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Travelzest plc

itravel2000 sees an increase in demand for luxury brands: Affordable luxury, a growing preference for Canadian travellers

[itravel2000](#)'s loyal customers have demonstrated that they are looking for a higher end travel experience but are still seeking great value when booking their holidays. itravel2000, a [Travelzest](#) brand (AIM: TVZ), has seen a significant increase in demand for luxury brands in the Caribbean and Mexico over the last two years.

itravel2000 has seen an increase of 500% over the last year for two of its affordable luxury brands: El Dorado and Azul Hotels. Some of the key requirements consumers are seeking in a higher end vacation is quality of food, service and accommodation. The El Dorado and Azul Hotels offer consumers a unique culinary experience under their Gourmet inclusive offering. All meals are offered a la carte in a variety of restaurants.

Besides offering great restaurants, service, rooms and activities the all-inclusive Karisma hotels are environmentally conscious whilst maintaining their commitment to service and quality. Their 'Going Green' strategy consists of growing fresh ingredients like vegetables, fruits and herbs in their own green house and providing fresh and quality products, free of chemicals and pollution. They also spend time raising awareness in the community by designing programs for local schools as well as having energy efficient lighting and air conditioning.

Jonathan Carroll, President of Travelzest said: *"We are seeing consumers looking for higher value accommodation and a richer experience. Properties like El Dorado and Azul Hotels offer the Gourmet Inclusive concept which meets our customers' desires for gourmet dining, luxury accommodation and facilities and exceptional services. Consumers also want intimate, smaller properties like El Dorado Maroma, which is one of my personal favourites."*

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About itravel2000

itravel2000.com a leading travel retailer in Canada was a pioneer of online travel and has over 100 travel agents. itravel2000 provides customers more travel options than any other Canadian travel retailer through a full product suite for vacation packages, cruises, airline tickets, hotel rooms, and rental cars. To see how we're fighting to save you money, visit www.itravel2000.com.

About Travelzest

Travelzest plc (LSE:TVZ.L) is a dynamic travel group, with a collection of online travel retailers and specialized tour operators, with operations in over 5 countries in Europe and North America. Included in the Travelzest family are holiday.co.uk, flight.co.uk, travelzest.com, itravel2000.com, [The Cruise Professionals](#), [Best of Morocco VFB Holidays](#), [Peng Travel](#), [Faraway Holidays](#), [The Malaysia Experience](#), [Tapestry Collection](#), [The Wow House](#), [Captivating Cuba](#), [JMB Travel](#), and [Fair's Fare](#). Travelzest is traded on London's AIM Exchange under the symbol TVZ.

About Karisma Hotels

Karisma Hotels & Resorts (Karisma), a renowned leader in hospitality management, operates a premier collection of award-winning properties throughout the Riviera Maya, Mexico, where guests savor a Gourmet Inclusive experience that fosters togetherness. Properties have been honored with the industry's top accolades including, Conde Nast Traveler's "Top 100 Hotels in the World," Conde Nast Traveler's "Gold List," Forbes' "Top 10 Most Romantic Hotels," TUI Travel PLC's "Hotel of the Year," AAA's "Four Diamond Award" and Wine Spectator's "Award of Excellence."