



**Karisma Hotels & Resorts Promotes Alejandro Perez to
Sales Manager of Groups & Niche Markets**

*Young Industry Professional to Manage Gourmet Inclusive®
Collection of Resorts in the Riviera Maya, Mexico and Negril, Jamaica*

MIAMI (May 21, 2014) – Karisma Hotels & Resorts, renowned for its Gourmet Inclusive® Experience that is designed to provide guests with the finest gastronomic experiences, world-class service, innovative programming, and exceptional levels of quality, and renowned destination choice for events, celebrations and groups, is pleased to announce the appointment of Alejandro Perez as sales manager of Group & Niche Markets for meetings, incentives, conferences and exhibitions (MICE).

Perez has been with Karisma Hotels & Resorts for six years. Prior to his promotion he analyzed sales and marketing research in niche market accounts for the award-winning collection of properties, which encompasses El Dorado Spa Resorts & Hotels, Azul Hotels & Villas, Generations Resorts, and Allure Hotels by Karisma in Negril, Jamaica, Colombia, and Mexico's Riviera Maya.

Officially promoted in January 2014, Perez has taken over the MICE division of Karisma Hotels & Resorts – worth more than \$4 million a year – with a primary focus on the U.S. market. Perez will maximize meeting, incentive, conference and exhibition revenue and incremental revenue for supplementary departments such as food and beverage and accommodation sales, which includes 300 plus group rooms and 10 executive conference rooms. In addition, Perez will formulate and execute all sales objectives and action plans, prepare offer letters, secure strategic financial goals and liaise between the sales department and event managers to ensure event revenue opportunities are capitalized.

“I am incredibly pleased to be growing along with Karisma Hotels & Resorts and look forward to educating group and niche markets on the incredible resorts within our collection of

properties,” said Perez. “From beachfront locations to rooftops overlooking nothing but the azure sky and sea as well as unique amenities including customized menus by Michelin-star trained chefs and wine tastings by partner Jackson Family Wines Estates, the diverse array of venues and offerings at Karisma Hotels & Resorts – combined with my years of industry experience – make for an ideal combination to expand and build upon our MICE customer base over the coming months and years.”

With more than 10 years of experience in customer service, sales and management in the hospitality industry, Perez’s background includes management training specific to food and beverage, search engine optimization, marketing, project management, partner and vendor relations, quality control, sales and market research analytics and reporting. Most recently, Perez held the position of sales and market research analyst, where he contracted niche market accounts, oversaw efficiency and effectiveness of internet sales, secured and surpassed financial goals for each assigned niche market and hotel, and sought out new customers and opportunities by initiating action plans that resulted in new business. Previously, Perez trained at Four Seasons Doha, Qatar where he served as assistant manager with exposure to different managerial roles revolving around leadership skills and people’s management, as well as experience at Le Meridien Hotel and Spa Resort in Cancun, Mexico and Dolce Chantilly Conference and Resort Hotel in Chantilly, France. Perez earned his B.A. in Business Administration and Hospitality Management at Glion Institute of Higher Education in Bulle, Switzerland and an M.S. in Hospitality Management and Tourism at Florida International University.

“Karisma Hotels & Resorts offers exceptional levels of service, unique amenities, and the ultimate backdrop for any event, and we are thrilled to have Alex leverage his familiarity with our customized offerings to further develop and maximize new business opportunities,” said Mandy Chomat, vice president of sales and marketing for Premier Worldwide Marketing, the exclusive worldwide representatives for Karisma Hotels & Resorts.

With incredible suites, an array of gourmet restaurants and an expert staff dedicated to providing the utmost in service and attention, Karisma Hotels & Resorts is the destination of choice for groups, events, celebrations and retreats for all business and leisure travelers. Gentle ocean breezes, stunning turquoise waters, warm inviting sunlight. Experts at producing immersive

experience for meeting attendees, each of the hotels offer exceptional venues to host private functions and a wealth of opportunities to surprise and impress groups. Providing local organic ingredients, chefs prepare gourmet cuisine that will fascinate your attendees and can be tailored in custom menus for any event size. No matter what your vision, elegant and sophisticated, or casual and relaxed, Karisma Hotels & Resorts can help you discover the perfect venue to make your private function the event of a lifetime.

Perez is based in Miami, Fla. He can be reached at 305.445.1077 or aperez@karismahotels.com.

About Karisma Hotels & Resorts:

El Dorado Spa Resorts & Hotels, Azul Hotels & Villas by Karisma, Generations Resorts, and Allure Hotels by Karisma are a premier hotel collection of Negril, Jamaica, Colombia, and Mexico's Riviera Maya resorts. Karisma's growing portfolio of Gourmet Inclusive® resorts is comprised of El Dorado Royale, A Spa Resort by Karisma; El Dorado Casitas Royale by Karisma; El Dorado Seaside Suites by Karisma; El Dorado Maroma, A Beachfront Resort, by Karisma; Generations Maroma by Karisma; Generations Riviera Maya by Karisma; Allure Chocolat by Karisma; Allure Bonbon by Karisma; Azul Beach Hotel by Karisma; Azul Sensatori Hotel by Karisma; Azul Fives Hotel by Karisma; Azul Villa Carola by Karisma; and Azul Villa Esmeralda by Karisma. Premier Worldwide Marketing is the exclusive worldwide sales and marketing representative for Karisma Hotels & Resorts. For reservations, please visit <http://www.karismahotels.com>.

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