

For Immediate Release:

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esencia
A SEASIDE ESTATE

**Ready for a Workout? Call Room Service & Order up Some Free Weights:
Esencia's Innovative Alternative to the "Hotel Gym"**

Playa Xpu-ha, Mexico (February 3, 2009)- The creators of Esencia hotel in the Riviera Maya have designed an in-room fitness program for guests who would rather not spend their precious vacation time toiling away in a hotel gym.

Originally built as the private estate of an Italian duchess, Esencia is not equipped with a standard fitness center. Rather than clearing the jungle or blocking the view of the beach to make way for a room full of treadmills and stair-climbers, the staff of Esencia took a more innovative approach to help guest get their exercise fix.

A portable gym, complete with Bosu balance balls, resistance bands, free weights, exercise balls and other gear can be delivered on request to the guest rooms, as easily as ordering room service. A fitness concierge is available to assist with set-up and offer instructions and training tips.

Guests that would prefer to feel the Caribbean breeze during their workout could choose to have the equipment delivered to the beachside yoga pavilion or other area of the hotel grounds. Either way, it's a great core workout – without having to go to the gym.

Another alternative for guests who want to stay in shape while enjoying the luxury and style of their room is to order up a Wii Fit game console. With this interactive TV-based exercise system, guests can practice yoga, aerobics, strength training and balance games at their own pace and in the comfort of their own room.

"Our guests care about staying in shape and feeling their best," said Philip Vidal, general manager of the Esencia. "Sometimes jogging on the beach just isn't enough, so we wanted to offer other ways for them to stick to their workout routine while at the Esencia." The hotel also offers complimentary yoga classes daily, but wanted to add something new and different.

Though the move may seem to buck the trend of bigger-is-better and more-is-never-enough, the hotel's in-room fitness program fits in perfectly with the understated elegance, privacy and luxury

that define the guest experience at the Esencia. Please call 877-528-3490 or visit www.hotelesencia.com for reservations.

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 Yucatecan 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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