



FOR IMMEDIATE RELEASE:

Generations Riviera Maya, by Karisma Answers the Demand and Sets the Stage for Luxury Celebration Vacations for all ages.

Celebrations at Generations Riviera Maya gives guests a taste of the celebrity lifestyle with year round star sightings, VIP Celebration Vacation Packages, and an award winning Gourmet Inclusive® Experience.

Miami (Wednesday 25, 2015) - Karisma Hotels & Resorts, an award-winning luxury hotel collection which owns and manages properties in Latin America, the Caribbean and Europe, and Alliance Connection, Inc., the leading strategic partnership marketing firm in the U.S., together are setting the stage for VIP Celebrations. With year-round star sightings, special VIP Celebration Vacation Packages and an award winning Gourmet Inclusive® Experience guests are immersed in the perfect atmosphere for milestone events, birthdays for all ages, and star-style vacations. Now more than ever, consumers are traveling for significant milestone occasions and there is a great demand for a luxury celebration vacation for all ages. Celebrations at Generations Riviera Maya, is the answer.

In a study done by Leisure Group Travel, America's leading group travel publication and website, 80% of multigenerational travelers have taken a vacation primarily to celebrate a special occasion and 77% did so to reconnect with their family. That same study showed that the locations for milestone vacations are 80% dependent upon having family activities available, family accommodation options and value-added packages.

Generations Riviera Maya, by Karisma fills this demand with one-, two- and three-bedroom oceanfront suites, with butler service, infinity pool's on balconies, gourmet restaurants, opulent bars and hands-on fun for kids of all ages. It is truly the place to celebrate with the whole entourage, Gourmet Inclusive® style.

Recently Generations Riviera Maya, by Karisma launched the all-new VIP Celebration Vacation Packages with two options: *The Best Birthday EVER* and *Star For A Day*. Each package can be customized for any age and are complimentary for guests when they book a two-bedroom suite for five nights or longer during the month of their birthday. Now that is something to celebrate!

With the *Best Birthday EVER* package, adults will be spoiled with lavish amenities usually reserved for the stars, including a private cocktail and hors d'oeuvres party, a beach cabana for the day, a special chef-inspired dinner and birthday cake, welcome champagne and a special turn down service. The birthday guest will also receive a VIP pass that includes a variety of amenities from free Wi-Fi to discounted snorkeling adventures, 2-for-1 spa treatments and a limited edition t-shirt. Guests will leave with professional photos from their group photo shoot and a suitcase full of memories.

Guests of any age can step into the spotlight and shine at Generations Riviera Maya, with the *Star For A Day* birthday package. Break out the piñatas, capes and crowns; it's time to celebrate! Kids can choose from an array of birthday party themes from a piñata party to a mini disco dance party. Also included in the package is a family dinner reservation and a gourmet birthday cake with candles and all. The fun continues with a private beach cabana for a day, a family photo shoot, and a VIP Birthday Pass that offers snorkeling and horseback riding at Rancho Bonanza discounts, free Wi-Fi, and 50% off specialty kid's spa treatments!

Another perk of staying at Generations Riviera Maya, by Karisma is you just never know who might show up. Celebrations at Generations Riviera Maya has already captured the attention of some of the biggest stars, with sightings including Joey Fatone, former *N'SYNC* member, Food Network Host and *Dancing With The Stars* alumni and Derrick Levasseur, winner of the CBS reality television show *Big Brother, Season 16* celebrating their birthdays, star-style.

This week, catch Jeremy Sumpter, best known for his starring role in *Peter Pan* and hit television show *Friday Night Lights* enjoying a birthday vacation with his father at Generations Riviera Maya followed by Sony Music vocal duo, The Swon Brothers. The 2014 CMA "Vocal Duo of the Year" nominees and finalists of the hit television show *The Voice* have a lot to celebrate these days. The Swon Brothers will celebrate their nomination of ACM "Vocal Duo of the Year," the release of their new music video "Pray For You," and Zach's milestone 30th birthday and they have chosen Generations Riviera Maya, by Karisma for their celebration vacation.

For more information on Celebrations at Generations Riviera Maya and the VIP Celebration Vacation Packages, please visit www.celebrationsatgenerations.com. To get on the A-list and be the first to know about exclusive promotions, contests and star sightings follow Karisma Hotels on Facebook, Instagram, Twitter and Pinterest.

About Karisma Hotels & Resorts:

Karisma Hotels & Resorts, an award-winning luxury hotel collection which owns and manages properties in 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 and Karisma Hotels Adriatic. 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 30 Hotels in Cancun," TripAdvisor® Traveler's Choice "Best Hotels for Romance," and AAA's "Four Diamond Award." 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 Alliance Connection, Inc.: The leading strategic partnership-marketing firm in the United States specializes in identifying, designing and building strategic partnerships and promotions to grow business and exceed expectations. Alliance Connection is a diverse portfolio with one common thread: creating a connection between companies and consumers. Alliance Connection Productions, a branch of the company, produces experiential marketing solutions for the hospitality industry and is the strategic marketing firm for Premier Worldwide Marketing the worldwide representative of Karisma Hotels & Resorts. www.allianceconnection.com.

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