



CARIBE ROYALE O R L A N D O

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Caribe Royale Announces Opening of The Island Spa and Partnership with ISM

June 6, 2011 (ORLANDO, FL) – Caribe Royale All-Suite Hotel & Convention Center (Caribe Royale) is pleased to announce the opening of The Island Spa, slated for July 18, 2011. Through a new partnership, The Island Spa will be managed and operated by Innovative Spa Management (ISM) who will provide five-star spa services to guests of the hotel, located in Orlando, Florida.

The Island Spa is a boutique spa and will offer a wide variety of services and treatments. It will be located in Tower III, ground floor, conveniently near the main pool and fitness center. Recognizing that spas continue to be a major growth segment of the travel industry, The Island Spa is designed to appeal to the sophisticated spa consumer and neophytes as well. Meeting attendees can enjoy a relaxing massage after a long day of meetings, and leisure guests might appreciate a fabulous facial cleanse after a long day at the parks. Children's services will also be available and retail products will be sold.

"I believe the addition of a new spa meets the current requirements and needs of our guests," says Gerald Urquiola, general manager of Caribe Royale. "We've been pleased to provide a small selection of spa services for the past few years, and we've seen a tremendous increase in demand for these services. Once again, we've listened to our customers' feedback and we are happy to meet their request. It is how we continue to improve and remain competitive in this market."

The hotel will convert two of its one-bedroom suites into private treatment rooms. The Island Spa will offer a three-step facial cleanse, massages, manicures and pedicures in conjunction with a specially designed, signature spa scent combined with exclusive Privai products. Located in the center of the hotel, the name of the spa evokes a feeling of isolation and relaxation in a tropical environment that echoes the feeling of the hotel itself. Guests often describe the Caribe Royale as a quiet oasis, and The Island Spa will carry that theme throughout the venue and the treatments. Guests staying at Caribe Royale's sister hotel, Buena Vista Suites, will also be able to enjoy treatments at The Island Spa with the convenience of being able to post their charges directly to their hotel suite.

The Caribe Royale is an all-suite hotel in Orlando, Florida that features 1,218 one-bedroom suites and 120 two-bedroom villas. Each room is elegantly appointed and ideal for families or business travelers. With more than 150,000 square feet of meeting space, the Caribe Royale has been described as a meeting planner's dream. Located just 1.5 miles from the Walt Disney® Theme Parks, the hotel offers complimentary scheduled shuttles to those parks as well as the Downtown Disney® area. More information about the Caribe Royale is available by visiting <http://www.thecaribeorlando.com>. The Caribe Royale is a property of the Sierra Land Group in Glendale, California.

Innovative Spa Management (ISM) meets the needs of the hospitality, spa and fitness industries seeking turn-key solutions with the ability to differentiate their brand. ISM provides conceptual and strategic planning, feasibility assessments, spa consulting, design, and ongoing Five Star Spa Management that supports the overall vision of the property while increasing value and profitability. ISM is located in Asheville, North Carolina. More information about ISM is available at <http://ismspa.com>.

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