



**KARISMA HOTELS & RESORTS DEBUTS
ALLURE CAMEL, BY KARISMA IN BELGRADE**

Award-Winning Hotel Group Introduces Brand's First Property in Europe

MIAMI (October xx, 2014) – Karisma Hotels & Resorts, an award-winning luxury hotel collection which owns and manages properties in Latin America, the Caribbean and Europe, today announced the debut of Allure Caramel, by Karisma in Belgrade, Serbia. The introduction of Allure Caramel represents Allure Hotels' first property in Europe and third property within the brand's emerging portfolio of boutique city hotels that reflect the culture of each destination. The new hotel is now welcoming travelers.

“The opening of Allure Caramel, by Karisma is a significant milestone,” said Ruben Becerra, Vice President of Corporate Affairs & Business Development for Karisma Hotels & Resorts. “We are confident that the hotel's location in Belgrade – one of the oldest cities in Europe, ideally situated between the east and west – and unique intrinsic appeals coupled with Karisma's unparalleled and established commitment to delivering top services and amenities will make for a successful expansion of Allure Hotels into Europe.”

Allure Caramel (formerly The Hotel Admiral Club Belgrade) combines a rich heritage, historic charm, and classic style with current-day comforts, personalized service, and thoughtful amenities to spoil the senses amidst the heart of Serbia's dynamic capital.

Allure Caramel is deeply rooted in the culture of Belgrade; it was originally built by the city's former mayor in 1927. Mayor Vlada Ilic was one of the most prominent industrialists of his time and a celebrated humanitarian. He achieved countless milestones during his tenure, including the construction of Church St. Sava, which today ranks amongst the ten largest churches in the world; the establishment of the Belgrade Zoo, a landmark amidst the metropolis; and the former villa, which represents one of the outstanding achievements of Belgrade interwar architecture.

Allure Caramel, as the villa is now known, presents a style influenced by the Russian Empire, French Empire, and Italian Baroque, affording guests an authentic boutique city hotel experience

like no other. Reminiscent of a medieval castle, the hotel's ceremonial entrance is adorned with classic columns, ionic capitals, balustrades in wrought iron, tile ornamentation windows, and sculptural ensembles by sculptor Zivojin Lukic.

The storied property provides spaciousness and comforts atypical of urban accommodations as well as special features. Luxurious suites are adorned with antique pieces from ornaments to beds. Guests are invited to drink and dine at the hotel's extraordinary Glass House Restaurant, an imaginative haven set amidst the gardens adjacent to the hotel featuring state-of-the-art cuisine designed to impassion the imagination.

Allure Caramel was most recently the location of filming for blockbuster "The November Man" starring Pierce Brosnan and currently in theaters nationwide. The spy thriller film is focused on nostalgia, making the historic hotel an ideal backdrop.

As with all Allure Hotels, by Karisma, the boutique city properties feature not only an exceptional location and connection to the local culture but outstanding service and personalized touches including an Aromatherapy & Pillow Menu, complimentary Wi-Fi, iPod docking stations, as well as shoe shine, ironing, and nightly turn-down service upon request. Shaving cream, razors, toothbrushes, and combs are included amenities for travelers who may have left behind the essentials.

Designed for contemporary adults who travel to experience the vibrant culture that defines Belgrade, Allure Caramel ensures serenity and comfort within the bustling city. Guests enjoy a sweet treat upon check-in, special selection of artisan chocolates presented on breakfast as well as dessert menus; chocolate wine pairings and chocolate cocktails; lounges serving sushi, cocktails and wines by the glass; and concierge services.

Located in Old Town within walking distance to the Bohemian quarter, guests have easy access to the city's oldest historical landmarks, many respected art institutions, numerous national and international conferences and fairs, and much theater, film, music, and other events, which take place year-round within this important cultural center.

Rates start at €250 for Allure Caramel, by Karisma. Reservations can be made by calling 1-866-527-4762 or visiting <http://allurecaramelhotel.com/>.

Allure Caramel marks Allure Hotels' entry into Europe and is a part of Karisma Hotels & Resorts' expansion plans. According to Mr. Becerra, Karisma Hotels & Resorts will open some five Allure Hotels over the next five years as well as new beach properties in the Caribbean and Europe, beginning with Azul Sensori Jamaica, a chic and contemporary designed hotel opening in Negril, which opened late last year and is already undergoing expansion. The plan will continue to unfold in Europe with additional hotels in Croatia, Slovenia and Northern Italy, operated under the brand Karisma Hotels Adriatic.

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 Allure Hotels, by Karisma:

Allure Hotels, by Karisma is an emerging portfolio of boutique city hotels in Latin America and Europe that reflect the unique culture of each destination. Designed for contemporary adults who travel to experience the rich histories and vibrant societies of the world's most intriguing cities, Allure Hotels feature exceptional locations, outstanding service, personalized touches, and authentic vacation experiences unlike any other.

###

Media Contacts: Alexandra McClure, Nicole Engelhardt, or Dina Rosenberg at Glodow Nead Communications, 415.394.6500, alexandra@glodownead.com.