



## MAHEKAL BEACH RESORT RECEIVES PRESTIGIOUS ADRIAN AWARDS

PLAYA DEL CARMEN, Mexico - Dec. 15, 2015 - Circa Capital Corporation - a privately held Dallas-based specialty real estate investment, development and management company - announces its co-owned and managed property, Mahekal Beach Resort in Playa del Carmen, has been honored with two 2015 Adrian Awards from Hospitality Sales and Marketing Association International (HSMIAI) for website design and a multi-channel Cyber Monday marketing campaign. As the industry's largest and most prestigious travel marketing competition - annually recognizing excellence in hotel, travel and tourism, digital marketing and public relations - this year's Adrian Award contest garnered more than 1,300 entries from around the world, with entries judged by top executives throughout the multi-billion dollar industry.

"The Adrian Awards represent the very best in hospitality marketing, and we are honored Mahekal received two awards in this year's competition," said Lamont Meek, Chief Operating Officer of Circa Capital (co-owner and manager of Mahekal). "Our goal is to create websites and marketing campaigns that provide a rich customer experience through meaningful initiatives, well-developed content and highly impactful visuals, and we are thrilled to be recognized for delivering on this goal. This achievement could not have been accomplished without the hard work and dedication of Mahekal Beach Resort's integrated marketing team."

Mahekal Beach Resort received a Gold Adrian Award for its new website, [www.mahekalbeachresort.com](http://www.mahekalbeachresort.com), in the category of "Digital Marketing." The site was created by HeBS Digital, the leading hotel digital technology, full-service internet marketing and website revenue optimization consulting firm, using their proprietary content management system, the smartCMS. In addition, HeBS Digital worked with Julie Reigle, President of JR Hospitality Consulting, and Karen Smith, Managing Director at Highwire Marketing Consultants, LLC, on the website, as well as Chris Wimpey - an internationally recognized photographer known for shooting epic landscapes, motorcycles and cars and fascinating people, as well as his work for clients, such as Lexus, Harley-Davidson, Ducati, Honda, Toyota, Yamaha, Chrysler and more - for the photography, to develop the site's textual, visual and promotional content. The website was designed to include Wimpey's beautiful, eye-catching imagery, a modernized look and feel and easy navigation for online reservations, amenities, dining options, guest room features and more.

Also within the "Digital Marketing" category, the resort won a Bronze Adrian Award for a multi-channel Cyber Monday marketing campaign. The campaign utilized HeBS Digital's exclusive Interactive Marketing Application technology, which is a highly visual web presence on desktops, mobile devices and tablets, serving as the central destination for visitors and as a landing page for marketing initiatives.

Mahekal Beach Resort will be honored during the HSMIAI Adrian Awards Gala, a black-tie extravaganza attended by more than 1,000 hospitality, travel and tourism marketing executives, on Tuesday, Feb. 16, 2016, at the New York Marriott Marquis. For more information on Mahekal Beach Resort, visit [www.mahekalbeachresort.com](http://www.mahekalbeachresort.com) or call toll-free 1(877) 235 4452. To engage with the resort socially, visit Facebook.com/mahekalbeachresort or find us on Twitter at @MahekalPlaya and on Instagram at @mahekal\_beach\_resort.

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#### **ABOUT MAHEKAL BEACH RESORT**

Nestled between the dense Riviera Maya jungle and Playa del Carmen's longest stretch of beach, spanning 920 pristine feet, lies Mexico's newest resort, Mahekal Beach Resort. The newly re-designed beachfront retreat introduces an entirely new experience with the same authentic concept, and now features 196 individual palapa-style bungalows, all less than a two-minute walk from the turquoise waters of the Caribbean Sea. Additional new amenities include three swimming pools, a pristine infinity pool, seaside hot tub, a new Mayan inspired Revive Spa, state-of-the-art fitness center, three completely renovated restaurants (Las Olas, Cocina and Fuego) and four bars (Boli's, Itzi, Las Olas and Fuego). From the famed 5<sup>th</sup> Avenue with boutique shopping, chic cafes and flavorful fare, to ancient Mayan ruins in Tulum and dazzling underwater caves at Xcaret!, Playa del Carmen provides exhilarating nightlife and local culture, just steps outside Mahekal Beach Resort. For more information on Mahekal Beach Resort, visit [www.mahekalbeachresort.com](http://www.mahekalbeachresort.com) or call toll-free 1(877) 235 4452. To engage with the resort socially, visit [Facebook.com/mahekalbeachresort](https://www.facebook.com/mahekalbeachresort) or find us on Twitter at @MahekalPlaya or on Instagram at @mahekal\_beach\_resort.

#### **ABOUT HSMIAI**

The Hospitality Sales and Marketing Association International (HSMIAI) is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as HSMIAI's MEET, Adrian Awards, and Revenue Optimization Conference. HSMIAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. For more information on HSMIAI, visit [www.hsmiai.org](http://www.hsmiai.org).