



product in Cancun,” he says. “There, the competition is even stronger. We were trying to create the particularity so that people would pick our product. We decided that we were not going to have the hotel too big, and that we were going to focus on a very high quality of food service. That’s when we came up with the Gourmet Inclusive trademark.”

Because the Azul Sensatori is an all-inclusive resort, its rates include all meals and beverages at its four restaurants. “In our hotels, you’re always expected to have a very fine dining experience in all of our restaurants,” Miravete explains. “You have a limitless number of the times when you can dine in a particular restaurant as opposed to many other competitors where you are limited to one visit per restaurant. We also are known for offering premium brands. Our company has struck some very important alliances with brands such

as Jackson Family Wines from Napa, and we have a very good relationship with Canada Beef.” Many of the hotel’s products are delivered to them by Overseas Freight Solutions, a Miami-based transport company. “So, we try to be very careful on our gastronomic offerings for our customers and have them feel at ease when they want to wine and dine instead of being limited to a certain schedule,” Miravete adds. The hotel also has two onsite coffee shops/cafés, a beach bar, two bar/lounges, and 24-hour room service.

Other amenities at the Azul Sensatori include: two adult-only sections with romantic honeymoon suites; a separate area with accommodations for families; four outdoor swimming pools; a spa and fitness center; a 32” plasma TV and DVD player in each room; free mini-bar items; wireless internet access; a business center; the Azulitos Play House for kids ages 4-12; the Breeze