



**MEDIA CONTACT:**

rbb Public Relations

Maite Velez-Couto

(o) 305.448.1923 / (c) 305.968.5598

maite.velez-couto@rbbpr.com

**AMRESORTS ANNOUNCES MAJOR INVESTMENTS IN SUPPORT OF THE TRAVEL AGENT COMMUNITY**

*Company Increases Cash Rewards for Travel Agents by 360% in One Year; Restructures Sales Team and Offers New Tools and Quality Inclusions to Help Agents Sell*

**PHILADELPHIA, PA (August 8, 2013)** – AMResorts continues to reaffirm its commitment to the travel agent community with a more robust rewards program and sales support system. Cash will remain a primary focus for promotions and booking incentives across the company's six luxury resort brands: Zoëtry Wellness & Spa Resorts, and Secrets, Breathless, Dreams, Now, and Sunscape Resorts & Spas.

"Travel agent partners are AMResorts' most important industry asset," said Gonzalo del Peon, President of AMResorts. "It is crucial we recognize their support by listening to what they want, and that is more cash and more resources to help them close sales. In fact, we increased commissions and rewards by more than 360% in 2012 alone. Our goal is to continue delivering on that promise."

The company also is introducing a restructured sales team led by new National Director of Sales Mary Ellen Burke. She will manage seven new national territory subdivisions: Mountain States, Mid-Atlantic, Southeast, Midwest, Southwest, Northeast, and West Coast. Most recently, the travel industry veteran served as Regional Sales Director for United Airlines and was responsible for increasing revenues and maximizing exposure in the travel agencies, corporate and local communities.

AMResorts also is investing more in the Canadian market. Senior Director of Sales and Marketing Jan LaPointe will be leading all efforts and building a regional sales support team.

"The restructuring of the sales team brings more hands-on support and resources to agents when and where they need them," said Colette Baruth, AMResorts' Vice President of Marketing & Sales. "This includes having a permanent presence in Canada, a very important, growing market for our resorts."

Territory managers also will oversee AMResorts' new processing platform, designed to expedite bonus commission payments and reward fulfillment. "AMResorts awards 10% commission on package bookings, maximizing profit opportunities for agents," added Baruth.

The rollout of AMResorts' new and existing suite of year-round promotions and branded solutions also will remain top of mind. "We will have six strategically timed promotion expected throughout the year. Programs like our competitive wedding packages, Sip, Savor & See, Free Golf and Girlfriends Getaways are specially designed to offer quality inclusions that match the needs of a variety of clients and add value to make sales easier for our agents," concluded Baruth.

In 2013, AMResorts will continue enhancing its arsenal of education and sales tools. Travel agents can expect easier to navigate websites, starting with SecretsResorts.com and followed by other brands throughout 2013. Added features like resort finder widgets and wedding calendars; new apps, and more, will be part of the improvement agents can expect.



## ABOUT AMRESORTS

AMResorts is the provider of sales, marketing and brand management services to six individually unique concept resort brands with 32 properties throughout Mexico, Jamaica, Curaçao and the Dominican Republic, where everything is included: luxurious and boutique Zoëtry® Wellness & Spa Resorts ([www.zoetryresorts.com](http://www.zoetryresorts.com); 1-888-4-ZOËTRY); adults-only Secrets® Resorts & Spas ([www.secretsresorts.com](http://www.secretsresorts.com); 1-866-GO SECRETS); family friendly Dreams® Resorts & Spas ([www.dreamsresorts.com](http://www.dreamsresorts.com); 1-866-2-DREAMS); vibrant Now® Resorts & Spas ([www.nowresorts.com](http://www.nowresorts.com); 1-877-NOW-9953) and fun-filled Sunscape® Resorts & Spas ([www.sunscaperesorts.com](http://www.sunscaperesorts.com); 1-866-SUNSCAPE), and recently launched Breathless Resorts & Spas.

AAA Five Diamond designated Zoëtry Paraiso de la Bonita Riviera Maya and Secrets Marquis Los Cabos are members of Leading Hotels of the World.

Images, logos, and informational material about all of AMResorts brands and properties are available at [www.amresorts.com/media](http://www.amresorts.com/media).