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**El Dorado Spa Resorts & Hotels by Karisma
Announces New Television Campaign**

Riviera Maya's Premier Collection of Adults-Only Beachfront Resorts Speaks to Today's Luxury Traveler with Commercial Highlighting Signature Gourmet Inclusive® Experience

MIAMI (July 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, is pleased to announce a new television commercial campaign for El Dorado Spa Resorts & Hotels by Karisma, the collection's premier adults-only, luxury beachfront resorts in Riviera Maya, Mexico.

Based on extensive research and knowledge of the luxury traveler, El Dorado Spa Resorts & Hotels by Karisma's latest television commercial appeals to the shifting needs and desires of the modern guest. Rather than simply overindulging in the most lavish food and drink, today's luxury traveler seeks experiences to last a lifetime, truly bringing couples together and creating cherished memories. El Dorado Spa Resorts & Hotels' new television campaign brings to life the sense of adventure, unmatched culinary options, impeccable service, and barefoot luxury that guests look for today with the signature Gourmet Inclusive Experience.

"We are thrilled to debut our latest television campaign for El Dorado Spa Resorts & Hotels by Karisma, further establishing the collection as a leader in luxury travel and providing another tool to generate consumer interest," said Mandy Chomat, vice president of sales and marketing at Premier Worldwide Marketing, the exclusive representative of El Dorado Spa Resorts & Hotels by Karisma. "Once travelers discover our incomparable Gourmet Inclusive Experience, they will fall in love with the elegant accommodations, breathtaking location, intimate boutique feel, and exquisite gourmet food that is typically only found in the world's finest restaurants."

The 30-second commercial juxtaposes rich imagery of the resort lifestyle, tranquil beachfront location, contemporary culinary creations by Karisma's own award-winning Chef Jonatán Gómez Luna, and unique destination excursions, including the nearby Mayan ruins in Tulum, horseback riding on the beach, and snorkeling the ocean reef. The visuals capture the essence of

the Gourmet Inclusive Experience, from private beach beds and beach butlers, beachfront sky massages, and in-suite Jacuzzis, to a gourmet feast prepared at the pier's edge, fostering togetherness among friends and loved ones. The relaxing tone and decadent language speak directly to the luxury demographic, an audience that can book anywhere but values the intuitive – not intrusive – nature of the Gourmet Inclusive Experience.

To view El Dorado Spa Resorts & Hotels' latest television commercial, please visit [YouTube: El Dorado Spa Resorts & Hotels, by Karisma.](#)

Luxuriously romantic, rates for El Dorado Spa Resorts & Hotels by Karisma begin at \$235 per person, per night based on double occupancy, including the Gourmet Inclusive Experience (all gourmet meals served a la carte, premium alcoholic and non-alcoholic beverages, 24-hour room service, full service concierge, king size beach beds). Hotel reservations can be booked through a GI Vacation Consultant, or by calling 1-866-527-4762, or by visiting www.karismahotels.com.

About El Dorado Spa Resorts & Hotels and Azul Hotels by Karisma

El Dorado Spa Resorts & Hotels and Azul Hotels by Karisma are a premier hotel collection operating properties throughout the Riviera Maya, Mexico, where guests savor a Gourmet Inclusive[®] Experience that fosters togetherness. Karisma's growing portfolio 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; El Dorado Generations Maroma 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. 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* "Gold List," *Forbes'* "Top 10 Most Romantic Hotels," *Travel + Leisure's* "SMITTY Awards," *Travel + Leisure Mexico's* "Gourmet Awards," *Travel Weekly's* "Readers Choice Awards" and "Magellan Awards," TUI Travel PLC's "Hotel of the Year," "Gold Medal," and "Green Medal", 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 including resorts with swim-up suites, infinity balcony pools, beach butlers and cash-free transactions. 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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