

Jamaica Welcomes New Gourmet Inclusive Concept

— The island of Jamaica popularized the "all-inclusive" concept in 1976, providing a cost effective way for travelers to fully experience hotel and resort offerings at one neatly packaged price.

Jamaica is now set to introduce Karisma's "Gourmet Inclusive" model to its product offering, featuring world-renowned chefs, sommeliers, and high-end epicurean cuisine served a la carte, with the opening of Seashore Bay Beach Resort by Karisma Hotels & Resorts in Sandy Bay, Negril.

"Jamaica refined the all-inclusive option as a way for visitors to experience the island in an efficiently packaged deal," said John Lynch, Director of Tourism for the Jamaica Tourist Board. "The island then took the all-inclusive experience and upgraded it with all-inclusive specialty vacation offerings, targeting travelers who enjoy specific experiences during their vacation. The opening of Karisma Hotels & Resorts affords value conscience foodies the opportunity to sample the cuisine of world-class chefs, wines selected by master sommeliers and participate in interactive culinary presentations using distinct, indigenous Jamaican flavours."

According to the National Restaurant Association, in 2012 the restaurant industry yields US\$1.7 billion in industry sales on a typical day. These healthy culinary industry statistics coupled with the burgeoning exposure of foods through media networks such as The Food Network and The Cooking Channel validates the significance of Karisma Hotels & Resorts inauguration of its "Gourmet Inclusive" brand.

Following a 60 day transition period, the 128-room Seashore Bay Beach Resort will operate as an all-inclusive property for couples, singles and families. It will be ready to welcome guests as of December 1, 2012.

Guests can choose from nine categories of rooms and suites with garden and ocean views, two pools, four specialty restaurants, a spa, various activities and entertainment, and a kid's club.

Reservations can be booked through a preferred wholesaler, or by calling 800-726-3207 (international) or 876-957-5100 (local), or by visiting www.seashorebaybeachresort.com. Rates start at US\$181 per person, per night based on double occupancy, which represents introductory savings of 53 percent. Children ages 3- 12 years old are US\$32 per night; children under three years old are free.