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Riviera Maya's Hotel Esencia Attracts Guests With Price-Matching Offer

Playa Xpu-ha, Mexico (July 9, 2009) Now that the media fervor over the perils of traveling to Mexico is widely accepted as over-blown, visitors can go back to more "important" concerns – like which snorkel excursion is best, which Mayan ruins are the most impressive, and whether a pina colada or margarita would go better with dinner.

The Hotel Esencia in the heart of the Riviera Maya is doing its part to lure travelers back to Mexico by offering to match any competitors' room rate or promotional offer. 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 boutique hotels. The property was originally built as the private retreat for an Italian duchess and now welcomes guests with luxury guestrooms, an awe-inspiring beachfront, two swimming pools, an organic healing day spa and a gourmet restaurant.

"We want travelers to feel comfortable coming to Mexico and we also want them to be confident that they're getting the best deal possible," said Philip Vidal, Esencia's general manager. "."

Esencia's "Return to Mexico" promotion is valid from July 5 to December 20, 2009, and the terms are simple. The hotel will match any published room rate, even promotional rates, from any other 5-star hotel anywhere in Mexico or the Caribbean (does not apply to all-inclusive hotels).

"It's all about establishing trust and proving our value," Vidal added. "We have a high percentage of repeat guests and we know that once someone experience life at Esencia, they'll be back again. That's why we're able to take this gamble."

Guest rooms at the Esencia feature 12-foot ceilings, large private terraces, plunge pools, flat-screen TVs, iPod sound systems, marble bathrooms, Molton Brown bath amenities and Internet access. Twenty-four hour room service and nightly turndown are also offered. The on-site Sal y Fuego restaurant serves the finest seafood, meats and fresh salads, plus organic and exotic ingredients found nowhere else in the world.

The Esencia gives guests direct access to one of the world's great travel destinations. Within a short distance from the estate, visitors can explore ancient Mayan ruins, snorkel the barrier reef, swim in a freshwater lagoon, sail into the sunset, ride horses along the beach, fish for a prize catch or play golf on a PGA championship course. Guests can dine on fresh lobster with sand between their toes, sip fine wine on a breezy veranda and read for hours in a swaying hammock.

For a bit more relaxation, guests head to the hotel's Aroma Spa, which features an array of face and body treatments incorporating indigenous fruits, plants and herbs, many of which are grown in the hotel's own herb garden. There are five treatment rooms, four Jacuzzis and two Mayan-style steam rooms. Featured treatments include massage, herbal saunas and facials – all performed with traditional organic methods.

This type of price-matching promotion is exceptionally rare in the luxury travel industry and Esencia's offer is an excellent opportunity for travelers to experience high-end travel for a fraction of the usual cost.

For more information or to claim a "Return to Mexico" room rate, call the hotel's reservation line at 1877-528-3490. For a glimpse of the good life at Esencia, visit www.hotelesencia.com.

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