

would be the right fit for each one. They always were attracted to Jamaica, because it's a well-positioned brand when it comes to a desirable, tropical destination for many markets."

The property that Karisma spotted, and ultimately purchased in Jamaica, had been on the Seven Mile Beach for over 20 years. "It was handled for quite a long time by Sandals," says Miravete. "But the owner was local and when the contract came to an end, that's when we came. We didn't want just to operate the hotel; we really wanted to acquire the property and its assets. Sometimes the stars align in the right way; the owner was ready to hear options and we were the strongest candidate at the time. We took over the property and we operated it for a few short months and then we closed it for about eight months and practically refurbished the whole thing. We opened in December 2013."

## AT A GLANCE

**WHO:** The Azul Sensatori Jamaica

**WHAT:** An all-inclusive hotel and resort

**WHERE:** Negril, Jamaica

**WEBSITE:** [www.azuljamaica.com](http://www.azuljamaica.com)

According to Miravete, the Azul property was designed so as to capitalize on the successful models that Karisma was already operating in Mexico. "We already went through the exercise when we began offering our

