



Temptation Cancun Resort Leads Way on Adult-Only Resort Trend

Adult only vacations are increasingly popular

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Cancun, Quintana Roo, Mexico, Aug 4, 2016 — Could free spirits find a friendlier home than the Caribbean? The soft air blows through coconut palms and warm turquoise waves lap against the bright, white sand. This perfect location, combined with years of experience, have made Temptation Cancun Resort the top adult-only, all-inclusive resort in Mexico's Caribbean. And the resort is investing millions to make itself even more alluring in part thanks to the booming new trend in adult-only travel.

Adults without children are a fast-growing segment of the travel and vacation market. The trend's been noted for nearly a decade now. In 2007, a survey from a travel marketing firm revealed 60% of vacationers had traveled with a spouse or other adult, but no children. That's twice the percentage of adults who had traveled with kids. And the leisure industry has taken note. More and more options for adult-only vacations are popping up everywhere from New York's Catskills to Thailand.

The rise of adult vacations isn't surprising. There's plenty of boomers out there, of course, who are keen to see the world now that their kids are at college or in the workforce. But there are also plenty of younger adults (Gen X and some millennials) ready for some good clean fun but without having to share the pool with kids.

Some adults want to recapture parts of their own childhood, which explains the rise of the adult, summer-camp-type vacation. But there are also plenty of adults who want a more sophisticated version of good clean fun and don't want to feel awkward around families.

For those adventurous world travelers, we've built an adults-only playground. "We've created a space where adults can be safe, be themselves and just have fun," said Rodrigo de la Peña, CEO of Original Resorts. "We've devoted ourselves to creating a completely unique experience that brings people back time and time again." It shows in the resort's unparalleled occupancy rate, which is between 80% and 85%, all year round.

Temptation Cancun Resort lives up to its name. Its three spectacular pools are each dedicated to one of three themes (relaxation, sports or sensual entertainment). And the five bars and five restaurants mean that gourmets and lovers never need to miss a sumptuous meal or a quiet moment together.

Now, Temptation is making itself even more desirable. "We are so excited to have Karim Rashid give Temptation a makeover. His aesthetic and sense of style with its sinuous curves and organic shapes are the perfect match for Temptation Cancun Resort" said De la Peña.

This isn't Karim Rashid's first hotel. He already applied his skills, honed as an award-winning industrial designer for more than 20 years, to the Semiramis Hotel Athens where the Canadian designer's distinctly human purposed style has won rave reviews.

Rashid's proposal for Temptation makes a direct connection between the sensuous shapes of the building and its interior spaces with both the environment and our guests. The shapes reflect the curves of the human body, according to Rashid.

"The building will make a bold statement on the Cancun strip," said De la Peña. "Mexico's passionate culture is reflected in every line of the design, and it will provide the perfect setting for the enjoyment of our guests."

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ABOUT TEMPTATION

Temptation Cancun Resort is an all-inclusive resort in the Mexican Caribbean for the free-spirited world traveler 21 and older. We provide the atmosphere for a sensual vacation with unique entertainment, performances, and vibrant parties. You do the rest. It's the perfect place to mix and mingle. Come alone or with friends. Meet a new friend friends. Or just relax and enjoy. We're here and we're waiting for you.

Visit our website. Follow us on Facebook and Instagram. Call us at 1 (877) 485-8367.

ABOUT ORIGINAL GROUP

Original Group is a Mexican company with more than 35 years of experience, with commercial activity in the hotel sector, the cruise industry, vacation clubs and real state. We encourage innovation to create and develop businesses that leave a mark. Our brands maintain the highest standards of the group and, simultaneously, provide concepts that stand out for their uniqueness. We have developed successful tourist brands, including by offering unique experiences for adults only, in top destinations around the world, creating a perfect atmosphere for couples and singles looking to add a new dimension to your holiday. Our strong corporate culture allows us to provide a consistent service characterized by warmth and attention, creating long term relationships with our customers. We promote environmental care with a high sense of social responsibility, as an active part of our environment and society. For more information, visit original-group.com.