

Excellence Group Converts Boutique All-Inclusive Brand, BELOVED, Into Adults Only

Listening to feedback from their guests and aiming to up the luxurious amenities, Beloved Playa Mujeres converts from all ages to an adult only Boutique All-inclusive hotel as of September.

Playa Mujeres, Mexico/May 27, 2016/ - Excellence Goup Luxury Hotels & Resorts announces that as of September 1, 2016 their award winning boutique hotel *Beloved Playa Mujeres* will become an adult-only Boutique All-Inclusive hotel and Excellence Group's most luxurious and best property to date.



Excellence Group has made the decision to convert Beloved Playa Mujeres into an intimate adult only hotel with 109 suites to further expand its unparalleled boutique experience. In doing so, the company will take its Beloved brand to the next level of luxury, wellness and, of course, romance with new features and amenities to be announced.

Currently, Beloved Playa Mujeres enjoys the highest satisfaction ratings in the hotel's history, racking up awards like the 2016 Traveler's Choice winner for all-inclusive resorts both worldwide and in Mexico, and the 2015 Trip Advisor Hall of Fame award, among other distinctions.

"Excellence Group is yet again raising the bar in All-Inclusive luxury and this is accomplished by listening to our guests" states Excellence Group Luxury Hotels & Resorts' VP of Sales & Marketing, Domingo Aznar.

"Beloved Playa Mujeres has become the very best product within the Excellence Group portfolio"



About Excellence Group Luxury Hotels & Resorts

Excellence Group Luxury Hotels & Resorts is a family-owned and operated resort group, specialized in hotel management and worldwide real estate development, with a primary presence in the Caribbean. A joint investment between Medieval Times and ETI (Explotacions Turisticas de les Illes), the group owns and manages five-star, award-winning resort properties in the Dominican Republic and Mexico under three brands of All-Inclusive luxury: Adults-Only at Excellence Resorts; Boutique Adults-Only at Beloved Hotels; and Modern Luxury at Finest Resorts. In 2015 and 2016, Excellence Group properties won the Sunny Heart Award, TripAdvisor HALL of FAME and Travelers' Choice Awards for Top 25 Resorts across multiple categories to name a few.

For more information on The Excellence Group and its brands of resort properties, go to www.excellencegroupluxuryresorts.com.