



EL CID RESORTS LAUNCHES TRAVEL AGENT REWARDS PROGRAM

Mazatlán, Mexico (October 23, 2009) -- El Cid Resorts, the largest independently owned resort company in Mexico, with hotels in Mazatlán, Riviera Maya and Cozumel, recently launched its first online “*El Cid Rewards*” travel agent incentive program for North America.

“El Cid Rewards is our way of saying thank you to travel agents who book our resorts and help grow our business every day,” says Gilberto Aviles, Vice President of Sales for El Cid Resorts. *“We’d like to invite not only our long standing and loyal agents to participate but also those who have just come to know our properties,”* added Aviles.

This dedicated program for travel agents is free to join and simply requires registering at www.elcid.iloverewards.com. After enrolling, every agent receives an ID number and for every qualified reservation booked, the member receives points to his or her personal account following the guest’s departure. The more bookings made, the more points are earned, with opportunities for double points at certain times throughout the year. Points may be redeemed for a wide variety of brand name electronic, travel and fashion items from the program’s online catalog.

Unlike other rewards programs which limit the number of points, with El Cid Rewards agents can Book, Earn and Spend! The program is easy to use – 650 points are automatically awarded upon signing up and 350 bonus points are available by taking an online training course – 1,000 points just to start. More information on the program can be found at www.elcid.iloverewards.com.

El Cid owns and operates four hotels in Mazatlán including a 27-hole championship golf course, a fully equipped marina, plus real estate, construction and destination management companies.

Additionally, the company owns and operates El Cid Marina Beach Hotel in the Riviera Maya, a luxury, oceanfront all inclusive resort with a fully equipped marina. Also, El Cid owns and operates La Ceiba Beach hotel in Cozumel with its onsite Babieca Dive Center and eco-friendly Fly High Adventure zipline park nearby. For more information, visit their web site www.elcid.com. For reservations call toll free 1.866.306.6113.

#

#

#

For more information please contact Heidi Storm at hstorm@elcid.com.mx