



PREFERRED
PARTNER

FOR IMMEDIATE RELEASE

Karisma Hotels & Resorts Launches *Preferred Partner* Program

Premier Collection of Hotels & Resorts Partners with Tour Operators to Offer Exclusive Benefits and Educate Travel Agents on Karisma's Gourmet Inclusive® Experience

MIAMI (October 1, 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 the launch of the *Karisma Preferred Partner* program for tour operators. The *Karisma Preferred Program* will highlight a different tour operator each month, offering a variety of special activities to get everyone within the tour operator excited, motivated and trained on the Karisma Hotels & Resorts and the Gourmet Inclusive experience. The specialized program debuts in October with MLT Vacations, and a new tour operator from the U.S. or Canada will participate each month.

“We are delighted to debut this unique new program, which was thoughtfully designed to offer the tour operator exclusive incentives, fun contests and benefits, and increased exposure through dedicated social media, press, and web campaigns,” said Mandy Chomat, vice president of sales and marketing at Karisma Hotels & Resorts. “With the *Karisma Preferred Partner* program, our goal is to further motivate our valued partners and educate them on the Gourmet Inclusive difference, with the hope that they will be better equipped to successfully sell the Karisma Hotels & Resorts product to their clients.”

Tour operators that are chosen to participate in the *Karisma Preferred Partner* program will enjoy a range of benefits, including training support, sales incentives and assistance, weekly contests, and web, social media, and press exposure. The training, which will take place prior to the start of the month, will focus on reservations, groups, and sales and will help everyone within the tour operator have better understanding of Karisma Hotels & Resorts' fundamental differentiators, including the signature Gourmet Inclusive® Experience. Incentives include complimentary stays, gift cards, and cash with the top seller earning a grand prize. Each Friday throughout the month, tour operators will host a Balloon Contest, where the staff will pop balloons for a chance to win various prizes.

Karisma Hotels & Resorts will also offer ample exposure to tour operators during their designated month, including weekly email blasts on behalf of the tour operator to Karisma's

agent database promoting current specials, a spotlight on Karisma’s travel agent portal, and dedicated social media and press outreach. To generate sales for the *Preferred Partner* and drive exposure internally, Karisma Hotels & Resorts will create exclusive promotions and value adds for the designated tour operator while also providing the popular 19% commission incentive to agents who book through the *Preferred Partner*.

The Gourmet Inclusive® Experience at Karisma Hotels & Resorts is carefully catered to guests that prefer quality over quantity. From the freshest and finest ingredients for an unrivaled culinary journey to ultimate relaxation with 24-hour room service and beach beds, Karisma Hotels & Resorts continuously raises the bar and sets the standard for the world’s finest travel.

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.

About MLT Vacations:

MLT Vacations, a wholly-owned subsidiary of Delta Air Lines (NYSE: DAL), is one of the largest providers of vacation packages in the United States. The company manages brands including Delta Vacations, in partnership with Air France Holidays and Alitalia Vacations, and Aeromexico Vacations. MLT Vacations offers its customers convenient one-stop shopping for quality, tailored vacation packages that are competitively-priced and combine Delta Air Lines and its strategic partners’ flights with stays at more than 4,000 hotels and resorts worldwide, and a broad selection of sightseeing excursions and activities. For travel agents wishing to access the full scope of MLT Vacations product offerings, please visit worldagentdirect.com.

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