



FOR IMMEDIATE RELEASE:

**Azul Fives Hotel by Karisma Recognized with 2012 *TravelAge West*
WAVE Award for Best New Property or Major Renovation, Mexico
Chic, All-Suite, Gourmet Inclusive® Property in Playa del Carmen
Acknowledged for Elevating Property with Two New Culinary Concepts**

MIAMI (June 20, 2012) –Azul Hotels by Karisma, a premier collection of Gourmet Inclusive properties in the Riviera Maya, Mexico offering the best in food and service, today announced Azul Fives Hotel by Karisma as the recipient of the 2012 *TravelAge West* WAVE Award for Best New Property or Major Renovation, Mexico. Since opening in 2010, Azul Fives Hotel has continued to enhance the guest experience with the addition of two new restaurants, Arezzo and Oriola Beach Bar & Grill. The 2012 WAVE Awards were presented at the Four Seasons Hotel Los Angeles at Beverly Hills in Beverly Hills, Calif. on June 7, 2012.

“We are thrilled that Azul Fives Hotel has been recognized as the Best New Property or Major Renovation in Mexico by our esteemed industry peers at *TravelAge West*,” said Mandy Chomat, vice president of sales & marketing at Premier Worldwide Marketing, the exclusive worldwide representatives for Azul Hotels. “It is rewarding to be honored for successfully creating a sophisticated and authentic vacation experience at Azul Fives Hotel that perfectly suits both family-friendly vacations and refined adult getaways.”

The *TravelAge West* WAVE (Western Agents’ Votes of Excellence) Awards recognize the best contenders in 49 categories that span the cruise, tour operator, airline, hotel and resort, rail vacation, and destination travel fields. The annual awards offer travel agents in the Western U.S. the opportunity to recognize outstanding qualities and services of their travel supplier partners. More than 4,500 travel agent professionals throughout the 14 Western states and readers of *TravelAge West* voted on the best-of-the-best from a list of Editor’s Pick award recipients that were chosen after careful review by the editorial team. Review methods included product analysis, on-site visits, a survey of a select group of travel agents and online research.

Azul Fives Hotel opened in November 2010 and has since continued to elevate the guest experience with the unveiling of two restaurants, **Arezzo** and **Oriola Beach Bar & Grill**. Located on the Caribbean Ocean with floor to ceiling windows, guests at Arezzo will enjoy prime, unobstructed views of the Island of Cozumel. Views are also afforded into the open

kitchen, where the emphasis is on the original interpretation of Italian dishes, culinary authenticity and surprising flavors. The menu features a vast array of freshly made pastas (from semolina to stuffed to gluten-free), select pizzas fresh from the pizza oven, and a mouthwatering menu of grilled seafood and meat preparations. Housed in a stunning glass cabinet, 110 fine wine labels can be paired with any meal to make for a truly special evening.

Taking full advantage of the idyllic coastal location, aside the turquoise blue Caribbean Ocean, Oriola Beach Bar & Grill is an innovative take on the beloved beach barbeque, featuring ocean and market fresh ingredients as the stars in kebabs and other grill preparations. Additionally, diners can choose from a selection of casual fare, from gourmet Angus burgers to baked-to-order pizzas and refreshing salads. As with all dining options on property, both Arezzo and Oriola Beach Bar & Grill receive organic produce from the 100,000 square-foot Greenhouse at sister property, El Dorado Royale, A Spa Resort, by Karisma.

Azul Fives Hotel by Karisma in Playa del Carmen, a Gourmet Inclusive all-suite property, features 360 luxuriously designed one-, two- and three bedroom suites; a variety of gourmet dining options; a sky bar overlooking the azure Caribbean waters; and a 10,000 square-foot Zen-inspired Vassa Spa. With multi-bedroom suites offering spacious shared living areas and expansive private rooftop lounge decks, Azul Fives Hotel was designed to foster togetherness among guests.

Rates at Azul Fives Hotel start at \$120 per person, per night including the Gourmet Inclusive experience with complete a la carte dining, premium alcoholic and non-alcoholic beverages, full-service concierge, and 24-hour room service. Reservations are available 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; and El Dorado Maroma, A Beachfront Resort, by Karisma; Azul Beach Hotel by Karisma; Azul Fives Hotel by Karisma; Azul Sensatori Hotel by Karisma; and Azul Villa Carola 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 Weekly's* "Readers Choice 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 call 1-866-527-4762 or visit <http://www.karismahotels.com>.

#

Media contacts: Jenn Wade, Courtney Finley, Brittany Pass, Alexandra McClure or Danielle Mayer at Glodow Nead Communications, 415.394.6500, jenn@glodownead.com.