



FOR IMMEDIATE RELEASE:

**KARISMA HOTELS & RESORTS AWARDED
2014 TRIPADVISOR CERTIFICATE OF EXCELLENCE FOR
EL DORADO SPA RESORTS & HOTELS, AZUL HOTELS & VILLAS,
AND HIDDEN BEACH RESORT**

**Gourmet Inclusive® Resorts Recognized as Top Performing as
Reviewed by Travelers on the World's Largest Travel Site**

MIAMI (June 18, 2014) – Karisma Hotels & Resorts, a collection of Gourmet Inclusive® resorts located in Mexico's Riviera Maya; Negril, Jamaica; and Cartagena, Colombia, today announced that Azul Hotels & Villas, El Dorado Spa Resorts & Hotels, and Hidden Beach Resort have received a TripAdvisor® Certificate of Excellence award. The accolade, which honors hospitality excellence, is given only to establishments that consistently achieve outstanding traveller reviews on TripAdvisor, and is extended to qualifying businesses worldwide. Establishments awarded the Certificate of Excellence are located all over the world and represent the upper echelon of businesses listed on the website.

When selecting Certificate of Excellence winners, TripAdvisor uses a proprietary algorithm to determine the honorees that takes into account reviews ratings. Businesses must maintain an overall TripAdvisor bubble rating of at least four out of five, volume and recency of reviews. Additional criteria include a business' tenure and popularity ranking on the site.

“Karisma Hotels & Resorts strive to provide the highest of quality experiences for our guests at each touch point, from exceptional service and unforgettable dining to innovative amenities and breath-taking locations,” said Mandy Chomat, vice president of sales & marketing at Premier Worldwide Marketing, the exclusive representative of Karisma Hotels & Resorts. “Having every single one of our eligible Gourmet Inclusive properties awarded the TripAdvisor Certificate of Excellence, which is based on customer reviews, could not be a better indication that our continued commitment to excellence is recognized and appreciated by our valued guests.”

With the Gourmet Inclusive® Experience, Karisma Hotels & Resorts – including the adults-only El Dorado Spa Resorts & Hotels and Hidden Beach Resort; and family-friendly Azul Hotels & Villas – offer indulgent pampering with unparalleled personal services such as champagne and smoothie check-ins, full-service concierge, 24-hour room service, world-class chefs, gourmet cuisine served a la carte, sommeliers who suggest perfect pairings from private label wine sections, and renowned partners including Jackson Family Wines and Fisher-Price to make for unforgettable vacations.

“TripAdvisor is pleased to honor exceptional hospitality businesses for consistent excellence,” said Marc Charron, President of TripAdvisor for Business. “The Certificate of Excellence award gives top performing establishments around the world the recognition they deserve, based on feedback from those who matter most – their customers. From Australia to Zimbabwe, we want to applaud exceptional hospitality businesses for offering TripAdvisor travellers a great customer experience.”

With the Eat.Stay.Love promotion, guests can take advantage savings of up to 48 percent at Generations Resorts (with a free room upgrade), up to 35 percent at El Dorado Spa Resorts & Hotels (plus a resort credit) and up to 35 percent at Azul Hotels & Villas (plus kids stay free). Book from now until June 30 for stays until October 31, 2014 at <http://www.karismahotels.com/specials>.

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>.

About TripAdvisor

TripAdvisor® is the world's largest travel site*, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, reaching nearly 260 million unique monthly

visitors**, and more than 150 million reviews and opinions covering more than 4 million accommodations, restaurants and attractions. The sites operate in 39 countries worldwide, including China under daodao.com. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 22 other travel media brands: www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.gateguru.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.independenttraveler.com, www.jetsetter.com, www.niumba.com, www.onetime.com, www.oyster.com, www.seatguru.com, www.smartertravel.com, www.tingo.com, www.travelpod.com, www.tripbod.com, www.vacationhomerentals.com, www.virtualtourist.com, and www.kuxun.cn.

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, Q1 2014

**Source: Google Analytics, average monthly unique users, Q1 2014; does not include traffic to daodao.com

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