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## **ORIGINAL RESORTS WILL BE OPENING A NEW DESIRE RESORT FOR THE BRAND IN THE MEXICAN CARIBBEAN**

*Leading Mexican Hospitality Brand, Original Resorts, Expands Portfolio with the Opening of the Beachfront Desire Pearl Resort & Spa, Riviera Maya.*

Cancun, December 20, 2011, Original Resorts, a leading Mexican hospitality brand, continues its strategic plan to expand with the opening of its new clothing optional resort on March 30<sup>th</sup>, 2012. Following after the first clothing optional hotel of the group: Desire Resort & Spa Riviera Maya, this five-star hotel complex, located on a beautiful beach of Puerto Morelos, will be named Desire Pearl Resort & Spa, Riviera Maya and become an exclusive couples only hotel, marking the brand's fifth concept resort in Mexico.

Mr. Rodrigo de la Pena, President of the group, today announced that after his successful negotiations with the owners of the hotel, known as Ceiba del Mar, the property will be operated by Original Resorts Group to offer a second clothing optional lodging option in the Riviera Maya as of March 30<sup>th</sup>, 2012.

The decision to transform this hotel into Desire Pearl comes from the high demand of the unique clothing optional concept that until now only Desire Resort & Spa Riviera Maya is set to offer in Mexico. Thus, the new Desire Pearl represents an excellent option for the couples, who seek the blend of privacy, luxury, and sensual amenities for their most unbelievable vacation in the Mexican Caribbean.



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In line with Desire Resort & Spa, the new Desire Pearl Resort & Spa, Riviera Maya will feature exquisite culinary options such as signature restaurants, bars and Disco. And with a superb team of activities, the sensual clothing optional experience will be enhanced even for the most demanding guest. In addition, its adults and couples oriented entertainment will fully align with Desire's fundamental pillars of superior service.

Desire Pearl Resort & Spa, Riviera Maya, a beachfront hotel with breathtaking facilities and sweeping views of the Caribbean Sea, includes 32 Ocean Front Rooms, 13 Junior Suites, 36 Master Suites, and 7 Penthouse Passion Suites. Guests can enjoy the hotel's grand pool, the 80 person private Jacuzzi, perfectly integrated into the surrounding gardens, in addition to a tennis court, holistic spa, and pier with docking facilities, among other luxurious amenities.

"This is another step towards strengthening our presence in the Caribbean" said Rodrigo de la Peña, President of the Group. He added: "The clothing optional concept is an important market for us and Desire Pearl Resort & Spa, Riviera Maya, perfectly complements the brand's commitment to top quality hospitality in the country".

Visit:

[desirepearl.com](http://desirepearl.com)

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