

For Immediate Release:

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esencia
A SEASIDE ESTATE

Riviera Maya's Esencia Estate
Offers Complimentary Stays

Playa Xpu-ha, Mexico (August 19, 2009) In a move that is completely unprecedented in the lodging industry, Esencia Estate in Mexico's Riviera Maya is offering guests daily account credit equal to the amount paid for their nightly room rate. The credit can be used at the hotel's organic healing spa, at the poolside gourmet restaurant or on other hotel expenses, including airport transfers, room service, in-room nannies, or even Coronas and margaritas on the beach.

This "Splurge on the House" promotion is part of the hotel's campaign to spur new business on the heels of a slumping spring and summer tourism season across Mexico, caused by negative media reports and unsubstantiated fears of the H1N1 virus.

The hotel is located on a 50-acre waterfront estate near the resort town of Playa del Carmen and is recognized as one of the area's most exclusive properties. The hotel was originally built as the private retreat for an Italian duchess and now welcomes guests with well-appointed guestrooms, a powdery white-sand beach, a Mayan-themed spa and chic dining.

"There has never been a better time to visit the Riviera Maya," said Philip Vidal, Esencia's general manager. "Normally its difficult to find a "great deal" in this area especially at the top notch hotels. But with this year's situation, hotels have had to adjust, allowing guests to have a sample of a true luxury experience at an unheard of low price." "Guest should take advantage of this before the deals are gone", said Samir Saab, CEO of Prohotel International. "In my twenty years of experience I have never seen deals like this."

Esencia Estate gives guests direct access to one of the world's most popular travel destinations. Within a short distance from the estate, visitors can explore the Mayan ruins of Tulum and Coba, go snorkeling at Akumal's famous Yak-Ku Lagoon, ride horses along the beach, go fishing for blue marlin, play golf on the Mayakoba PGA championship course, or go canopying in the jungle.

"A number of upscale cruise lines have generated business by offering similar matching credit promotions," said Chip Rankin, tourism development consultant with Panorama International.

"By adapting this type of promotion to a luxury hotel - and truly offering prospective guests much more bang for their buck - Esencia stands apart from its competitors in the region."

Esencia's "Splurge on the house" promotion offers guests a unique opportunity to experience high-end travel at a friendly cost. The promotion is valid for reservations made between August 15 and October 15, 2009 subject to availability for travel between August 24 and October 15, 2009.

For more information or reservations, call the hotel's guest services at 1-877-528-3490. For a glimpse of the good life at Esencia, visit www.hotelesencia.com.

About Esencia Estate

The 50-acre private estate, located on Playa Xpu-Ha 46 miles south of Cancun, is the essence of simplicity, elegance and beauty. Its 29 spacious suites and cottages include a range of features from private gardens to solariums and deep-soaking plunge pools. The estate is operated by ProHotel International of Houston, which also operates the celebrated La Pleta by Rafael Hotels in the Spanish Pyrenees and Casanova by Rafael Hotels in Barcelona, Spain.

The Dining Room

The dinner menu specializes in Meso-American cuisine, using traditional Yucatán methods such as banana-wrapped fish and meat cooked in a pib (an earth oven). The menu showcases the freshest local seafood as well as dishes from the rest of Mexico, all flavored with organic herbs and fresh fruits and vegetables. The ambience combines Mexican flair and rustic simplicity, with its palapa roof and view of a cenote, an illuminated underground fresh water pool.

Aroma Spa

Fully organic from its architecture to its products, the Duchess's oasis harvests its own lush herb garden for use in treatments. Five treatment rooms, four Jacuzzis, two Mayan-style domed steam rooms and a beachside Temazcal Mayan Sauna are also available. Complimentary group yoga and meditation classes are offered with an instructor in the main house terrace or garden area.

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