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MARKETING COMMUNICATIONS

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CHERYL ANDREWS MARKETING JOINS FORCES WITH SIRENIS HOTELS & RESORTS

Coral Gables' top travel PR agency signs Sirenis Hotels & Resorts

April 12, 2018, Coral Gables, FL – Cheryl Andrews Marketing Communications (CAMC), a leading full-service public relations firm specializing in luxury, travel and hospitality has been selected to serve as the North American PR agency of record for the Spanish-based Sirenis Hotels & Resorts, representing the brand's all-inclusive Caribbean and Mexican properties.

“CAMC represented Sirenis Hotels & Resorts when we first made our debut in the North American Market,” said Catina Clapes, Marketing Director for Sirenis Hotels & Resorts. “We felt their wealth of knowledge about who we are as a brand and innovative approach to enhancing visibility with our target audience, made them the ideal partner in bringing Sirenis’ awareness to the next level.”

The Sirenis properties being added to the CAMC catalogue include [Sirenis Punta Cana Resort](#), situated in one of the most beautiful coconut groves in Punta Cana (Dominican Republic) along with a unique water park; [Grand Sirenis Matlali Hills](#) located on the magnificent Colinas de la Bahía de Banderas hills (Riviera Nayarit, Mexico), with its own natural reserve and panoramic views to the sea and [Grand Sirenis Riviera Maya Resort](#), a hotel complex located just an hour away from Cancun, at the Riviera Maya, Mexico.

CAMC, long a force in sun destination public relations, currently represents the tourism board of Costa Rica, the tourism board of the island of Grenada, and numerous resorts, both large and small throughout Florida and the Caribbean.

About Sirenis Hotels & Resorts

With almost 50 years of experience in the hotel business, Sirenis Hotels & Resorts is an international, family-run company based in Ibiza. Offering first class and luxury hotels located on the island of Ibiza, Dominican Republic and Mexico, Sirenis Hotels & Resorts is always in constant evolution, with new projects for international expansion in the leading tourist destinations including San Andres, Colombia, home to the new Grand Sirenis San Andres, an all-inclusive, five-star hotel with 332 rooms, four restaurants, two swimming pools and an events room, coming Summer 2019. Currently, Sirenis Hotels & Resorts has six hotels in Ibiza, two in Punta Cana (Dominican Republic), two in Riviera Maya (Mexico) and one in Riviera Nayarit (Mexico). The chain has a total of 4,000 hotel rooms with different configurations, representing an accommodation capacity of 10,000 beds. The hotel facilities are complemented by two Sirenis Aquagames water parks, located in Punta Cana and Ibiza; a dolphinarium in Riviera Maya; and the Grand Sirenis Spa, considered one of the largest and most spectacular spas in Riviera Maya. With a range of options that include bed & breakfast (only in Ibiza location) and all-inclusive resorts, to providing a unique mix of entertainment and activity programs, Sirenis

Hotels & Resorts is the ideal choice for a memorable vacation. For more information, visit www.sirenishotels.com.

About Cheryl Andrews Marketing Communications

Cheryl Andrews Marketing Communications (CAMC) is a leading public relations firm that has specialized in travel, hospitality, luxury and real estate PR for Caribbean, Floridian and Latin American clients for more than 30 years. The company has built a solid reputation for results-driven service. CAMC is at the forefront of new media and has integrated social media into traditional campaigns for its resort and destination clients. Influencers turn to the CAMC team as leading experts in the field. Follow CAMC at https://twitter.com/CAMC_PR, like us on Facebook at <https://www.facebook.com/CherylAndrewsMarketing> and visit www.cam-pr.com for more information.

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