

TripAdvisor Honors Couples Swept Away as “Best in Romance”

Negril, Jamaica – January 2007 – Couples Swept Away has been honored as one of the winners of TripAdvisor’s 2006 Travellers’ Choice Awards for “Best in Romance” throughout Latin America and the Caribbean.

Unlike many other hotel awards programs, the TripAdvisor Travellers’ Choice winners are exclusively selected by the millions of travelers from around the world who provide their unbiased reviews or opinions about hotels on tripadvisor.com. As the leading travel community in the world, covering more than 220,000 hotels and attractions, and with more than 20 million unique monthly visitors worldwide, TripAdvisor features real advice from travelers and easy access to major online travel sites.

“Romance is our middle name,” stated Senior Vice President of Sales & Marketing Randy Russell, who also happens to be the Chief Romance Officer. “Our goal is to provide a setting that allows people to reconnect with their loved ones. I’m glad that our loyal guests believe we are succeeding in that mission and have voiced their opinions on TripAdvisor to say so.”

With acres of breathtaking white sand beaches, a bounty of tropical gardens and an ambiance drenched in romance and escape, Couples Swept Away redefines the idea of paradise. In an idyllic setting that is as invigorating as it is inviting, guests will uncover the tranquility of an intimate all-inclusive hideaway, making this resort the ultimate setting for a romantic getaway.

Couples Resorts, headquartered in Montego Bay, Jamaica, owns and operates four properties in Jamaica, West Indies - Couples Ocho Rios, the first-ever couples only, all-inclusive resort, Couples Sans Souci, Couples Swept Away and Couples Negril. Pioneered by the legendary Abe Issa – “father of Jamaican tourism” – each Couples Resort is an unsurpassed model of the all-inclusive concept, boldly designed with local inspiration to create a harmonic sense of nature and authentic Caribbean spirit. For over 29 years, Couples has delighted guests and refined the Caribbean all-inclusive resort experience by providing unparalleled service, exceptional dining experiences and exclusive added value inclusions. For further information, call 1-800-COUPLES or visit www.couples.com.

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