



Anglers Enjoy Deep Discount at Riviera Maya Luxury Resort

Mention the World Wide Fishing Web site, and enjoy substantial savings at the deluxe all-inclusive Hotel Marina El Cid Spa & Beach Resort in Mexico's Riviera Maya. This special deal -- 20 percent off room rates -- is valid till December 20, 2008, for visitors to the World Wide Fishing site.

Bottom fishing in the Riviera Maya rates among the best in the world. Hotel Marina El Cid has five premier boats, ranging in size from 28 – 33 feet, with twin diesel engines that are ideal for this pursuit. Just two miles from shore, you'll find large schools of fish, from blue and white marlin to sailfish to mahi-mahi, wahoo, tuna and kingfish. The El Cid Marina captains are available to take guests on fishing expeditions daily. Tours last four hours for \$425.00 USD, with bait, license, soft drinks, water and beer included.

Hotel Marina El Cid -- host of the 2008 Cancun Billfish Classic this coming April -- is the only resort on the Riviera Maya with its own professional marina. The state-of-the-art facility, located just one block from the resort, accommodates 120 vessels. A full-service marina, it offers weather services, dive shop, mini supermarket, hardware shop, sport fishing fleet and more.

The Mexican Caribbean is home to some of the world's premier sport fishing locations. The Yucatan Peninsula's warm waters, natural currents and reefs attract an array of fish. Angler have a full range of sport fishing opportunities, from offshore charter fishing to structure fishing in inshore

waters. Peak season runs, April -- June, but thanks to the balmy tropical climate, you can enjoy the sport here year-round.

At Hotel Marina El Cid, guests find many diversions both on and off shore. The 342-unit, all-suite resort is located 15 minutes from the Cancun International Airport and 30 minutes from the chic shops and restaurants of Playa del Carmen. Spanning 617 acres, Hotel Marina El Cid sits along 1,969 feet of pristine Mexican Caribbean beachfront. Junior, one-, two- and three-bedroom suites are dispersed in 9 low-rise buildings surrounding a magnificent, 22,000 square-foot, freeform pool.

In addition to the private marina, Hotel Marina El Cid has four restaurants, four bars, business center and comprehensive activities program. A \$50-million expansion, completed in December 2007, includes 150 junior suites, gourmet restaurant, Maya-inspired spa, convention center and beachfront bar.

Designed for couples and young families, each of the new junior suites has a king bed, Murphy bed and kitchenette. Other in-room amenities include luxury bedding and linens, wireless Internet access, satellite TV, air conditioning and a mini-bar. To accommodate larger groups and families, Hotel Marina El Cid also houses luxurious one- two- and three-bedroom suites with large living and dining areas, full kitchens and private balconies providing breathtaking views of vibrant tropical gardens or the Caribbean Sea.

The resort's four restaurants offer an eclectic mix of culinary options, from casual to gourmet. The newly expanded *Hacienda Arrecife* features fine Mexican fare accompanied by a selection of more than 100 different tequilas. Guests linger in the new beachfront *Scaramanga Moon & Beach Lounge*, enjoying cocktails, *carpaccios*, cool ocean breezes, and live music. Situated on El Cid's private marina, the intimate, open-air *La Marina* serves up fresh seafood and stunning sunset views overlooking the clear, turquoise waters of

Puerto Morelos Bay. *El Alcázar* is a favorite for romantic dinners and special occasions. Located off the lobby, this fusion gourmet restaurant boasts elegant, minimalist décor. Diners enjoy a creative blend of Asian and Mediterranean cuisine and a selection of more than 50 different wines, including classics and emerging labels from around the globe.

Hotel Marina El Cid offers something for every family member. Pamper Mom with a relaxing day at the new oceanfront El Cocay Spa, specializing in treatments based on ancient Maya legends. The 13,000 square-foot facility offers massages, facials, body wraps and a unique *Temazcal* Sacred Bath, inviting guests to relax and rejuvenate with cleansing steam and soothing aromas. El Cocay also houses a nail and hair salon, hydrotherapy area and fitness center. Its boutique features original crafts and artwork by Maya tribes, with proceeds going back to these communities.

From guestrooms or lobby, the beach is within a few minutes' walk. Besides soaking up the sun, guests enjoy a variety of water sports, including boogie boards, hobby cats and paddleboats.

The Hotel Marina El Cid Kid's Club provides such supervised activities as snorkeling lessons, Spanish classes, Mexican cooking classes, games and more. Most activities take place around the 22,000-square-foot pool with waterfall, children's area with slide and in-water lounge chairs. The teen program features windsurfing lessons, kayaking tours, supervised trips to Cancun and bike trips to the nearby charming fishing village of Puerto Morelos.

With Mexico's rich history and natural beauty, guests enjoy many excursions. The resort's on-site tour and travel company, Pronotours, takes guests on bay cruises and catamaran tours, departing from the El Cid Marina. Guests also enjoy scuba diving and snorkeling trips to the protected Puerto Morelos National Reef Park. Located less than 500 yards offshore from the resort, the park is home to the world's second largest reef system.

Among the other favorite pastimes are excursions to Maya ruins. Tours go to the ancient temple of *Chichen Itza*, recently named one of the new wonders of the world. Another tour goes to the Maya pyramids of *Tulúm* located on top of a cliff overlooking the Caribbean Sea.

At Xcaret Ecological Theme Park, guests experience colorful botanical gardens and jungle preserves, home to jaguars, spider monkeys, toucans and other rare, native wildlife. Included in the activities here: dolphin swims, zip-line jungle canopy tours, horseback riding, hiking and biking.

For more information on Hotel Marina El Cid Spa & Resort, visit www.elcid.com. For reservations, call toll-free **1-866-8230099** or email reserve.cancun@elcid.com.mx, and be sure to mention World Wide Fishing Web site to take advantage of the discount.