



FOR IMMEDIATE RELEASE

Azul Hotels by Karisma Announces New Television Campaign

Premier Collection of Beachfront Resorts for Families and Couples Fosters Togetherness with New Commercial Highlighting Gourmet Inclusive® Experience

MIAMI (September 9, 2014) – [Karisma Hotels & Resorts](#), an award-winning luxury hotel collection which owns and manages properties in Latin America, the Caribbean and Europe, is pleased to announce its latest television commercial for Azul Hotels by Karisma, the collection’s premier Gourmet Inclusive® beachfront properties for families and couples in Riviera Maya, Mexico and Negril, Jamaica.

Following the success of El Dorado Spa Resorts & Hotels by Karisma’s recent television commercial, Azul Hotels’ campaign also appeals to the shifting needs and desires of the modern luxury traveler. From families to couples and everyone in between, today’s guests are seeking experiences to last a lifetime, fostering togetherness and creating cherished memories. Azul Hotels’ new television campaign speaks to the sense of adventure, exquisite culinary options, personalized service, and barefoot luxury that guests can expect with the signature Gourmet Inclusive Experience.

“On the heels of El Dorado Spa Resorts & Hotels’ television campaign debut, we are excited to unveil a new commercial for Azul Hotels, which speaks to luxury travelers and brings our renowned Gourmet Inclusive Experience to life,” said Mandy Chomat, vice president of sales and marketing at Premier Worldwide Marketing, the exclusive representative of Azul Hotels by Karisma. “Whether guests choose to spend their days exploring the Mayan ruins or simply relaxing on a beach bed, vacationers will be brought closer by the stunning location, deluxe accommodations, and unparalleled gourmet experiences that surround them.”

Complemented by the soothing sounds of Italian opera, the 30-second commercial illustrates Azul Hotels’ unique family-friendly and romance offerings. The breathtaking oceanfront vistas and intimate venues are perfect for sharing a moment alone, while children build sandcastles on the beach and splash in the pool. Rich visuals of gastronomic creations entice foodies with the freshest herbs and ingredients, all prepared in the most contemporary fashion, and adventurous travelers are tempted with authentic destination excursions, such as repelling into a cenote and snorkeling in the clear blue water. Guests looking to unwind are invited to relax in the tranquil

spa sanctuary, swing gently on the private beach beds, or take in the sights from the pier's edge. The calming 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 Azul Hotels' latest television commercial, please visit <http://bit.ly/azulpr>. To coincide with its national television debut, Karisma Hotels & Resorts' loyal fans, guests, and partners are invited to participate in a *Picture Your #KarismaExperience @AzulHotels* social media contest. After viewing the commercial, social media followers can submit three photos – each depicting a food, family, and adventure moment – from past experiences that most resemble what is seen throughout the commercial with the caption “*I want my #KarismaExperience @AzulHotels*” for a chance to win a family getaway! The grand prize winner will receive a 3-night stay at Azul Beach Hotel, Azul Fives Hotel or Azul Sensatori Hotel in Mexico for two adults and two children in addition to \$500 air credit and roundtrip airport transportation. The contest invites entries from September 9 – 19 with the winner being chosen on September 26, 2014. It is open to users on Instagram, Facebook, and Twitter, and participants must follow @AzulHotels on Instagram or Twitter to qualify.

Rates for Azul Hotels by Karisma begin at \$224 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 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.

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