

## **JAMAICA'S THE PALMYRA RESORT & SPA PARTNERS WITH PREMIER HOTEL MANAGEMENT COMPANY SOLÍS**

ATLANTA – (April 15, 2008) On-target for an autumn 2008 opening, The Palmyra Resort & Spa announced today that premier management company Solís Hotels & Resorts is set to operate the exquisite, Caribbean retreat to be known as Solís The Palmyra Resort & Spa.

Launched by legendary hotelier and former president of The Ritz-Carlton Hotel Company Horst Schulze, Solís Resorts & Hotels is a collection of resorts, hotels and residences offering a convergence of unparalleled designs, settings and experiences. Luxury “the Solís way” goes well beyond the superbly appointed accommodations to reach Schulze’s benchmark of elevated service. Said Schulze, “In essence, Solís The Palmyra will redefine luxury living and luxury travel in the Caribbean based on input from world travelers and guests.”

Set on 16 oceanfront acres on the grounds of a former Jamaican plantation within the elite enclave of historic Rose Hall, Solís The Palmyra offers beautifully appointed suites, penthouses and villas with full kitchens, premium cable HDTV and high speed internet. Surrounded by three championship golf courses, Solís The Palmyra boasts the added indulgence of Jamaica's first branded ESPA destination spa, designed by global spa guru Susan Harmsworth, CEO and founder of the spa company.

A world-class chef delivers culinary excellence and internationally inspired dishes at the resort’s four on-site restaurants, while the Gourmet Shop offers the convenience of gourmet-to-go with prepared foods as well as pantry staples. Culinary consults and custom-tailored menus make dinner for two or hosting a Caribbean soiree a breeze for discerning diners. Add to this luxury, 24-hour in-room dining and a full-service staff for an exceptional level of attentive care.

Two swimming pools overlook the sea, swimming cove and private white sand beach, while dining choices include four restaurants ranging from white-tablecloth to beachside casual dining.

“Our guests are high-profile individuals who maintain demanding, hectic schedules. Solís The Palmyra is a private retreat, designed to welcome guests with staff and amenities that anticipate every need so that time here is both restorative and productive,” said Schulze.

A long-time love among the rich and famous, celebrities such as Ralph Lauren, Keith Richards and Jane Seymour all own houses on what is often named the most beautiful

island in the Caribbean. Jamaica has also been the playground for members of the British aristocracy since Errol Flynn washed ashore in 1946.

“Our goal was to create a destination that rivaled the world’s finest. With Horst Schulze and the Solís team, The Palmyra is firmly on the map as a true luxury travel destination,” said Bob Trotta, developer of The Palmyra Resort & Spa.

For people who want to live the Palmyra lifestyle, private residences are available for ownership. The Palmyra Resort & Spa already features a list of impressive accolades, including:

- Member of *The Leading Hotels of the World*
- Named “One of the Top 10 Most Exciting Home Developments in the World” by prestigious *Travel + Leisure* magazine (March 2007)
- Five-star award recipient at the 2007 CNBC International Property Award.

For more information about Solís The Palmyra Resort & Spa, visit [www.solisthepalmyra.com](http://www.solisthepalmyra.com) or [www.thepalmyra.com](http://www.thepalmyra.com) or call (800) 861-4740.

### **The Solís Experience**

Carefully crafted to appeal to discerning, well-traveled guests, the Solís Hotels & Resorts brand was developed by Horst Schulze and his team of hospitality experts. The Solís concept is designed to appeal to sophisticated travelers, combining a new sense of luxury with superior customer service. Each Solís property will offer luxury accommodations with a true sense of discovery, and designs that showcase its distinct surroundings.

Solís The Palmyra Resort & Spa will be the brand’s premier Caribbean resort property. Other Solís hotels and resorts include Solís Cambrian Hotel & Spa, Adelboden, Switzerland; Solís Lough Eske Castle, Donegal, Ireland; Solís Sunny Isles, Sunny Isles, Florida, scheduled to open 2009; and Solís Zala Springs, Zala Springs, Hungary, scheduled to open 2009. These premier Solís properties signify the genesis of a brand poised for success through unique designs, experiences and customer service standards.

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