Karisma Hotels & Resorts, Jamaica Announces US$900 Million Mega Hotel Project

Karisma Hotels and Resorts, Jamaica plans to invest more than US$900 million in a mega hotel project in Llandovery, St Ann, Jamaica which will be completed in eight to ten years.

The project will not only add 4,000 new rooms to Jamaica’s tourism sector but also provide over 8,000 direct jobs and 5,000 indirect jobs. The project falls under Jamaica’s Minister Minister of Tourism and Entertainment, Hon. Dr. Wykeham McNeill’s portfolio. Mr. Ruben Beccera, Vice President of Corporate Affairs and Business Development, Karisma Hotels and Resorts made the announcement on Tuesday, October 13th and stated the following: On behalf of Karisma Hotels & Resorts, Jamaica let me start by saying how very proud we are to be in Jamaica. Last April 2014, we were honored to make our entry into this beautiful country with the opening of Sensatori Jamaica in Negril, with 138 suites. The hotel was sold out for the entire year less than a month after opening with the great support of our TUI partners, who have also been fundamentally instrumental on increasing the Airlift into Jamaica with more than 108 thousand seats per year, representing more than 1 million additional guest nights per year. A few months later – in January – we were pleased to announce an expansion of an additional 149 suites at this spectacular property. Construction is currently underway for a neighboring hotel as well – Azul Seven – which represents 149 rooms and an investment of $45 million. Azul Seven will bring 328 direct and 197 indirect jobs to the area. Before going further, I want to express our deep gratitude to the people of Jamaica who have graciously welcomed the Karisma brand to their fine Country and who have so greatly contributed to our success here. Now, I am proud to announce the acquisition of Llandovery by Karisma Hotels & Resorts. Located on the north coast of St. Ann, Llandovery encompasses 228 acres and has access to more than a mile of pristine beachfront. With your support, Karisma intends to develop a total of nine hotels representing over 4,000 rooms over the next decade. Program elements to be considered include 9 Hotels, dolphin experience, water sports, and nature experience with horse trails. This 8 to 10-year project when completed will bring 4 thousand additional rooms into the Island and an investment that will surpass US$900 million. This Project will represent approximately 8 thousand new job opportunities in direct employment and around 5 thousand in indirect employment. As a part of Llandovery, Karisma expects to bring new international brands to Jamaica and we estimate to open the first hotel in 2017-2018. Increase of Airlift is also a part of the master plan. We are extremely excited to continue working and growing alongside the people of Jamaica, and we remain committed to further enhancing the already bourgeoning tourism industry here. On behalf of Karisma Hotels & Resorts, Jamaica I want to reiterate our gratitude to the government, industries, and communities that have welcomed us with open arms. We look forward to a wonderful and fruitful future together. Before closing I must also say a special thank you to Prime Minister Portia Simpson Miller, Minister Wykeham McNeill and their team for their enthusiastic support.