



Sandos Hotels & Resorts Honored with Travel Weekly Magellan Award

Industry Award Recognizes Outstanding Hospitality Marketing Performance

PLAYA DEL CARMEN, Mexico, Oct. 27, 2023 – [Sandos Hotels & Resorts](#) is pleased to announce it is the recipient of its first-ever Magellan award at *Travel Weekly's* 2023 Magellan Awards. The leading all-inclusive resort group with nine properties across Spain and Mexico earned a silver award for its “Reasons to Smile” campaign, which was distinguished in the Hospitality Marketing category.

Launched in July 2023, the “Reasons to Smile” campaign introduced an innovative new concept that centered on the brand’s constant effort and dedication to achieve the full satisfaction of guests, which for Sandos Hotels & Resorts, turns into more smiles. The effort included internal and external components, including relaxation and leadership activities for team members and a newly inaugurated “Tree of Happiness” for resort guests to record the inspiration behind their smiles while on vacation at Sandos properties.

With a record number of entries submitted from around the world, the Magellan Award winners represent the best in the travel industry and salute the outstanding travel professionals behind it all. The Magellan Awards honor achievement in design, marketing and services in a broad range of industry segments including Hospitality, Travel Destinations, Cruise Lines, Online Travel Services, Airlines and Airports, Travel Agents and Agencies, Tour Operators and Ground Transportation.

The Magellan Awards are judged and overseen by a one-of-a-kind panel of top travel professionals representing the best names and most accomplished leaders from the industry. In determining winners, entries do not compete with one another, instead they are judged against a standard of excellence based on the long experience of Travel Weekly. To uphold this high standard of excellence, a category may have multiple winners, or may have no winners at all.

For a complete list of 2023 winners, please visit www.travelweeklyawards.com/winners.

About Sandos Hotels & Resorts

Sandos Hotels & Resorts is a young brand that has become a hotel industry leader, striving to offer memorable stays to every one of its guests. Today, the company has a total of nine all-inclusive properties set among the best beach destinations in Spain and Mexico with hotels for families and adults alike in search of an unbeatable vacation getaway.