasheene, with a freshly made cocktail, guests participate with Chef Nigel Mitchell and his team to create a dish for their meal. A convivial lunch with good conversation and sweeping views of the magnificent Pitons and Caribbean Sea completes this unforgettable Ladera experience.

Immersive Art Studio with St. Lucian Artisans

Every Tuesday at Ladera guests can step into the Immersive Art Studio and witness the craftsmanship of local St. Lucian artisans firsthand. The resort hosts a rotating schedule of St. Lucian artists to work on-site at its Studio each week, where guests can visit for a reception to learn about a local tradition or the artist's process. Witness the making of vibrant bowls made from calabash gourds, local clay sculptures, or intricate wooden carvings; the studio is a great opportunity to soak up authentic local culture and meet the people of Ladera.

Rum Tasting Experience

Ladera's new Hideaway Rum Bar offers guests a chance to understand St. Lucia's historic connection to sugar production through a rum tasting experience filled with history of St. Lucia.

and the sugar plantations that once dotted its landscape. Amid the intimate and atmospheric ambiance of a Caribbean cave, this mysterious hideaway beckons with the aroma of fine cigars and a promise of signature rums and cocktails. Guests enjoy charcuterie and tapas while an expert Rummelier shares tales of St. Lucian rum legends and guides them through the rum list choosing from rum flights, rare, top shelf rums, rums on tap in oak casks, or rum-based cocktails from St. Lucia and across the Caribbean.

The re-envisioning at Ladera continues with new room decor and a new wellness center, set in Mother Nature, to be unveiled this fall.



Above: Anson leading a hike to the yoga platform

Ladera rates start at US \$1,290.00 for a Petit Piton Suite including Full Breakfast and Private Airport Transfers.

LADERA PHOTOS

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About Ladera

Ladera (www.ladera.com) welcomes lovers, explorers and adventurers to its paradise in the Piton mountains. Ladera is the only St. Lucia resort built on the UNESCO site in the heart of the Pitons. The 37-room-and-suite property submerged in nature pioneered the three-wall design, open to nature and the Pitons. Ladera is St. Lucia, with an award-winning restaurant reflecting the flavors of the island, a warm, local staff, a forested setting with hiking trails through the mountains, and an artist studio supporting local talent.

About J.MAK HOSPITALITY

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