



Karisma Hotels & Resorts and Margaritaville Holdings Sign Landmark Agreement to Develop First All-Inclusive Margaritaville Resorts

Award-Winning Hospitality Brands Partner to Develop Casual-Luxe Resorts in Premier Destinations across the Caribbean, Mexico and Latin America

MIAMI (February 2, 2017) – [Karisma Hotels & Resorts](#) and [Margaritaville](#) are inviting travelers to escape to paradise with the announcement of a landmark partnership to develop a collection of all-inclusive Margaritaville resorts. The agreement introduces **Margaritaville, an All-Inclusive Experience, by Karisma**, which will include new resorts built in beachfront destinations throughout the Caribbean. Combining coastal-luxe design and décor with top quality food and beverage in tropical destinations, Karisma and Margaritaville will deliver a vibrant, world-class all-inclusive experience that provides travelers with new opportunities for carefree vacations inspired by the lyrics and lifestyle of singer, songwriter and author Jimmy Buffett.

The debut of Margaritaville, an All-Inclusive Experience, by Karisma, will mark a handful of exciting milestones for Margaritaville, including its first all-inclusive resorts, which will be some of the largest properties in its growing hospitality portfolio. With lots of personality and no shortage of fun, the new resort concept combines Karisma’s renowned exceptional service, incredible food and beverage, and knack for personalized experiences and innovation with Margaritaville’s authentic sense of fun and escapism, signature food and beverage concepts, and iconic design elements such as the oversized flip-flop sculpture and Jimmy Buffett memorabilia.

“Our partnership with Margaritaville, an esteemed brand filled with flavor, fun, and a likeminded desire to delight travelers with unforgettable vacation experiences, allows us to introduce a collection of new casual luxury resorts set in stunning tropical destinations,” said Mandy Chomat, Executive Vice President of Sales & Marketing at Premier Worldwide Marketing, the exclusive representative of Karisma Hotels & Resorts. “Karisma’s expertise in delivering elevated all-inclusive concepts around the world makes this partnership a perfect fit. With Margaritaville, we look forward to delivering a taste of the good life very soon!”

Karisma Hotels & Resorts is an award-winning luxury hotel collection that owns and manages properties in Mexico, Latin America, the Caribbean and Europe. With 26 properties currently in its collection and plans for rapid growth that includes owning and operating 30 resorts around the world by 2020, Karisma is known for innovative partnerships and the best food and beverage,

service and hospitality in the industry. Karisma's distinct Gourmet Inclusive® Experience has redefined the all-inclusive concept as a luxury product. Gourmet Inclusive emphasizes quality over quantity with 5-star cuisine, innovative design and customized service, amenities and activities. Developed in 2004, the Gourmet Inclusive innovation elevated the all-inclusive industry and positioned Karisma to compete directly with traditional luxury hotel brands.

In recent years, Karisma Hotels & Resorts has become a steward of upscale brands for renowned partners, including TUI and Viacom; Karisma opened the world's first and only Gourmet Inclusive® Nickelodeon Hotels & Resorts Punta Cana in summer 2016, with plans for Nickelodeon Hotels & Resorts Riviera Maya set to open in winter 2017/2018 and an additional property to follow.

Inspired by the lifestyle of singer, songwriter and best-selling author Jimmy Buffett – whose songs evoke a passion for tropical escape and relaxation – Margaritaville opened its first restaurant in 1987 in Key West. Today, Margaritaville is a global lifestyle brand with seven destination resorts/hotels across the Southeast United States and Caribbean and eight additional locations in active development; four gaming locations; and more than 60 food and beverage locations including signature concepts such as Margaritaville Restaurant, 5 o'Clock Somewhere Bar & Grill and LandShark Bar & Grill, among others. More than 15 million travelers every year change their latitude and attitude with a visit to a Margaritaville residential real estate destination, vacation club/vacation home rental, restaurant and full-service AAA Four-Diamond resort.

“We are excited to team up with Karisma Hotels & Resorts to create a resort product that will deliver carefree vacation experiences in some of the most beautiful places in the world,” said Tamara Baldanza-Dekker, chief marketing officer for Margaritaville. “Karisma, like Margaritaville, puts the guest experience and employee culture above all else. With these common values, and our shared commitment for first class service and exceptional amenities in a fun, relaxed environment, our partnership with Karisma is a match made in paradise.”

About Karisma Hotels & Resorts

Karisma Hotels & Resorts, an award-winning luxury hotel collection which owns and manages properties in Mexico, Latin America, the Caribbean and Europe, comprises an impressive portfolio including El Dorado Spa Resorts & Hotels, Azul Hotels & Villas by Karisma, Generations Resorts by Karisma, Allure Hotels by Karisma, Karisma Hotels Adriatic, Hidden Beach Resort, and Nickelodeon Hotels & Resorts. Properties have been honored with the industry's top accolades including Conde Nast Traveler's "Top 100 Hotels in the World," Conde Nast Traveler's "Top 20 Hotels in Mexico," Conde Nast Traveler's "Top 30 Hotels in Cancun," TripAdvisor® Traveler's Choice "Best Hotels for Romance," AAA's "Five Diamond Award," AAA's "Four Diamond Award," and The Diners Club® 50 Best Discovery Series. Karisma has

received worldwide recognition for its creative approach to hospitality management and product innovations. For reservations and a full list of Karisma properties, please visit www.karismahotels.com.

About Margaritaville

Margaritaville is a global brand inspired by the lyrics and lifestyle of singer, songwriter and author, Jimmy Buffett, whose songs evoke a passion for tropical escape and relaxation. Comprised of consumer products, restaurants, retail shops, hotels, resorts, vacation ownership properties, a national radio station on SiriusXM® and more, Margaritaville delivers a tropical experience where anyone can enjoy the sights, sounds and tastes of their favorite destination regardless of their current latitude.

Since launching its first restaurant location in Key West, Fla. in 1987, Margaritaville has expanded to some of the most popular U.S. destinations including Orlando and Las Vegas. Today, Margaritaville features eight destination resorts/hotels across the Southeast United States and Caribbean and eight additional locations in active development; four gaming locations; and more than 60 food and beverage locations including signature concepts such as Margaritaville Restaurant, 5 o’Clock Somewhere Bar & Grill and LandShark Bar & Grill, among others. More than 15 million travelers every year change their latitude and attitude with a visit to a Margaritaville residential real estate destination, vacation club/vacation home rental, restaurant and full-service AAA Four-Diamond resort.

Consumers can also escape everyday through a collection of Margaritaville consumer products including apparel for men and women, footwear, frozen concoction makers, home décor and more. Additionally, the brand’s food, beverage and spirits lines – including Margaritaville tequilas, rums, LandShark Lager and Island Tea – deliver authentic, tropical escapism to fans around the world. Margaritaville, a state of mind since 1977.

Media Contacts:

J. Wade Public Relations (for Karisma)
Jenn Wade, Nicole Kraft, Dina Rosenberg
and Merideth Hagerty
KarismaPR@jwadepr.com / 415-325-5519

Hemsworth Communications (for Margaritaville)
Samantha Jacobs, Kayla Louttit, Cassandra
Cardenas and Nadia Caron
Margaritaville@HemsworthCommunications.com
/ 954-716-7614