

SuperClubs Goes After Larger Market With Rebranded Resort in Jamaica

SuperClubs, the world's only Super-Inclusive resort group, goes after more fun under the Jamaican sun this Fall. To appeal to more travelers based on customer and industry feedback, Hedonism III in Runaway Bay Jamaica will re-launch as SuperFun Beach Resort & Spa on October 14, 2010.

Couples and singles (18 and over only) will enjoy fun-tastic amenities as well as more affordable rates, starting at \$110 per person, per night, double-occupancy. While the property is being re-vamped (August 22 to October 14), bookings will be honored at the adult vacation resort Hedonism II in Negril.

"With the successful Breezes re-branding in 2009, we've listened to our guests and travel partners yet again, and to meet their needs and to further support Jamaica's growing tourism sector, we're welcoming SuperFun Beach Resort & Spa to the SuperClubs family," said Paul Pennicook, president of International Lifestyle, Inc., the worldwide representative of SuperClubs Resorts.

Located on Jamaica's north coast, the SuperFun Beach Resort & Spa will boast 210 rooms and 15 suites with ocean and pool front views, multiple dining options including Japanese, Italian and authentic regional cuisine, the world's only see-through-bottom Jacuzzi, a four-story waterslide, three freshwater pools, and spa facilities.

All inclusive vacations at SuperFun Beach Resort & Spa will include: accommodations, all meals, unlimited local and international brand cocktails, myriad land and non-motorized water sports, entertainment, weddings, recreational activities, and hotel taxes. Tipping is not allowed.