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Maya-Inspired Spa Makes Its Debut In Mexico's Riviera Maya

PUERTO MORELOS, Mexico (Feb. 13, 2008) – Travelers enjoy 20 percent savings with the new El Cocay Spa Package at Hotel Marina El Cid Spa & Beach Resort in the Riviera Maya portion of Mexico's Yucatan Peninsula.

The 342-room deluxe all-inclusive resort is convenient to the Cancun International Airport and chic restaurants and shops of Playa del Carmen. Spanning 617 acres, Hotel Marina El Cid boasts pristine mangrove forests and white sandy beaches. The all-suite property just completed a \$50 million expansion, adding a magnificent spa and new accommodations, beachfront bar and convention center. Other amenities include a 22,000 square-foot freeform pool, four restaurants, four bars, 120-slip private marina, Kids' Club and comprehensive activities program.

Luxury and Legend Meet

Now through June 30, 2008, the El Cocay Spa Package includes: a manicure, pedicure, back and neck massage, gentle exfoliation treatment, deep moisture therapy facial and hydrotherapy treatment. The cost of the package is \$210 USD in addition to the El Cid all-inclusive rate. If booked separately, these treatments would cost \$259, for a savings of 20 percent. The El Cocay Spa Package is valid for guests who pre-book a junior, one-, two- or three-bedroom suite. It also applies to Platinum Club guests (see below).

The spectacular, new El Cocay Spa features unique massages, mud wraps, mineral scrubs and facials. The 13,000 square-foot facility features native stone floors and walls, with giant windows offering soothing views of the Caribbean Sea.

El Cocay's unique treatments take their inspiration from the ancient Maya legends. For total rejuvenation, for instance, guests opt for the 80-minute, four-hand *Kukulkan* Body Massage. This therapy is a tribute to the Maya legend of the *Great Quetzalcoatl*, the leader who transformed himself into the Maya god, *Kukulkan*. During

the treatment, massage therapists interpret the walk of the jaguar, the movement of the snake and the flight of *el cocay*, the firefly, for total relaxation of the mind and body to let the spirit soar.

Just outside El Cocay Spa in the Zen Meditation Garden is a *Temazcal* Sacred Bath, the ancient Maya steam treatment to purify body and spirit. The dome-shaped *Temazcal* invites guests to relax and rejuvenate with the gentle chant of drums, flute melodies, cleansing steam and soothing aromas. Afterwards, guests can take a dip in the nearby plunge pool or refuel with fresh fruit, nuts, and beverages available in the relaxation lounge.

El Cocay Spa also houses a hair and nail salon, men's and women's hydrotherapy areas and a high-tech fitness center. The boutique showcases original crafts and artwork by Maya tribes in nearby villages. Proceeds provide economic support to these communities, underscoring El Cid's commitment to preserving the region's native culture.

Deluxe All-Inclusive All-Suite Resort

The pampering continues in Hotel Marina El Cid's luxurious accommodations and gourmet restaurants.

Each of the resort's suites is elegantly appointed with dark wood furnishings and granite countertops. Sliding glass doors open onto an expansive private terrace with Jacuzzi and vibrant tropical gardens or the Caribbean Sea just beyond. For families and couples, the resort houses junior, one-two-and three-bedroom suites. In-room amenities include luxury bedding and linens, wireless Internet access, satellite TV, air conditioning and a mini-bar stocked with snacks and cold beverages. Each two- and three-bedroom suite also has a spacious living and dining area, fully equipped kitchen and private terrace with Jacuzzi. For all guests, room service is available 24 hours daily.

With four restaurants, Marina Hotel El Cid offers an array of culinary options, from casual to gourmet global cuisine. The newly expanded *Hacienda Arrecife* celebrates the traditional hacienda in grand style with brightly colored walls, original Mexican art and gourmet Mexican cuisine accompanied by a selection of more than 100 different tequilas. *El Alcázar* is a favorite for romantic dinners and special occasions, thanks to its chic décor and creative blend of Asian and Mediterranean cuisine. Situated on El Cid's private marina next to the resort, *La Marina* serves up fresh seafood and stunning sunset views overlooking the turquoise waters of Puerto Morelos Bay. Guests

dine indoors or al fresco at the casual *La Alhambra*, featuring a gourmet buffet and freshly prepared dishes to please all palates.

For the best in customized service, guests can upgrade to Hotel Marina El Cid's Platinum Club for an additional charge of \$40 per day. Designed for the most discriminating travelers, the Platinum Club offers a personal butler to attend to special requests and arrange restaurant reservations, tours and excursions. Members also enjoy guaranteed oceanfront accommodations and private *Palapa* huts on the beach. In-room amenities include an aroma-therapy menu, pillow menu, welcome fruit basket with wine, strawberries dipped in gourmet chocolate and more. Additionally, Platinum Club members enjoy exclusive access to the Platinum Lounge with VIP services, such as a business center with complimentary computers, flat-screen TV, bar stocked with premier drinks and a new sushi bar.

Cultural and Ecological Wonders

Situated in the heart of Riviera Maya in the bohemian town of Puerto Morelos, Hotel Marina El Cid puts a full range of water sports within easy reach. The on-site Pronotours, El Cid Resorts' official travel and tour company, takes guests on fishing expeditions, departing from the resort's private, 120-slip marina. Also leaving from the marina are sailing trips, bay cruises and catamaran tours to the pristine white-sand shores of Playa Maroma, cited by the Travel Channel as one of the world's most beautiful beaches.

Less than 500 yards offshore from Hotel Marina El Cid lays the protected Puerto Morelos National Reef Park, home to the world's second largest reef system. Pronotours brings guests on diving and snorkeling trips through clear turquoise waters for up-close views of exotic sea life, including brightly colored fish, sea turtles, stingrays, purple sea fans and coral.

The tour company also takes guests to explore the Maya ruins in *Tulum* and *Chichen Itza*, recently named one of the new wonders of the world. Another favorite tour goes to Xcaret Ecological Theme Park, offering colorful botanical gardens and jungle preserves. Among the water-related activities here: dolphin swims and diving and snorkeling in water-filled caves called *cenotes* to view water life and unique rock formations.

From Hotel Marina El Cid's guestrooms and lobby, the beach is within a few minutes' walk. Besides soaking up the sun and playing beach volleyball, guests enjoy a variety of water sports at the resort. Boogie boards, hobby cats and paddleboats are

available on-site. Guests can also sign up for windsurfing and snorkeling lessons at the resort.

For additional information, visit online **HYPERLINK "http://www.elcid.com"**
 www.elcid.com . To make reservations, call toll-free **1-800-525-1925** or **1-888-733-7308** and be sure to pre-book the ***El Cocay Spa Package*** to take advantage of this special package.

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NOTE TO EDITORS: Hotel Marina El Cid welcomes press visits. If you have a story, please send an email with letter of assignment to Sharlet Brennan sharlet.brennan@ypartnership.com.

About El Cid Resorts

The Hotel Marina El Cid Resort & Spa is one of six hotels owned and operated by El Cid Resorts. Four hotels are located in Mazatlan along with a 27-hole championship golf course, full-service marina, and a destination management company. Another hotel, El Cid La Ceiba Beach Hotel, is in Cozumel. El Cid also owns and operates construction and real estate companies affiliated with Century 21.

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