



## Sandos Hotels & Resorts Presents “Reasons to Smile” as a New Brand Promise

**Playa del Carmen on July 24, 2023.**- As part of their constant evolution, innovation, and commitment to their guests to present a renewed offer adapted to the market's needs, Sandos Hotels & Resorts deliver their new image and brand promise under the slogan "**Reasons to Smile**". This new brand promise is based on their constant effort and dedication to achieve the full satisfaction of guests, which for us turns into smiles.

"Our main objective and commitment to our guests is to offer them unbeatable vacations that will remain in their memories for years, which is why we focus on creating new experiences, memorable moments, and connections with our staff, whose ultimate goal is to get smiles, the best reward for us." Sandos Hotels & Resorts works hard to offer quality vacations in each of our hotels. For this, they have the best locations in the best beach destinations in Mexico and Spain. Still, also they build themed experiences in each property so that each visit to their hotels is unique and truly stands out from other brands.

At Sandos, they have a wide variety of reasons to make guests smile, and among them are their offering of entertainment, world-class performances, themed cuisine at each hotel, the dedication of employees, activities for families and adults, unbeatable locations, themed experiences, the best beaches in Mexico and Spain, and much more. But, most important of all, they do whatever it takes to ensure that each of their guests leaves with a smile after having enjoyed the best vacation of their lives.

### **About Sandos Hotels & Resorts**

*Sandos Hotels & Resorts is a resort industry leader offering memorable stays to every one of its guests at one-of-a-kind iconic resorts. Today, the company has a total of nine all-inclusive resorts set among the best beach destinations in Spain and Mexico, with resorts for families and adults alike in search of an unbeatable vacation getaway. As a leading hospitality brand with sustainable resorts in stunning destinations, Sandos Hotels & Resorts is committed to providing exceptional guest experiences while preserving the natural beauty of each location. This dedication has made Sandos Hotels & Resorts the preferred choice for discerning travelers seeking unparalleled stays.*

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