

# TRAVEL CLUB

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PALLADIUM

**DREAM LIFE**

PREMIUM HOTELS FOR PREMIUM CUSTOMERS

Hard Rock Hotel Tenerife joins the PHG family





# RIVIERA MAYA

GRAND PALLADIUM  
**COLONIAL**  
RESORT & SPA

GRAND PALLADIUM  
**KANTENAH**  
RESORT & SPA

GRAND PALLADIUM  
**WHITE SAND**  
RESORT & SPA

GRAND PALLADIUM  
**RIVIERA**  
RESORT & SPA



## *Feel free, it's included*

Relax on our expansive white beach and bathe in the turquoise water, discover the best culinary flavours in our themed restaurants and enjoy the destination's myriad cultural wonders. The Grand Palladium Riviera Maya Resort & Spa Complex, nestled in a truly breathtaking location in one of Yucatan Peninsula's most desirable areas, integrates activities and facilities designed for both couples and families.

# WELCOME

## Abel MATUTES PRATS

CEO Palladium Hotel Group



**“ It is a great pleasure to be able to give something back, through these pages, to the special people who connect with us and are part of the great big Palladium family”**

**D**ear Travel Club member, what you are holding in your hands is the first magazine designed especially for members of our most exclusive club. This special publication is intended to pay tribute to our best customers, the DNA that

makes up Palladium, a company whose leitmotiv is “turning customers into fans.” Travel Club members are a very important part of the Palladium family, and our objective is to make members feel at home when they visit us. That is why we look after every detail in order to offer the best service.

The magazine is also being launched at a very special time of year: Christmas. So I would like to send you my warmest and most sincere, “Merry Christmas”. It is a great pleasure to be able to give something back, through these pages, to the special people who connect with us and are part of the great big Palladium family. 2016 has been a very intense year for us. On the Canary Islands, we inaugurated the new Hard Rock Hotel Tenerife, a laid-back offer targeted at a new type of luxury customer who demands a hotel that offers experiences in a year-round vacation destination. We’ve also carried out important renovations at our hotels, including the Palladium Resort & Spa in Jamaica, the Grand Palladium Resort & Spa on the Nayarit Riviera, and the Grand Palladium White Sand Resort & Spa, updating the facilities and furniture, as well as the restaurants, in order to offer a renewed vacation option. The objective is none other than to continue with our commitment to improving service and providing personalized attention

Nevertheless, we continue to set new goals, such as the new Grand Palladium and TRS in Costa Mujeres, Mexico, which is scheduled to open in 2018.

I hope you’ll enjoy reading these exclusive pages, and we’ll be waiting for you at our destinations so that we can continue celebrating with our exclusive resorts and premium services for members only.

Happy holidays and a prosperous 2017.



# GRAND PALLADIUM

VALLARTA RESORT & SPA



THE ROYAL SUITES  
**PUNTA DE MITA**  
BY PALLADIUM

GRAND PALLADIUM  
**VALLARTA**  
RESORT & SPA



## *Feel free, it's included*

Grand Palladium Vallarta Resort & Spa, nestled in the beautiful natural setting of Riviera Nayarit and surrounded by lush tropical vegetation, a private beach and transparent waters, is a holiday paradise for friends, couples and families. Take pleasure in the amazing views of the Pacific Ocean and the stunning sunsets. This beachfront hotel, situated along Banderas Bay, offers a diverse itinerary of activities and facilities to satisfy the interests of all family members.



**PALLADIUM**  
HOTELS & RESORTS

# CONTENTS

N1 • winter 2016

## Living

**10**

**Destiny**  
**PUNTA CANA**  
Interview with David Martin.

**14**

**Destiny**  
**CANCUN**  
Interview with Laura López.

**18**

**Destiny**  
**JAMAICA**  
Interview with Javier Solo.

**22**

**Destiny**  
**PUERTO VALLARTA**  
Interview with Angelly Arias.

**26**

**Destiny**  
**IBIZA**  
Interview with Fernanda Oliva.

**30**

**Events**  
Exclusive activities for our Travel Club members.

**34**

**The Travel Club family**  
Francisco Bellido and Conchi from Spain and Bob and Joy Poulsen from USA.

**38**

**Bazar**  
The connected suitcase and other gadgets.



## Features

**44**

**Carnival**  
The Dominican Republic's Carnival is one of the most celebrated.

**48**

**Portfolio**  
The Work of American photographer Bruce Davidson.

**52**

**Apple Book**  
A new book illustrates 20 years of design at Apple.



**54**

### New faces

New and talented young actors and actresses rise to the top of the competitive world of Hollywood.

5

## CORPORATIVE



**62**

**The Family**  
The best way to travel from the resort to the airport is by touris.

**64**

**#smileon campaign**  
Make clients happy in a place that feels happy.

**66**

**Álex Martin**  
Interview with the Palladium Travel Club General Manager.

**70**

**HRH Tenerife**  
The new hotel offers experiences for families, friends and adults-only.

**74**

**Upgrades**  
PHG has made powerful reforms like Zentropia Spa at Grand Palladium Palace Resort & Spa.

**80**

**Map**  
A visual guide with all the Palladium Travel Club in the world.

## EDITORIAL

N1 • winter 2016

# Massimo SHADI SAAB

Director Palladium Travel  
Club Magazine

**D**ear Palladium Travel Club member, it is an honor to address you from these pages during this very special season. For me, it is a true point of pride to be able to greet you with this first edition of the Palladium Travel Club Magazine, a magazine full of premium content dedicated to Travel Club members. I am also pleased that the company has decided to make this gesture to look after its most exclusive customers, keep in touch with them and send them direct messages about its growth, sharing this success that belongs to us all. It is a beautiful way to keep in touch with our greatest asset, our customers, while they're at home. Christmas and New Year's are around the corner and I, along the entire team behind this magazine, would like to wish you all the best and hope that you will soon have a chance to experience one of Palladium's exclusive destinations and enjoy the Club's advantages. Palladium has reinforced its hotel offer



this year with new additions such as the Hard Rock Hotel Tenerife and with renovations at many of its destinations.

This magazine's philosophy is based on reaching members with special news and premium content, like our photo file or our theme bazaars. Furthermore, we also wanted to reflect the human side of the team that makes Travel Club possible, and also make readers dream with all the services on offer at Palladium and available to them as members of this very prestigious club.

I sincerely hope you enjoy these pages that you'll receive at this very special time of year.

A great big hug to you, and Happy New Year!

## STAFF

Director **Massimo Shadi Saab**  
Redactor jefe **Carlos Risco**

Directores creativos

**Rodríguez y Cano**

Colaboradores, **Jordi Teixeira, Martín Ulloa, Irene Crespo**

Edición gráfica **Julie Turcas**

Traductor **Eva Obregón**

**Gracias a:** Malta Calderón, Iván Reyes, Álex Martín, Fernanda Oliva, David Martín, Javier Solo, Laura López, Angelly Arias, Maricela Maldonado, Remy Arroyo, Albert Español, Amber Grace Dixon, Maxi Cory, Nivel Creativo, Trucolors, Santiago Vidal, David Neil Madden, Rafa Elias.

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massimo@simaribiza.com

Escribenos, aprendemos de ti

Contactanos en **magazine@**

**palladiummagazine.net**

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CEO Palladium Hotel Group

**Abel Matutes Prats**

Deputy Managing Director

Palladium Hotel Group

**Jesus M. Sobrino**

Marketing Director Palladium

Hotel Group **Iñaky Bau**



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SOÑAMOS REVISTAS  
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for more information about membership and all the benefits you could enjoy.



  
COMPLEX  
**GRAND PALLADIUM**  
PUNTA CANA RESORT & SPA  
★★★★★



GRAND PALLADIUM  
**BÁVARO SUITES**  
RESORT & SPA

GRAND PALLADIUM  
**PUNTA CANA**  
RESORT & SPA

GRAND PALLADIUM  
**PALACE RESORT**  
SPA & CASINO



# *Feel free, it's included*

Whether you want to switch off at a sandy beach or explore the diverse underwater landscape Grand Palladium Punta Cana Resort & Spa Complex is the perfect spot for beachfront vacations. With multitude of outdoor activities, excellent service and modern facilities, this exclusive hotel is the ideal destination for multigenerational travel, romance or adventure.

  
**PALLADIUM**  
HOTELS & RESORTS

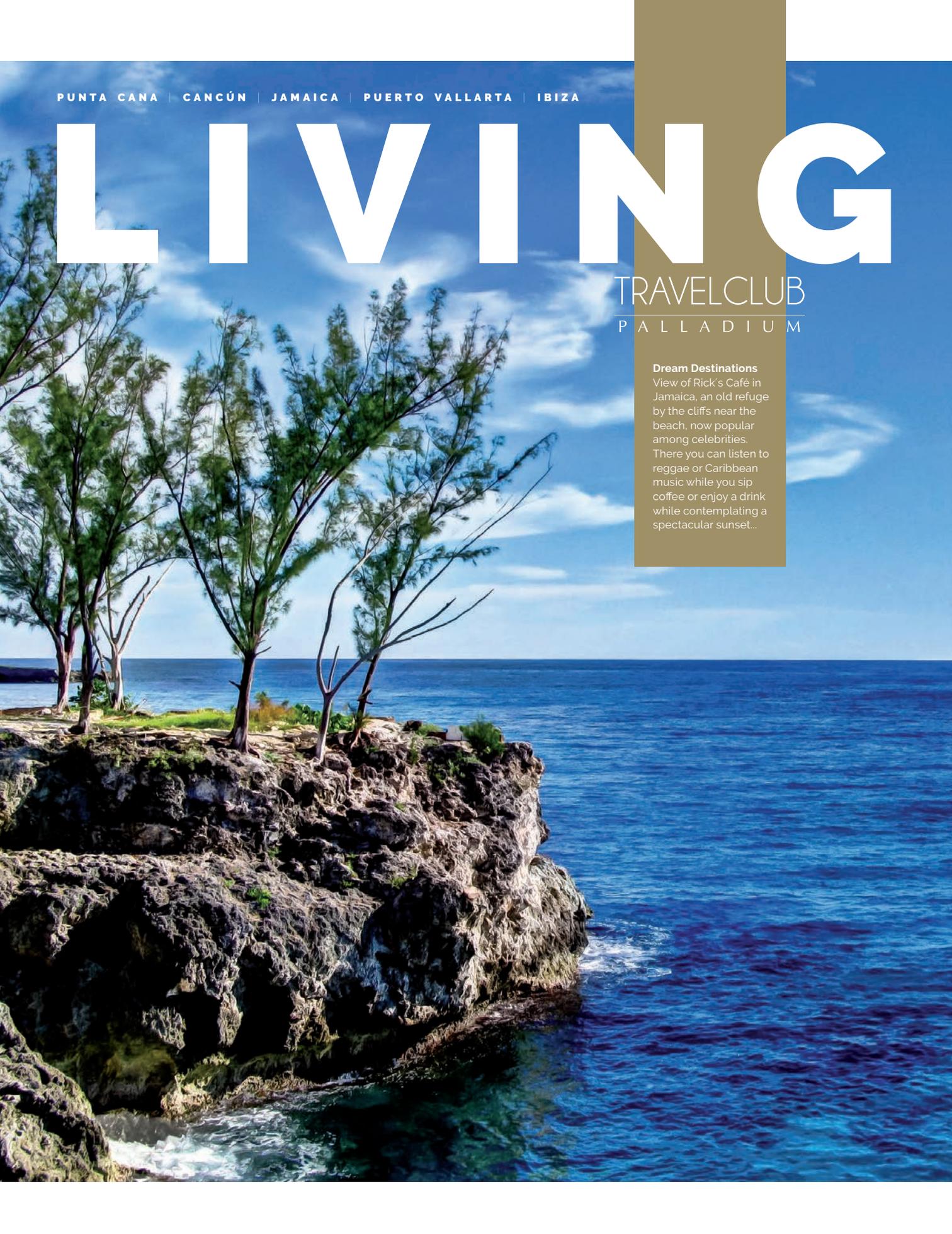
PUNTA CANA | CANCÚN | JAMAICA | PUERTO VALLARTA | IBIZA

# LIVING

TRAVELCLUB  
PALLADIUM

**Dream Destinations**

View of Rick's Café in Jamaica, an old refuge by the cliffs near the beach, now popular among celebrities. There you can listen to reggae or Caribbean music while you sip coffee or enjoy a drink while contemplating a spectacular sunset...





10



© Santiago Vidal

# PUNTA CANA

**On the shores of the Caribbean, this paradise of white beaches and clear waters called the Dominican Republic also has its own colorful Carnival.**

Punta Cana celebrates Carnival every year in March on the Bulevar in Punta Cana Village, where comparsas, or groups of musicians, singers and dancers arrive from all over the country, including Jarabacoa, La Vega, Santo Domingo, and even some from Haiti, in order to march in a procession that lasts all afternoon and is broadcast live on TV in various countries. The comparsas represent characters from the Dominican popular imaginary, inspired by the nation's history, its tales and legends. Every year, the event draws some 20,000 people who enthusiastically take part in this cultural tradition. Every year, according to the Punta Cana Group, the event draws some 20,000 people who blend in perfectly with this colorful cultural display.

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#### **The Punta Cana Carnival**

An image from 2014 of the colorful Carnival comparsas in Punta Cana. The "comparsas" include over 1,500 people, and one of the most noteworthy among these groups is Las Musas de Punta Cana, which has become a veritable icon of this Caribbean Carnival.

#### THE HOTELS

##### **GRAND PALLADIUM PALACE RESORT & SPA**

268 Deluxe Rooms, 12 Standard Rooms, 84 Loft Suites, 8 A la Carte restaurants, 5 Buffet-Style Restaurants and 22 Bars around the Resort.

##### **GRAND PALLADIUM BAVARO SUITES RESORT & SPA**

674 rooms, 8 à-la-carte restaurants and 5 Buffet-Style Restaurants, 15 bars, 4 Pools and a top-rate Zentropia Palladium Spa & Wellness Center.

##### **GRAND PALLADIUM PUNTA CANA RESORT & SPA**

397 Deluxe Rooms, 8 A la Carte restaurants and 5 Buffet-Style Restaurants

## Q&amp;A

**David  
MARTÍN**

Manager Punta Cana Palladium Travel Club  
PALLADIUM HOTELS & RESORTS

**"In a complex like Punta Cana, the Travel Club is important because we receive a large number of reservations from members, and this number is constantly growing"**

**We are at the group's largest resort in the Caribbean... What does this mean for members?**

As it is the largest property among all the destinations that Palladium Travel Club offers, one of the main advantages for members, compared with other destinations, is the wide range of room categories available here, which is designed to suit the requirements of each of our members. Besides this, at present, we are also the destination that offers the largest number of exclusive accommodations for members of Palladium Travel Club, from Junior Suites Sea View at the Grand Palladium Palace, to the Suite Signature at the Grand Palladium Bavaro.

**The Zentropia Spa has been completely renovated. What would you highlight about this renovation as far as club members are concerned?**

The renovation will allow all our members to enjoy top-notch facilities and all sorts of Health & Beauty

Over 7,350 members Palladium Travel Club members have decided to enjoy their dream vacation with Palladium Travel Club.



treatments, aside from having access to highly qualified staff in this area. Of course, we must also mention the complete renovation of the gymnasium, where members have access to a wide range of cutting-edge equipment and machines.

**What importance does the Travel Club have in the resort, and how has it changed?**

In a complex like Punta Cana, the Travel Club is important because, every year, we receive a large number of reservations from members, and this number is constantly growing, even resulting in more than 100 rooms occupied per week at certain points of the peak season. The presence of so many PTC members is very significant. This is, without a doubt, our best form of advertising, since members themselves become "brand ambassadors", sharing their experiences as members directly with regular customers, which in the end creates a highly positive perception in customers' minds, leading them to want to join the PTC as new members.

**Tell me about one of the exclusive services for club members available at the resort.**

Without a doubt, if I have to mention a single exclusive service that we offer, it has to be the Beach Members' Lounge, in the beach area of the Grand Palladium Bavaro. The Beach Members' Lounge was inaugurated just a year ago and, there, we offer a beach area that is exclusively for members, in addition to a bar with premium drinks and a spacious terrace from where members can admire the magnificent beach and spectacular views of the Caribbean.

**Is the Palladium brand redefined through its Travel Club? How does one experience this at your hotel?**

In fact, the company is immersed in an overall project of constant change that is evident at the complex in Punta Cana. If we take into account all the investments made over the last few years, around 1,000 rooms, theme restaurants, buffets, lobbies, the spa and other spaces have been renovated. I feel that these actions are definite proof of what the company wishes to convey to all its customers in general, and to members of the Palladium Travel Club in particular.



THE BEST WAY  
TO TRAVEL

TRAVEL  
PALLA  
Prestige Group

TRAVEL CLUB





© MUSA

# CANCUN

**Cancun's underwater museum is a unique place that preserves the natural reefs by providing access to an artificial reef where the natural reef is also allowed to grow.**

For years, Cancun's coral reefs, one of its main tourist attractions, have very popular among tourists, and this influx of visitors has damaged some of the natural areas and their ecosystems. In order to stop the damage and make tourism more sustainable, Cancun's underwater museum offers unique excursions where you can visit the underwater statues located near the Manchones Reef. Manchones lies between the coasts of Cancun and Isla Mujeres, and it is currently home to 455 statues that divers can contemplate during their immersions. Noteworthy among these statues are The Bay Cross, Man in Flames, The Dream Collector and Bacab. In addition to the artwork, divers will also encounter banks of fish, turtles and manta rays under the water.

#### **An Underwater Museum**

The statues of the MUSA Museum in Cancun were made using real-life models from Puerto Morelos. One of these models, Diego, was a 5-year-old boy who posed for over an hour while he was covered with marine cement. His statue is now displayed underwater.

#### THE HOTELS

##### **GRAND PALLADIUM PALACE RESORT & SPA**

68 Deluxe Rooms, 12 Standard Rooms, 84 Loft Suites, 8 A la Carte restaurants with a wide variety of cuisines, 5 Buffet-Style Restaurants, 22 Bars around the Resort, 5 Pools, First-class Spa & Wellness Center, Casino.

##### **GRAND PALLADIUM BAVARO SUITES RESORT & SPA**

673 rooms, 8 à-la-carte restaurants and 5 Buffet-Style Restaurants, 22 bars.

##### **GRAND PALLADIUM PUNTA CANA RESORT & SPA**

397 Deluxe Rooms, 8 A la Carte restaurants and 5 Buffet-Style.

##### **THE ROYAL SUITES TURQUESA**

Adults only resort, 7 swimming pools, Bar waiting service at the beach.

## Q&amp;A

Laura  
LÓPEZ

Manager  
Palladium Travel Club Riviera Maya

**"The team's constant dedication is translated into greater and better satisfaction for our members"**

**Your section is seen as one of the company's priorities. What effect has this brand expansion had on your resort and on the Travel Club in particular?**

A very positive one, because it makes it possible for us to offer our members a wider range of services and infrastructure, and a wider range of PHG products, including the opening of the new Hard Rock Hotel in Tenerife, the upcoming Costa Mujeres complex in Cancun and the planned expansion of Royal Suites Yucatan, at our Riviera Maya resort. All of these projects represent a great challenge as far as expanding our workforce and a considerable improvement in the services we offer VIP customers.



View of the wonderful pool El Secreto, at the Grand Palladium Riviera Maya Complex. A privileged corner for the disposal of the members of the Travel Club.

**One of the greatest challenges you have successfully confronted during this latest stage is...**

Without a doubt, one of my biggest challenges has been being given the great opportunity to manage the Travel Club at the Riviera Maya.

Success comes hand-in-hand with the right team of collaborators, which has given me the confidence and security of working as a family. The team's constant dedication is translated into greater and better satisfaction for our members. On the other hand, the obvious growth of the Travel Club demands that I assume greater responsibility in achieving the objectives that were initially established.

**What is your leadership style?**

I think my leadership style is proactive, but also conciliatory, because I see myself as someone who is approachable, yet firm enough to coordinate team work.

**How would you define your resort, compared to the Group's other resorts, from the perspective of the Travel Club and its services? What is your great strength?**

Undoubtedly, Grand Palladium Riviera Maya offers an infinite variety of attractions and possibilities that are hard to find in a single destination. The quality of the service provided and the friendliness of its employees are, without a doubt, the primary attraction for our guests. Because of its location and surroundings, the resort is a sort of paradise that peacefully co-exists with local flora and fauna, as well as the excellent cuisine, customs and traditions of the Mayan people. All of this together with the recent renovation of its facilities, means that we offer our members better value than other destinations.

**What are exclusive services do members most often request?**

Mainly, unique and personalized attention that implies anticipating their needs. They have a private transfer awaiting upon arrival at the airport that takes them directly to our Resort's Members Lounge, where the Travel Club team gives them a warm welcome. From that moment and throughout their stay, they also have access to a series of exclusive benefits: unlimited restaurant reservations, premium drinks, a pillow menu, internal transfers, excursions to tourist attractions, etc. This exclusive service translates into more than VIP treatment, it means being treated like FAMILY. As our slogan says: "From Guest to Family".







© David Neil Madden

# JAMAICA

**Dubbed “The Fair Weather Gulf” by Columbus, Montego Bay became the main port for exporting Jamaican lard. Today, this natural paradise is perfect for relaxation.**

Montego Bay is the main tourist destination and second-largest city on the island of Jamaica, where the white sand beaches are lined with flowering plants, and the hills dotted with palm trees form the backdrop for long stretches of gently sloping meadows. The city’s main historical landmarks include the St. James’ Parish Church, built between 1775 and 1782, and The Cage, a 19th century jail that was once used to temporarily detain runaway slaves and wayward sailors, now transformed into a cute little museum. The scuba diving in the protected waters of Montego Bay Marine Park, with its 10 square miles of coral reef teeming with exotic species fish, is amazing.

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#### **Crystal-Clear Waters**

The clear waters of Montego Bay invite you to swim and scuba dive. Those interested in deep-sea fishing can charter a crewed boat and head off in search of blue sailfish.

#### THE HOTELS

##### **GRAND PALLADIUM JAMAICA RESORT & SPA**

450 Junior Suites & 90 Suites, 7 a la carte restaurants with a wide variety of cuisine and 3 buffet restaurants. 13 bars distributed throughout the complex. Largest pool in Jamaica.

##### **GRAND PALLADIUM LADY HAMILTON RESORT & SPA**

390 Junior Suites, 78 Suites and 48 Villa Suites with ocean views, 7 a la carte restaurants and 3 buffet restaurants.



# Q&A

## Javier SOLO

Manager Jamaica Palladium Travel Club  
PALLADIUM HOTELS & RESORTS

**“In addition to being quality a la carte restaurants, we have now expanded them, they have very attractive design, in a luxurious and welcoming environment”**

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### **The new Hummingbird Signature Residence has been launched with unique services. What do the members usually request?**

The Hummingbird Signature is an independent mansion built on a 216 m2 area, featuring three bedrooms, a living room, dining room, kitchen and a 98 m2 terrace with an infinity pool and jacuzzi. The mansion has direct access to the adults-only Coral Beach, with views of the stunning Jamaican sunset. It therefore comes as no surprise that Signature members who stay there prefer to spend their time inside the luxurious and comfortable residence, enjoying the eternal Jamaican spring from its terrace and pools. So, what its distinguished occupants most often request is room service and good internet coverage, which ensures their comfort and allows them to publicize it.

### **The Poseidon, Bhogali and Lotus House restaurants at the resort have all been renovated. What would you highlight about each of these with respect to Travel Club members?**

In addition to being quality a la carte restaurants, we have now expanded them, they have very attractive design, in a luxurious and welcoming environment. Our members have unlimited reservations in these restaurants, which is why they are the first to enjoy them. They also have access to exclusive premium drinks, so they also enjoy them more than anyone else.

### **Aside from the renovations, how has the brand's conversion been implemented at your destination?**

The PTC brand is present throughout the resort, serving as a solid link between our club and the PHG

group, as one of its most treasured divisions and strongest investments, while at the same time ensuring the club's visibility and appeal to regular guests. Together, we are moving towards offering regular guests a new, more exclusive and more luxurious way to stay at our resorts.

### **What challenges are you facing at this stage?**

To keep growing in order to expand the club's base, while offering the best service to current members every day, creating specific value for Jamaica as a destination and striving to honor the long-standing contract between us and our members.

### **What important lessons have learned during this period managing the Travel Club?**

Perhaps the first lesson is that vacations these days are a major necessity, with individuals and families dedicating an increasing part of their budgets to vacationing. The second is that, out of 52 weeks in the year, including the bad ones, our club members set aside 2 or 3 weeks to vacation at our resorts, and exclusively at our resorts, and this places an enormous responsibility on our shoulders. The third is that, every day, more and more travelers are looking for personalized, preferential treatment and luxury. These are the lessons that stand out and make me feel confident that our company was right to make this strategic investment and create the Palladium Travel Club, and that this is the right way to respond to today's vacation market.



The terrace of the newly renovated Poseidon restaurant is one of the key points of this hotel, where members of the Travel Club members have unlimited reservations to enjoy, and also have access to exclusive premium drinks.





# PUERTO VALLARTA

**Los Arcos, in Puerto Vallarta, is a paradise where you can watch live performances and contemplate spectacular sunsets.**

The Los Arcos Amphitheater is a famous tourist spot in Puerto Vallarta that is known for its four stone arches, a local symbol. This beautiful open-air theater offers lighthearted performances at night, with hawkers selling local food, artworks and crafts. The Los Arcos Amphitheater looks somewhat like a bunch of Roman ruins, with four semicircular arches on Doric columns. It's the perfect place from which to contemplate the sun setting behind Los Arcos' natural arches or the Bay of Banderas, in the horizon. Los Arcos is a meeting point where one can enjoy all sorts of events, from concerts and street performances, to clown shows and beautiful sunsets.

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#### **Overlooking the Pacific**

The four arches of the Amphitheater, which look out over the horizon, are an icon of Puerto Vallarta and a meeting point for locals, street hawkers and open-air theater plays and concerts.

#### THE HOTELS

##### **GRAND PALLADIUM VALLARTA RESORT & SPA**

Surrounded by lush vegetation, this 60,000 m2 resort has 300 mts of private beach and transparent waters is a holiday paradise for friends, couples and families.

##### **THE ROYAL SUITES PUNTA DE MITA BY PALLADIUM**

96 Royal Junior Suites and 4 Royal Master Suites, 1 Buffet-style and a la carte restaurant.

## Q&amp;A

Angelly  
ARIAS

Manager Vallarta Palladium Travel Club  
PALLADIUM HOTELS & RESORTS

**“Of the areas reserved for members, the Members’ Bar is in a special location within the hotel, with a view of colorful sunsets and it is possible to catch sight of whales in season”**

**What is your routine like when you arrive at the hotel each morning?**

When I get to the office, the first thing I do every day is check my email and reply to urgent mails. Then, I go to the member service area to check the tasks pending for the day with regards to members staying with us and future arrivals, so that we can get organized. After that, I make a round of the member areas and chat with some members to find out how their stay has been, and also check-in with the sales department.

**What were your first steps at the company like?**

I started out working in my home country, the Dominican Republic. I worked with the operations manager at the Grand Palladium Palace

View of the Grand Palladium Vallarta Resort & Spa, where members can enjoy its splendid swimming pools and its privileged location by the sea.



for a year. After that, I left and joined the company again in Jamaica, where I worked managing the logo shop; which I did for a year. I was always very motivated to keep growing, which is why I applied to fill a vacancy in the sales department. I landed the position and stayed for in Jamaica for two more years as a sales executive for the complex. That is when I was offered the opportunity to move to Puerto Vallarta, where I have been for almost four years, first as a sales assistant, and now for the past three years as manager of the Vacation Club.

**How would you rate your experience at the Travel Club?**

It is an honor to be part of this amazing team. This experience has allowed me to keep growing and developing, thanks to all the challenges we face and manage to overcome. It has been incredible to have the opportunity to set up the Vacation Club project in Puerto Vallarta from square one, continuing to grow up to the point we are at today.

**A great many renovations have been undertaken over the past years. How does Travel Club embody the brand's new values?**

The constant renovations that are taking place instill greater credibility and trust in our customers, enabling us to convert them into members. Customers can see that it is worth the trouble to belong to the Club, that we are a place that is constantly making investments, constantly growing, improving upon what we already have, but also with new properties and new brands that the company is continually adding.

**The hammock area, the renovated zoo, the botanical garden... This resort is full of surprises. What are your favorite areas? And what are members’ favorite areas?**

I really like the vegetation around the hotel a lot. That is the hotel’s main attraction, but there are also areas that offer amazing tranquillity and peace. The salt-water pool is also one of the hotel’s attractions, as there is nothing like it anywhere else in this region. Of the areas reserved for members, the Members’ Bar is in a special location within the hotel, with a view of colorful sunsets. From there, it is possible to catch sight of whales during the whale season, which is a magical experience.







# IBIZA

**This magical citadel is a UNESCO World Heritage Site with amazing panoramic views of the Mediterranean and 2,500 years of history.**

In addition to its incredible beaches, hidden coves, first-rate nightlife and spectacular culinary offerings, Ibiza is, above all, Dalt Vila. This spectacular historic district is composed of narrow old cobblestoned streets whose steep hills are accessible only on foot, and the whole area is dominated by the Cathedral. Up at the top, you'll enjoy impressive views through the open areas between the bastions and their esplanades. The Ses Taules Gate, which is the main access to the walled area of the city, is flanked by two Roman statues that welcome visitors who make it up the hill and over the drawbridge. The gate leads to a cobblestoned courtyard that is the antechamber to Plaza de Vila, and from the Cathedral of Nuestra Señora de las Nieves (Our Lady of the Snows) there is a wonderful view of the entire city.

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#### **World Heritage Site Citadel**

Since 1999, UNESCO has declared Ibiza's historic district a World Heritage Site. Its 15th-century walled enclosure; its cathedral and its winding cobblestoned streets make it a unique Mediterranean architectural wonder.

#### THE HOTELS

##### **GRAND PALLADIUM PALACE IBIZA RESORT & SPA**

410 rooms equipped with modern luxuries. 3 thematic "à la carte" restaurants. 2 freshwater pools. Mini Club for children and Black & White Teen's Club to entertain the youngest members.

##### **GRAND PALLADIUM WHITE ISLAND RESORT & SPA**

430 rooms and suites. 3 à la carte, 2 snack bars. 3 freshwater swimming-pools. 6 large meeting rooms for events and celebrations. Activities and entertainment for the whole family. Mini Club for kids and Black & White Club. Sports facilities.



## Q&A

### **Fernanda OLIVA**

Manager Ibiza Palladium Travel Club  
PALLADIUM HOTELS & RESORTS

**“Rather than more sophisticated members, what we’re looking for is more loyal guests, guest who are captivated by all the exclusive services that the brand offers”**

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**The brand has a touch of Ibiza that seems to be extend to all its destinations. How would you define that and how would you apply it to the Travel Club?**

**Does the Travel Club also have a touch of Ibiza?**

I definitely feel that even though the Travel Club is an experience that exists only in the complexes, it does manages to maintain that touch of Ibiza in each location. But in addition, we also offer our members an added value that is a class apart, as they have the opportunity to enjoy their membership and benefit weeks at one of the world’s most famous Mediterranean beach destinations, known for the beauty of its coves and beaches, the quality of its water and the nightlife that Ibiza offers.

**What distinguishes the Travel Club in Ibiza versus Latin America?**

We manage all the destinations as a team so that we can be true to our slogan “From Guest to Family”, since we



© NIVEL CREATIVO



Under these lines, a wonderful perspective of the exclusive pool of the Grand Palladium White Island Resort & Spa in Ibiza.

all have the chance to care for our members and every destination has its own particular touch because of the setting and the employees who help us achieve this. But if I had to highlight one aspect, I'd like to say that there are fewer members visiting Ibiza than other destinations, and this certainly allows us to put more of an effort into providing a more personalized service, as well as the wide range of culinary offerings (with restaurants that offer typical dishes such as the Bullit de Peix, and world renowned chefs), cultural offerings (including World Heritage sites such as Sa Caleta, Dalt Vila and Puig de Molins); and, of course, the excellent parties celebrated outside the complex, which are such a fundamental part of this great experience available to members during their vacation in Ibiza.

**The island is still the destination of choice for many Spaniards, exceeding expectations every year. What forecast are you working with for this year?**

The Travel Club has tended to organically increase its membership base at a rate that is very interesting for the company; in the double digits, between 20% and 30%, and this increase is the minimum membership increase we expect over the previous year, which is why we are expecting a growth of 30% in Ibiza. Additionally, every day we are forging stronger relationships with strategic partners within Travel Club, including vacation exchange companies like RCI, and these partnerships also result in an increased number of customers every year.

**Are you working to attract more sophisticated guests/members with more exclusive services?**

Rather than more sophisticated members, what we're looking for is more loyal guests, guest who are captivated by all the exclusive services and personalized treatment that the brand offers, which will make them become members, ensuring that they return to one of our hotels year after year.



Make-Up on the Day of the Dead. ▲



Celebrating Valentine's Day. ▲



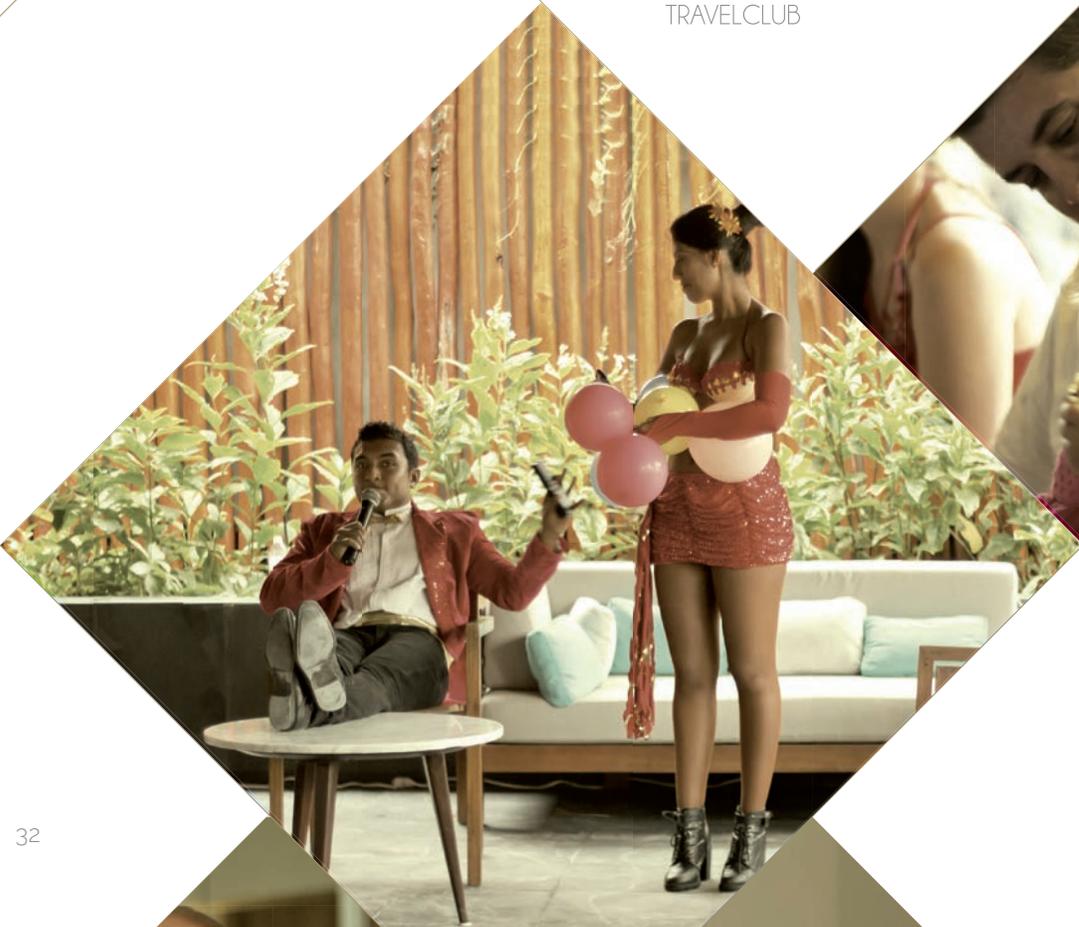
# EVENTS

## EXCLUSIVE ACTIVITIES FOR OUR CLUB

PALLADIUM TRAVEL CLUB ALWAYS HAS SOMETHING TO CELEBRATE. SO WE CELEBRATE IT WITH OUR MEMBERS. VALENTINE'S DAY IN THE CARIBBEAN OR THE JAMAICAN PARTY, ARE REASONS TO SMILE AT LIFE.

BY • Jordi Teixeira

**T**he second anniversary party for Palladium Travel Club in Jamaica or the inauguration of the Hummingbird Signature Residence at Grand Palladium Jamaica Resort and Spa are a real luxury for members; the Travel Club's events are invariable surprising. Imagine celebrating Valentine's Day in the Caribbean? Travel Club shared this celebration of love and friendship with its members, playing romantic music at its bars. And what about celebrating Mother's Day? Couples, parents, mothers, all have their own exclusive celebration at the Travel Club's events. Members were regaled with all sorts of special treats. Female members were pampered with massages for their tired feet, bonbons, cocktails, canapés and roses. And fathers had their big day with music, dancing, contests and gifts. At Travel Club, there is always an event celebrating life.



Celebrating Father's Day. ▲



Massages on Mother's Day. ▾



Lecture by Paulo Coelho. ▶

# THE PALLADIUM TRAVEL CLUB FAMILY

34



## Francisco Bellido and Conchi

Spain

### **How has the way you travel changed?**

Conchi: Years ago, the first trips we took were more adventurous. As you get older, you look for greater convenience and better service, and that's what we've found by joining PTC. Now it would be hard to go back!!!

### **When and how did you discover Travel Club?**

Cochi: Our first experience with Palladium was in 2007. We thought the hotel was amazing, so we decided to go back in 2012, that's when we found out about Travel Club and became members. In fact, we've been enjoying our membership for the past 5 years.

### **What are the main advantages that convinced you to join the club?**

Conchi: We were especially interested in the airport-hotel-airport transfers. People from Europe, like us, travel many hours to get here. In our case, from the moment we leave home (Barcelona) until we reach Cancun, it's about a 20-hour journey, so obviously we're very tired. The idea of getting off the plane, picking up our suitcases, and getting on your own private transport IS A TOTAL LUXURY. Once you're inside the vehicle, you don't have to worry and you know you can start enjoying your vacation. The private check-in at the PTC office is another favorite perk. Arriving at the hotel and not having to wait in line to check in is one of the greatest advantages. Like we said before, when you can just get in and settle into your room as soon as possible, that's really great; and it's something only PTC's friendly employees can do for you when you arrive. Their service is excellent, speeding up the paperwork so that we can enjoy our long-awaited vacation right away. The personalized attention is also very important because, if you have any sort of query or concern, there's someone there eager to serve you and quickly resolve the issue. Being able to make unlimited reservations at the theme restaurants is another perk that we really enjoy.



# Weddings

by PALLADIUM

LET US MAKE YOUR BIG  
DAY EXTRAORDINARY

Our experienced team at Palladium Hotels & Resorts can provide whatever you desire for your perfect day. Experience one of the greatest memories of your life with Palladium Hotels & Resorts, because you deserve only the best on your wedding day.

## KAREN BUSSEN simple stunning weddings

Discover the new wedding packages exclusively for Palladium by celebrity wedding designer: Karen Bussen.

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“The premium drinks: it’s a real luxury to find that they have your favorite brand of limonchelo or whisky... I love it.”

Francisco Bellido

**What is your favorite Travel Club service or offer?**

Francisco: In fact, I have several favorite services (cart service, members-only areas, premium drinks, etc.) so it’s hard to choose which is the best. The cart service, for instance, is one the services that I personally appreciate the most, because of the distances within the facilities; it’s really very important for me, especially when you have an injury like I do. I like the members-only areas because of the personalized service and facilities that we enjoy; being looked after by people who take care of us and pamper us at all times with incredible care and attention. The premium drinks: it’s a real luxury to find that they have your favorite brand of limonchelo or whisky... I love it.

**Would you recommend it to your friends?**

Francisco: I’m constantly talking about the club to my family, workmates and friends. Because, in Spain, people aren’t very familiar with this way of travelling. I’d like my friends to experience first-hand what we’ve experienced. In fact, we’ve already referred some friends, and they were delighted.



## Bob and Joy Poulsen

United States

In the year of 2009 , After 25 years of Marriage and raising our four children, Bob and I decided we were going to go to Mexico. Yes we are doing it. Going to Mexico. Not having any idea what we were doing, or were we were going, we asked a very good friend who is a travel Agent Marci. She knew just the right place to send us. Of course her favorite Resort was also. “The Grand Palladium Riviera”.

Our trip was booked and passports were ordered . We had no idea that we were about to discover our “Healing Place”. Our Peace.

We had been through several trials in our lives dealing with a very ill child for many years and the loss of our wonderful Parents. We were in great need for some Healing time and just some time to be at peace.

It was finally time for our departure and after several hours of traveling ,

we arrived at the Palladium.

We were speechless. This was it. This was the place. The minute that van door was opened we experienced the most beautiful place we had ever seen. Standing by the door, we were greeted, “Mr. and Mrs. Poulsen, Welcome Home”, holding welcome drinks and little towels that smelled so wonderful. We could not believe it. Wow, we were finally here! This was just too good to be true. This was Paradise. We had started making friends with each and every worker on the Resort. They were all so kind and made us feel so welcomed. We have never in our lives been so amazed and overwhelmed with so much love and compassion, beauty and kindness , amazing food, drinks, music and the most beautiful white sand and blue water Ocean ever.

After our first visit we were so excited to start planning our next arrival date.

We met a very nice gentlemen Jorge who became a very good friend at the resort. He worked for the Travel Club and always went out of his way to make sure we were going to be coming back and helped us book our next visits.

He introduced us to the Travel Club. He gave us wonderful warm gifts and also made sure we were taken care of in every way and after a few more visits, we knew



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PALLADIUM SPA & WELLNESS

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Find your perfect balance between body and soul.

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“Being part of the Palladium Travel Club has been a life change for not just Bob and I but has been a life change for our children, family and friends.”

•  
Joy Poulsen

we were ready to join the Travel Club. We wanted something for our children, our family and friends. We wanted to share with them and wanted them to be able to experience everything that we had been enjoying. We were so excited for them to be a part of the Palladium Family. Joining the Travel club has given us the

great comfort of knowing we will be safe and always be taken care of. Just coming out of those doors from the Cancun airport and knowing they will be there waiting to pick us up, holding that sign POULSEN and taking us straight to the Resort with such a great “peace of mind” . That is what this is all about.

The Travel Club is always helping us book our next visit, making sure we have the correct information, keeping us informed of all the new changes, discounts and promotions.

The Travel Club Books the rooms for us at our request , they always have surprises and lovely gifts. They are always greeting us with smiles, and of course all of there Love, not to mention all of the fun activities and having full access to the spa and the beautiful Member Lounge on the beach, I could just keep going on. They are always making such wonderful changes.

The Palladium has not only given us a wonderful place to be with our own family and friends, but has given us a beautiful place to celebrate our lives with all that we love.

Being part of the Palladium Travel Club has been a life change for not just Bob and I but has been a life change for our children, family and friends. We have all met so many wonderful people and made so many amazing friends. We have so much love for each and every one of them. They are always in our hearts at all times.

We are honored to say that we are part of the “Palladium Travel Club Family” and we thank you for all that you do.



**Heather and Todd Chmelyk**  
United States

**In what way do Travel Club make you feel special?**

When we became members we were told that we would all be family, and well they were right, we do feel like family!! We have celebrated our anniversary's, birthday's and even Christmas holidays with Palladium travel club and every one has been made special for us.

We attended the Members party in Jamaica 2016 and it was very special and also had enlightened us to how the Palladium family stretched from not only the hotels and staff but to other members as well. It was an honour to spend the week with familiar faces and new faces.

**What service do you like most?**

There are perks and benefits to being a member of the Travel Club but for us it is about more than just that, it also about the other things they do like when our parents (Leslie and Larry)went to Puerto Vallarta we were in Riviera Maya at the same time and they were amazed at the way they were treated and pampered. The travel club looked after them and even let us know how they were doing with daily updates....Bravo !!!

We say Thank You to the Travel Club for honouring the membership contract to the best of their ability and always striving to be the best of the best.

# HOTEL UPDATES AND RENOVATIONS



The Grand Palladium Hotels & Resorts in Mexico, Jamaica and the Dominican Republic are undergoing several renovations and we are very excited for your clients to experience these updated facilities.



## **GRAND PALLADIUM WHITE SAND RESORT & SPA** **RIVIERA MAYA, MEXICO**

### **Accommodation Upgrades:**

- One bedroom Mayan and Junior Suites (Pictures 1 and 2)  
(Completion date: October 2016)

### **Restaurant Upgrades:**

- Chang Thai restaurant (Picture 3)  
(Completion date: September 2016)
- Sumptuori, Japanese restaurant  
(Completion date: December 2016)



## **GRAND PALLADIUM VALLARTA RESORT & SPA** **RIVIERA NAYARIT, MEXICO**

### **Zoo Upgrades:**

- Enhancements to eco-friendly environment

## **GRAND PALLADIUM JAMAICA RESORT & SPA** **MONTEGO BAY, JAMAICA**

### **Restaurant Upgrades:**

- El Poseidon  
(Completion date: September 2016)



## **GRAND PALLADIUM PALACE RESORT & SPA** **PUNTA CANA, DOMINICAN REPUBLIC**

### **Accommodation Upgrades:**

- New design and décor  
(Completion date: October 2016)

### **Spa Upgrades:**

- Zentropía Palladium Spa & Wellness center (Pictures 4 and 5)  
(Completion date: December 2016)



For more information:  
visit [www.palladiumhotelgroup.com](http://www.palladiumhotelgroup.com) or call  
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**PALLADIUM**  
HOTELS & RESORTS



TRAVELCLUB

40

# STYLE FOR THE SOUL

TECHNOLOGY **DEBUGS ITS DESIGNS** AND OVERHAULS  
MATERIALS AND COLORS FOR OUR NEW MULTIMEDIA ALLIES.

BY • Martin Ulloa

## EXCLUSIVE

Leica M9-P  
Edition  
Hermès

This digital model is a re-make of the iconic camera; with an exclusive finish designed by the prestigious French "maison". The Leica-Hermès partnership was a catalyst in the history of the brand.



## SOUND ART

B&W T7 Gold  
Burberry

B&W's T7 wireless speaker has proven to be a piece of state-of-the-art technology with superb sound pressure. Hand-in-hand with Burberry, B&W has just launched a new edition with an exclusive design that comes in a black leather and suede case. Luxury inside and out.



## SYBARITE EDITION

Ultrasone  
Edition 10

High definition portable sound comes down to these headphones with a wood finish and ergonomic ear pads lined with Ethiopian sheepskin.



## CONNECTED SUITCASE

Bluesmart

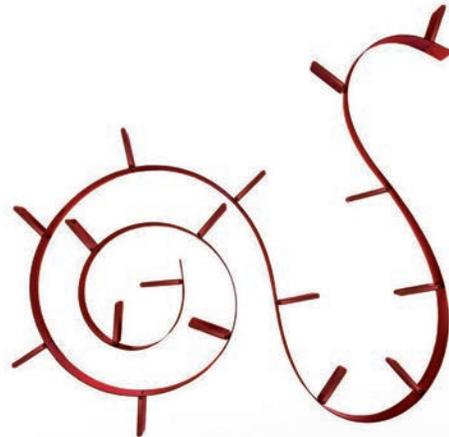
The Bluesmart connected suitcase, complete with digital fingerprint sensor, Bluetooth and GPS, is a reinvention of this age-old travelling companion that also features a built-in scale so that you'll always know its total weight, and an internal battery with enough capacity to charge several devices at once.



## MUSICAL WATCH

Samsung Gear S3

Samsung's new smart watch flexes its muscles with a GPS location service, built-in access to Spotify and its classic sphere-shaped design in stainless steel with a leather band. Now, everything starts at the wrist.



## PURE LINES

Bookworm Bookcase

A flexible sinuous bookcase that takes on whatever shape you want, without compromising its resistance and functionality. The shape of the bookcase depends on your own creativity. The bookshelves have a capacity of about 10 kilos.



### POETIC NAPS

Mike&Maaike  
Yellow  
Windowseat

Contemporary with an ethereal air –its straight lines make it look more like a box than like an chair, this generous armchair designed by Mike&Maaike in a mustard yellow has a swivel base that makes it a very versatile piece, combining Swedish design with Mediterranean inspiration.



### POPULAR QUALITY

Formlabs Form 2

With its orange plastic finish and steel casing, this printer is one of the visible faces of the 3D revolution set to "print" objects, organs and buildings in the domestic sphere.



### WITH A SENSE OF HUMOR

Monkey  
side table

A side table made of a single piece of architectural concrete in grey or black. Created by Madrid-based designer Jaime Hayón to complement his series of outdoor chairs.

The image shows two individuals in elaborate, colorful devil costumes. They have large, expressive eyes, horns, and long, shaggy beards. The costumes are primarily purple and green, with intricate details and sequins. The background is a blurred outdoor setting with trees, suggesting a carnival or festival atmosphere.

# CARNIVAL ON THE ISLAND OF THE DEVILS

THE DOMINICAN REPUBLIC'S CARNIVAL IS ONE OF THE MOST WIDELY CELEBRATED AND COLORFUL CARNIVALS IN THE WORLD. THE FESTIVITY COMBINES SPANISH TRADITIONS LIKE THE «DIABLO COJUELO» («LIMP DEVIL») WITH VENETIAN MASKS THAT DENOTE THE AFRICAN HERITAGE OF FORMER SLAVES.

BY • Pablo Sierra



It is from this Castilian heritage that Dominicans have inherited their penchant for dressing up as limping devil.

In the Dominican Republic, carnival is a year-round event. This is not to say that there are parades and processions all over this Caribbean country twelve months out of the year. The most important cities and provinces of the Dominican Republic organize Shrovetide festivities throughout the month of February, with little regard to the religious calendar. Dominican society so strongly identifies with the carnival imaginary that it has gradually incorporated elements of this feast of mockery and masks in many of its

religious celebrations, such as Holy Week and Corpus Christi. Moreover, masks, floats and drumbeats are essential elements of any patriotic commemoration. Every February 27th--since 1844--the country celebrates the expulsion of the Haitians from the Dominican Republic.

Carnival has been present on Hispaniola since the first European settlements were established: Santo Domingo was the first Spanish city founded in the American colonies at the end of the 15th century; it was the first American city to become a viceregal headquarters and the first to have a cathedral. It is from this Castilian heritage that Dominicans have inherited their penchant for dressing up as the «diablo cojuelo» or limping devil. All over the country, parades are organized in honor of the most mischievous and roguish character in hell. A far cry from the sober style and pyrotechnics of the parading devils typical of in the Spanish Mediterranean, the Dominican «diablo cojuelo» are distinguished by their vivid colors and ornate anthropomorphic masks. The direct influence of the Venetian tradition is notable in the cities and towns of the province of La Vega, north of Santo Domingo. With the mix of cultures, these masks incorporated distinctly Creole features such as «cachitos» (horns) and goatees.

It's no coincidence that the most famous carnival celebrations in the Dominican Republic are those in La Vega. References to the vegan Carnival can be found as far back as the writings of Fray Bartolomé de las Casas, in 1520, just a few years after the first Castilian colony was established on Hispaniola. On the streets of Concepción, the capital of the province, every Sunday in February an infinite number of groups of little devils show off their colorful outfits. The devils are armed with a sort of club made of the swollen bladders of bulls and lined with fabric. They dance sarcastically to the sound of the «batucada» that accompanies the floats in the processions, beating any «civilian» (anyone who is not wearing a disguise) who dares to get off the sidewalk and dance with their bull bladders. The devils' appearance



This celebration has been present since the first Spanish settlement was established





changes as you travel around Hispaniola. In Santiago de los Caballeros, another nerve center of the Dominican Carnival, the devils are known as «lechones» (baby pigs) because the masks they use look like pigs.

Another typical character of the Dominican Carnival, and perhaps the most comic of all, is the so-called “chicken stealer.” The “chicken stealers” are men who dress up as women with long dresses in bright colors. They wear turbans and carry handbags (full of sweets to throw at the crowds) and parasols; and they top off their outfit with an enormous butt, which they manufacture by stuffing cushions and pillows under their skirts. “¡Ti-ti manatí, ton ton molondrón, she’s stealing the chicken, hit her with a stick!” That’s the sing-song that accompanies this character that emerged as an ironic protest against the Haitian invaders. During the years of the recovery, the new authorities used to punish Dominican men who were caught stealing chickens or food by forcing them to walk around the streets of the town or city dressed as women.

#### ▼ **Religious celebrations**

Dominican society so strongly identifies with the carnival imaginary that it has gradually incorporated elements of this feast of mockery and masks in many of its religious celebrations.

Today, however, Carnival is synonymous with modest yet plentiful meals. There are a lot of family gatherings on these days, which means there’s always a pot of «sancocho» («stew»). This dish is typical all through the Caribbean and the also in the Canaries, where the recipe varies from island to island. It is made by boiling different types of meat (beef, pork, chicken) with root vegetables and greens (cassava, plantain, yams, potatoes, chili peppers). As if those calories weren’t already enough, the meal often ends with a bowl of sweet beans, a sort of pudding that combines beans –boiled and pureed–with plenty of cinnamon, cloves, raisins and coconut milk and sheep’s milk. And all this is chased down with a shot of «mamajuana», the national liqueur, a mix of rum, honey, cinnamon –again–, plant roots and shellfish. Word on the street has it that it’s an aphrodisiac.

Until a few decades ago, the Dominican Carnival was divided in two. The wealthy celebrated their exclusive parties in mansions and private clubs, while the street was made left to the working class, made up mostly of mulattos and blacks. However, as authorities and institutions became involved in these festivals, they brought all layers of Dominican society together on the streets of Carnival. A classic in Santo Domingo is going to a «bachata» or «merengue» concert after watching the Grand Parade on the boardwalk. On these stages, it’s still possible to catch performances by veteran Caribbean crooners like Johnny Ventura and Joséito Mateo. As far as the night-life, one of the highlights are the dance floors set up by Coca-Cola, one of the main sponsors of the Carnival. In Punta Cana last year, crowds of Dominicans and tourists danced on and around these stages with a capacity for up to 300 people, while popular radio host Milton Cordero, Lechuga urged them on. ¶





The Selma March, Alabama, 1965 ▲

# PHOTO- GRAPHING EMOTION

BRUCE DAVIDSON

PHOTOS • Bruce Davidson / Magnum Photos

TEXT • Martin Ulloa

49

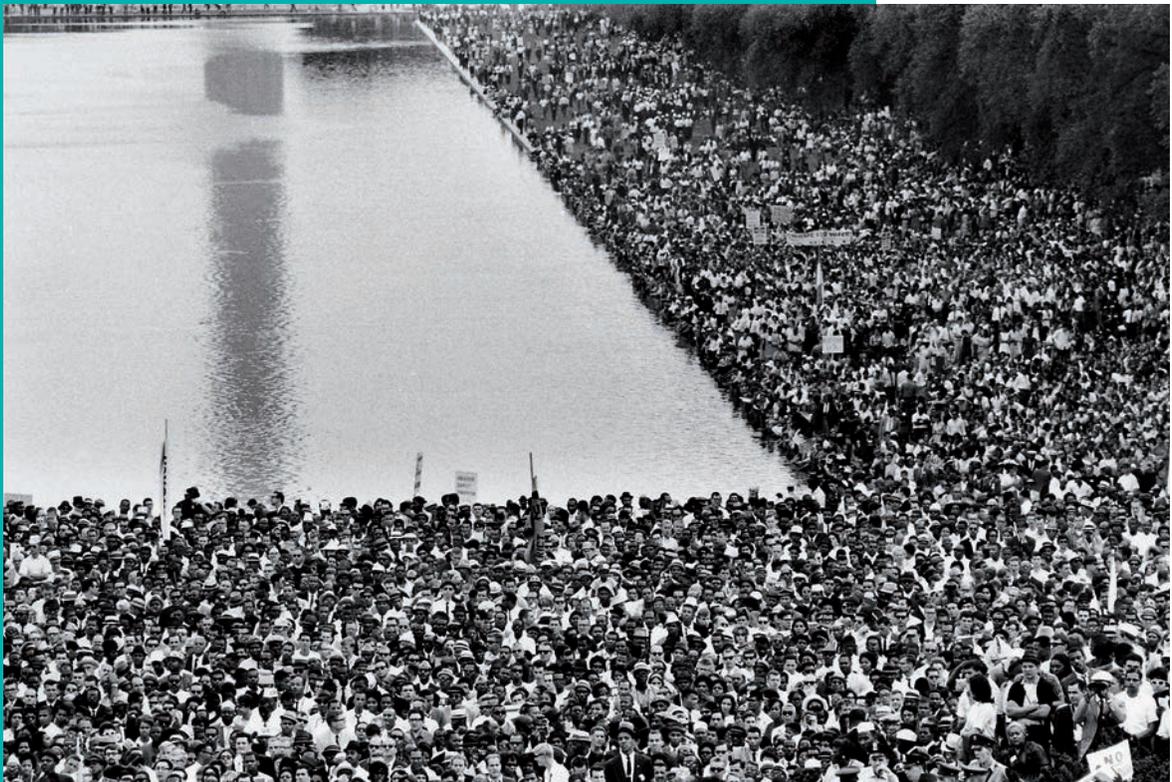
**T**his self-described “humanist photographer” used the camera to express his feelings about the world. As he himself has said, “I found my path in life through the camera lens. I used it to express my feelings about the world. I still do.” Bruce Davidson (Oak Park, Illinois, 1933) is a street photographer who takes portraits with the full complicity of his subjects. Davidson studied photography at the Rochester Institute of Technology in the early 1950’s and later continued his studies at Yale University. He has been a member of the Magnum Agency since 1958. Davidson’s photographs focus on various different social groups and trades. His portraits of Harlem, for instance, have been widely exhibited and published in several books. Davidson is a photojournalist, but he’s also much more. He does not take a sort of documentary approach where the photographer stands aside in order to portray reality, as Walker Evans might have done. Bruce’s approach is more along the lines of Lewis Hine, as he too seeks to affect change through his work and influence the reality he photographs. Davidson is an author whose work goes beyond

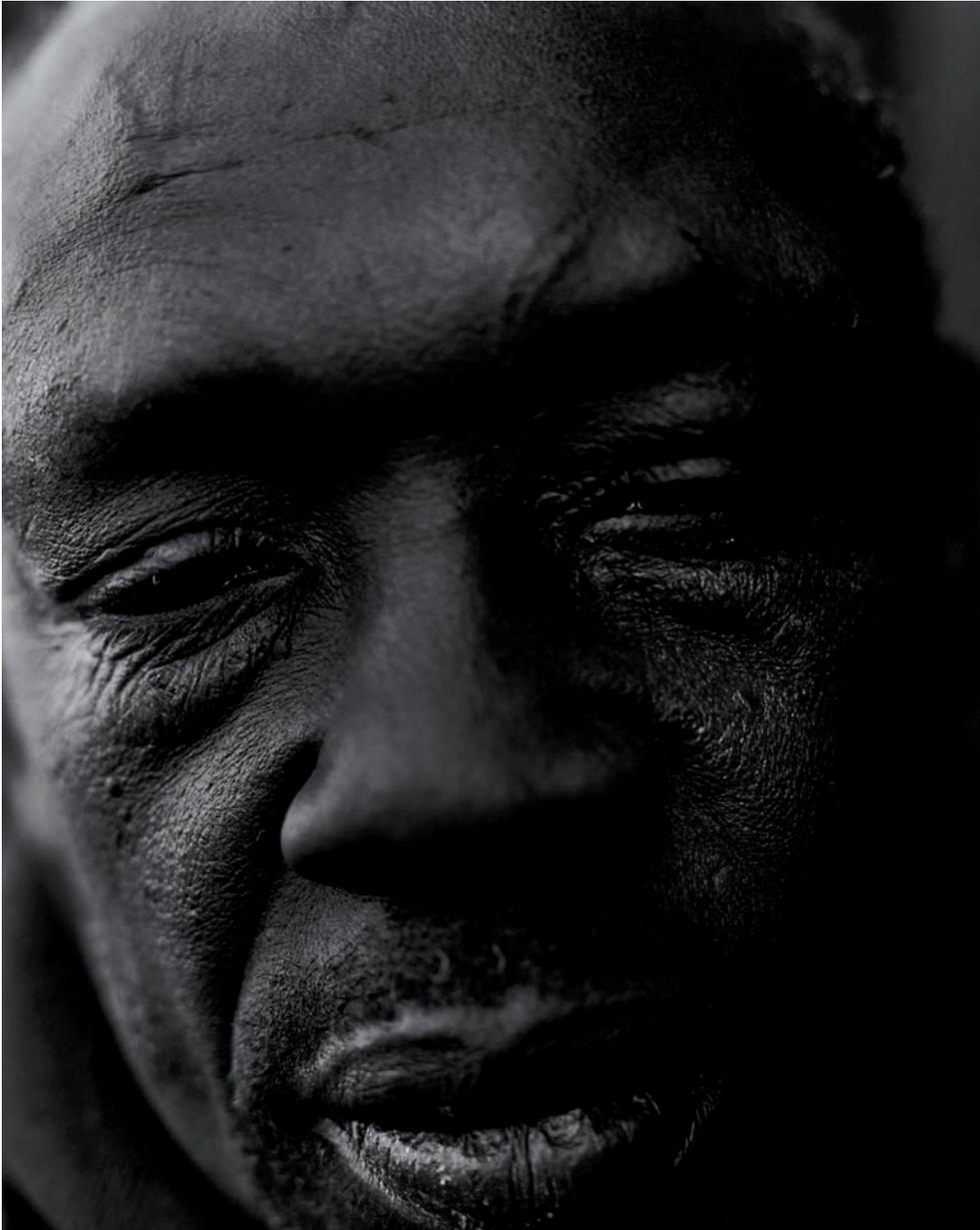


50

▼ March on Washington, Washington, D.C., 1963

Brooklyn, New York, 1959 ▲





East 100th Street, Harlem, New York, 1966-1968 ▲

mere documentary in order to reveal his worries about the world, his empathy with the losers, the marginalized, with those deserving of justice.

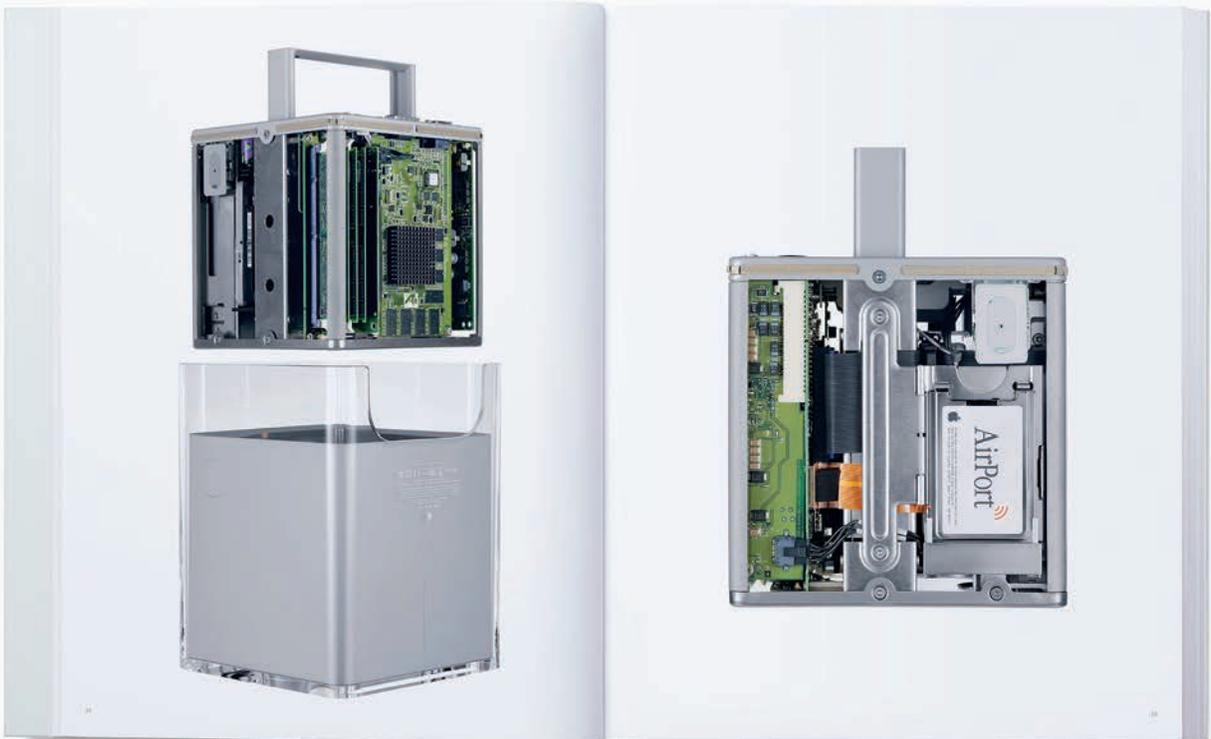
Davidson's first series was "The Walls" (1955), which he made while serving in the military in Arizona. There, Davidson met an old man driving a model-T Ford and asked to photograph him: the man was John Wall, and he and his wife Kate took Bruce Davidson in from that moment on. Another of Davidson's iconic works is "The Widow of Montmartre" (1956) a project created a year later, when Bruce Davidson was 22 years old and was destined to an Allied military camp near Paris, where he met Madame Margaret Fauché, the impressionist painter's widow. Davidson is a member of the prestigious Magnum Agency where he met Cartier Bresson and Robert Capa. Ever since then, Davidson became part of the Olympus of contemporary photography. ¶

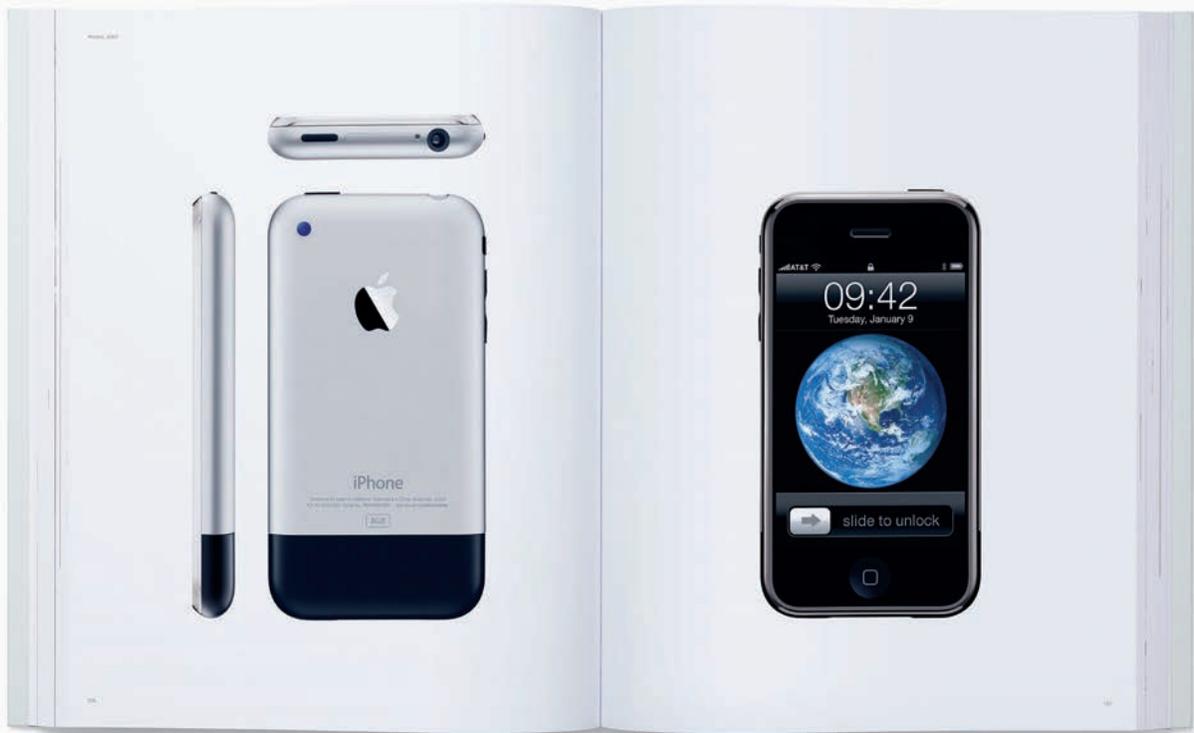
#### **A retrospective**

The Mapfre Foundation has organized an ambitious exhibition to get to know its work. 190 snapshots covering his career since 1955.



52





# APPLE

## 20 MIRACULOUS YEARS

A NEW HARDBOUND BOOK ILLUSTRATES 20 YEARS OF DESIGN AT APPLE THROUGH 450 PHOTOGRAPHS OF CLASSIC AND CURRENT PRODUCTS.

TEXT • Martin Ulloa

▼  
**Dedicated to the memory of Steve Jobs.**

"From the beginning, Steve's motivation was to genuinely try to create a legacy for humanity, and this continues to be our ideal and our goal as we look to the future", said Jony Ive, Apple's Chief Design Officer.

# T

he book *Designed by Apple in California* covers creations ranging from 1998's iMac to 2015's Apple Pencil, documenting the techniques and materials used by the design team over more than two decades of innovation. In the words of Jonathan Ive, Director of

Design at Apple, "while this is a design book, it is not about the design team, the creative process or product development. It describes how we work, our values, our preoccupations and the goals we wish to achieve. We have always aspired to be defined by what we do rather than by what we say." The book was printed on specially manufactured, custom-dyed paper, with matte silver edges, eight color separations and low-ghost ink. The process that led to this linen-bound, hardcover volume, lasted eight years. The book is published by Apple. ¶



EVERY YEAR, NEW AND TALENTED YOUNG ACTORS AND ACTRESSES RISE TO THE TOP OF THE COMPETITIVE WORLD OF HOLLYWOOD. SOME OF THESE FRESH FACES WILL LAND COVETED ROLES, TURN STUDIO PROJECTS INTO BOX OFFICE HITS, AND EVEN GO ON TO GARNER AWARD NOMINATIONS FOR THEIR PERFORMANCES. THESE ARE OUR BETS.

TEXT • Irene Crespo



# Lily-Rose Depp

Initially, Lily-Rose aspired to become a singer like her mother, Vanessa Paradis. But when she began acting – debuting with Kevin Smith in *Yoga Hosers* – Lily-Rose felt so comfortable, that she now wants to be an actress like her father, Johnny Depp. At 17, Lily-Rose has also become an icon for millennial and she is now the face of Chanel No. 5.



Being discovered by Spielberg is in and of itself a huge advantage. But starting your career by working with the Coppolas, Francis and Sophia (*Tetro*, *Twixt*, *Somewhere*), Woody Allen (*Blue Jasmine*) and the Coen Brothers (*Hail, Caesar!*), places you in a league of your own. And winning the role that every actor under 30 wanted, that of the young Han Solo, makes you an instant star.

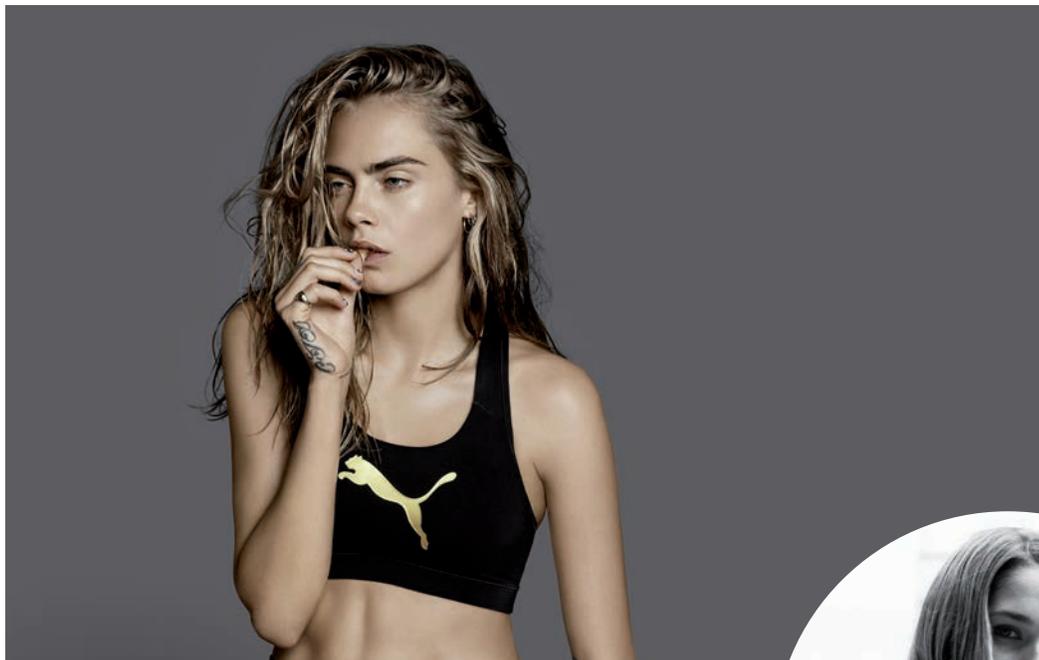
56

# Alden Ehrenreich



# Cara Delevingne

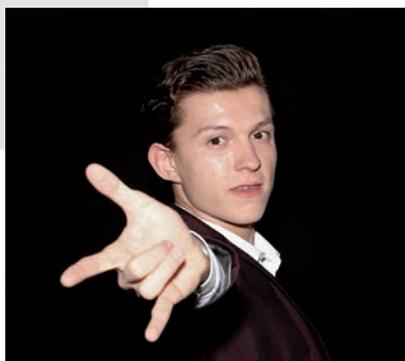
This "it girl" is a top model born in the heat of social networks, this high-born Brit left the world of fashion, tired of its obsession with physical appearance. Since then, cinema has proved to be her true passion. And after *Suicide Squad*, Cara is now starring in her first big production, *Valerian and the City of Two Thousand Planets*, directed by Luc Besson.



57

# Tom Holland

Initially discovered by Spanish director J.A. Bayona, Tom Holland became a promising young star in the tragedy *The Impossible*. He is now the new *Spider-Man*, with his own saga and guest star appearances among the Avengers. Tom will also have a rough time in James Gray's forest in *The Lost City of Z*.



# Lola Kirke

Lola is the daughter of the drummer from Bad Company, and her mother has a vintage clothing store in NY, where Carrie Bradshaw used to shop. Her sister, Jemima, is the rebel from *Girls*. Lola was one of those girls who always dreamed of becoming an actress. After studying "cinema and electronic arts" and starring in *Mozart in the Jungle* and *Mistress America*, Lola is soon to appear with Tom Cruise in *American Made*.



# Jacob Latimore

Jacob was only nine when he cut his first single and was signed up by a record label. He made the jump from hip-hop to pop, and now that he is a young music star, Jacob wants to become an actor. Will Smith gave him some good advice in *Collateral Beauty*, and Kathryn Bigelow has signed him on for her next film. Even though Hollywood is calling, Jacob doesn't plan on quitting music.



# Katherine Waterston

"It's easy to get lost when you're successful at a very young age. I'm glad I did not become successful until now [at age 36]!", says the actress and daughter of actor Sam Waterston, who has seen her dreams come true after *Inherent Vice*. In addition to starring in J.K. Rowling's new franchise, *Fantastic Beasts and Where to Find Them*, Katherine will also appear in Ridley Scott's upcoming *Alien: Covenant*; and in Soderbergh's *Logan Lucky*.



© Amber Grace Dixon



## Wyatt Russell

Wyatt has progressed slowly, without drawing too much attention, or using the wild card of his famous parents, Goldie Hawn and Kurt Russel. He was 10 when he first appeared with his father in a role that was not even credited. After playing supporting roles in several films, this year Wyatt stole the scene in *Everybody Wants Some!!*

59

## Sophie Kennedy Clark

The Scottish daughter of singer Fiona Kennedy played Judi Dench in *Philomena* and B in *Nymphomaniac*, establishing herself as one of Hollywood's most promising young actresses. Sophie has six projects coming up, including *Tomorrow*, produced by Scorsese. Every time she picks a new project, she asks herself, "What would Michelle Williams do?"

  
COMPLEX  
**GRAND PALLADIUM**  
JAMAICA RESORT & SPA  
★★★★★



GRAND PALLADIUM  
**LADY HAMILTON**  
RESORT & SPA

GRAND PALLADIUM  
**JAMAICA**  
RESORT & SPA



# *Feel free, it's included*

Dive into the extraordinary Jamaican culture and discover hidden waterfalls and breathtaking views. Surrounded by several idyllic rainforest beaches, Grand Palladium Jamaica Resort & Spa is the perfect holiday destination for both families and couples. Enjoy authentic Jamaican cuisine, comfort and a wide range of activities for all tastes.

  
**PALLADIUM**  
HOTELS & RESORTS

# TRAVEL CLUB

## CORPORATE

More than a club with special advantages for member members, the Travel Club is a family at your disposal in all our hotels.

PALLADIUM



## A LIFESTYLE PARADISE

page 70

Hard Rock Hotel Tenerife opens its doors on the coast of Adeje. A revolutionary hotel concept for contemporary clients.

# THE FAMILY

## PALLADIUM TRAVEL CLUB

THE TEAM THAT MANAGES THE MOST  
EXCLUSIVE CLIENTS.

We have gathered the whole team on one of the Riviera Maya beaches to take this family photo. They are the main agents of the central office of the Palladium Travel Club. Thanks to their work and of the different local teams, you will be well looked after and pampered during your trip. To you they dedicate this great smile so that your vacations are unforgettable as member of this so select club!

The first row, from left to right: José Luis Cores, Head verificador officer, Brenda Carmona, reservations manager, Norma Sierra, Administrator Manager; Evelynne Ulysse, e-commerce Manager. Second row, from left to right: Alejandro Martín, Travel Club General Manager; Alberto Batalla, Verificador Officer; Malta Calderón, Marketing Manager; Laura López, Manager, Riviera Maya Travel Club; Iván Reyes, Community Manager; Miguel Almaguer, verification Officer.



© NIVEL CREATIVO



# TIME TO BIG, SINCERE SMILES

PHG WILL MAKE SURE THAT THEIR GUESTS #SMILEON AND ENJOY

**W**e all know how powerful a smile can be. That simple, friendly expression

packed with a surprising amount of positive vibes. It starts with reinforcing a feeling of joy that slowly continues spreading within us and around us. It relieves stress, unlocks our creativity and makes us healthier in mind, body and soul. And that's what a great holiday is all about, all those special moments that transform into memories that remind us to smile. At Grand Palladium Hotels & Resorts we love to create amazing hotel stays. Make our clients happy in a place that feels happy, with loved ones, or perhaps new friends. We want to be a part of our guest's experiences, help them create feel-good moments and make them smile. The energizing, joy-inducing staff lives to make your moments special. Ricardo, the waiter remembers everybody's name and a hundred happy faces when mixing a perfect mojito - it's what makes our bartender Carlos smile. This is why he knows how to fix everybody's favorite drink. One smile at a time. ¶ This is the attention our guests receive and what they remember from their Grand Palladium stays. It's what they come back for, and most importantly, it's what they

The #smileon assures us that smiling is the second-best thing you can do with your lips.



love talking about. So we decided to give them more reasons to enjoy and more smiles to remember. This is where the #smileon campaign was born. A beautiful concept meant to be developed into something real, by breathing life into it. We want to plant the seed to see it grow, we want to inspire and enable deeper interactions with our fans that will generate content on its own. We will fit big, sincere smiles into our stunning nature backdrops and the diverse facilities of our resorts. We will make sure that our guests #smileon and enjoy every single moment of their beautiful vacation. And we will make sure to #smileon and enjoy it too. ¶



# Luxury and privacy

THE ROYAL SUITES YUCATÁN BY PALLADIUM IS LOCATED IN AN EXCLUSIVE AREA WITHIN THE GRAND PALLADIUM RESORTS OF THE MAYAN RIVIERA.



Located in breathtaking settings The Royal Suites by Palladium offer luxury experiences in amazing destinations around the globe. Enjoy a unique, adult-only atmosphere of privacy and relaxation in exclusive, beachfront accommodations. The Royal Suites Yucatán by Palladium is a unique sanctuary of exotic beauty, comfort and privacy, this unique, beachfront hotel offers unbeatable service and unlimited access to all of the services at any of the Grand Palladium Hotels & Resorts located in Riviera Maya, Mexico. The Royal Suites Yucatán by Palladium is located in an exclusive area within the Grand Palladium Resorts of the Mayan Riviera. Designed exclusively for adult travelers, our Royal Suites offer guests a new concept in luxury and exclusivity that brings together the best of two worlds: the privacy and personalized service of a small VIP resort and the unlimited access to the wide array of services available at the neighboring 5-star Grand Palladium Resorts. ¶

Luxury for adult travelers. The Royal Suites Yucatán by Palladium offer the facilities and services that will make your stay an unforgettable experience: personal and exclusive treatment, 24hrs private reception, check-in from 3:00pm, check-out by 12:00pm, luggage room, currency exchange, newspapers or outdoor parking,



FOTOS • NIVEL CREATIVO



“FROM GUEST TO  
FAMILY” IS OUR MOTTO,  
THAT’S WHY WE  
BELIEVE THAT FRIENDLY,  
PERSONALIZED SERVICE  
IS ESSENTIAL”

**ALEJANDRO  
MARTÍN**

GENERAL MANAGER  
PALLADIUM  
TRAVEL CLUB

# W

## **Why are Palladium Travel Club's clients always so happy? What do you do to them?**

We listen to them and take their opinions into consideration in order to improve our product and service. Their feedback is essential, because many of them have stayed at all of our hotels and their opinion is very objective. They're our best advisors when it comes to marketing, product design,

benchmarking, pricing... no one knows all the channels of our service and the reality of the market better than they do.

## **What are the advantages of belonging to this club?**

It's a privilege club with both preferential and exclusive services. All our members get preferential rates at Palladium hotels and other establishments in the chain, plus private shuttle service from the airport upon arrival, exclusive rooms and leisure areas, free tours, amenities and a whole lot more...plus a personalized service where our team organizes the member's vacation experience depending on their needs.

Our goal is for members to not have to worry about anything but enjoying their vacation with their family and friends—we take care of the rest. To achieve that, we do everything in our power to find out the needs of our members and guests.

## **Many of them feel that they're part of one big family...**

We've always wanted to live up to our motto, "From guest to family", which is very much in line with the Palladium Hotel Group's motto: "To make our clients fans". That's why we believe that friendly, personalized service is essential.

There is a big difference between providing a service to a client and meeting a person's real needs. We all like to feel comfortable in a relaxed atmosphere and feel that other people are acting in a natural, empathetic way. These values are hard to learn—either they're in your DNA or they're not—which is why we look for good professionals, but ones that also have certain values. A lot of our staff members (including yours truly) are constantly in touch with members, to the point where friendships are made that are

an added bonus when they come back to spend another vacation with us.

## **What new surprises do you have in store for them in 2016?**

At Punta Cana we've got a new Lounge Bar on the beach (like the ones at other destinations) and exclusive rooms, including Family Suites with spectacular views right on the seafront. And in Jamaica, new Ambassador and Signature Residence suites, our highest category with a villa concept (three independent rooms and a private pool), in an exceptional location with an impressive sunset.

We're throwing the second annual member party in Jamaica this September, following the huge success of the first one in Riviera Maya, where we'll offer major discounts on rates, activities, gifts and a theme party.

We're also going to offer more in-house benefits, new customer services, guest referral incentives and much, much more.

## **All Travel Club members have access to over 4,000 resorts around the world. An incredible selection.**

It's a big perk that comes with membership. We've got agreements with other major hotel groups, which allows us to cover the destinations where Palladium isn't present. It gives our members more options and it's certainly highly valued by them. But it's worth pointing out that the vast majority of Travel Club members prefer to return to our hotels year after year because Palladium is like a second home to them, and we're a guarantee that their expectations will be met.

## **What new programs are members being offered this season?**

We're going to add some important new benefits to our Referral program, with additional perks for members, relatives and friends. On the other hand, we'll also add new services (which I am not yet in a position to announce) that will no doubt add significant value to their memberships.

## **How often are these offers and services re-designed?**

We try to introduce something new every year with the aim of meeting our member's expectations and making our Club more attractive for everyone who decides to join it. If we analyze all the changes we've made since the PTC started, we can see that these changes have been significant, both in terms of the product and as far as the service; our founding

"We want our members to have the vacation experience they truly desire with Palladium Travel Club."

Alejandro Martin



members can attest to that. We believe that the best way to thank members for the trust they've placed in us is by creating a Club that is tailor-made for them.

#### **What issues did you aim to emphasize?**

Basically, we emphasized creating a concept that revolves around the member and their experience. We are convinced that satisfaction is the key to our Club's growth, and that is why it's essential that we take members' feedback into account when making improvements and changes. We have this idea that PTC's DNA should be made up of parts of each of our members and that they should in turn share that same feeling; we want our members to be Palladium Hotel Group's best ambassadors.

#### **What services do members appreciate the most?**

That's a hard choice; I think it mostly depends on the moment and place, as the members themselves often say. After a long journey, the transfer and private check-in are greatly appreciated because they save time and they're convenient. The services our member support team offers help guests make the most of their experience because the team is familiar with guests' tastes and preferences. Our Member's Lounge offers a place for members to socialize in an ideal environment at the some of the hotel's best locations. Both these two services and other services I could name, I think each of these complements the others and helps create an experience that is different.

#### **Which would you highlight? And why?**

The personalized service our colleagues provide. We're fortunate in that many of them have been with us for years and they know our members very well, so much so that they've really developed personal relationships with them, and that sort of treatment and consideration is a differentiating element.

#### **How do you surprise a member who is already used to exclusive treatment?**

By treating them with familiarity, simplicity and sincerity. Today we have more competition as far as the service/product, which makes it increasingly complicated to differentiate ourselves. I personally believe that, in our industry, it is people and the values they convey that make a difference. The most important thing is for us to see the person behind the member and make them feel comfortable being themselves.

#### **What are your plans for the future? And what have you thought of offering members?**

We're working on maximizing synergies among all our brands so that members can enjoy these exclusive benefits and privileges at any hotel in the world that belongs to our chain, not just Palladium-brand hotels. On the other hand, we're contemplating strategic partnerships to improve our members' experiences at every stage: from the moment they start the reservation process until they return home. This point comprises anything from improving processes to including new services (discounts on plane tickets, personalized excursions, new activities at the hotel, etc.). We want our members to have the vacation experience they truly desire with Palladium Travel Club. ¶

#### **A powerful motto**

●  
"We all like to feel comfortable in a relaxed atmosphere and feel that other people are acting in a natural, empathetic way", says Alejandro Martin.





# ROCK STAR

HARD ROCK HOTEL TENERIFE

TEXT • Jordi Teixeira

**T**he recently inaugurated Hard Rock Hotel Tenerife, located on the sunny southern coast of the island, near Adeje, offers experiences for

families, friends and adults-only thanks to its five-star facilities and services, immersed in the unique musical environment that characterizes all Hard Rock Hotels & Casinos.

In keeping with its rock-n-roll spirit, Hard Rock Hotel Tenerife has a varied collection of memorabilia, valuable music mementos, displayed in different areas of the hotel. Plus, the Sound of Your Stay® program, allows guests to participate in a jam session with the guitar in their room, listen to unlimited playlists in streaming from the check-in area or create their own mixes using the professional DJing equipment in their rooms. The program offers guests a chance to immerse themselves in an unparalleled musical experience.

Hard Rock Hotel Tenerife consists of 624 rooms, including 260 suites distributed in two towers –Oasis and Nirvana– combining contemporary décor with cutting-edge services that are packed with energy and style. The Rock Royalty Level suites are located on the 13th, 14th and 15th floors of the Nirvana Tower, and they offer exclusive rock star amenities, including a private concierge service and a VIP reception desk with privileged access.

In addition to the hotel's musical offer and live concerts, guests can also enjoy three swimming pools, an artificial salt-water lake and a beach club with Balinese beds just a few steps from the hotel. The hotel offers Hard Rock brand facilities such as the Rock Spa®, the Body Rock® Gym and the famous Rock Shop®. For young guests,



#### Concerts on High

At the top of the Hard Rock Hotel Tenerife, you'll find the sky lounge The 16th. This enormous terrace has the best views of the island and it hosts events and theme dinners.



#### RESTAURANTS FOR EVERYONE

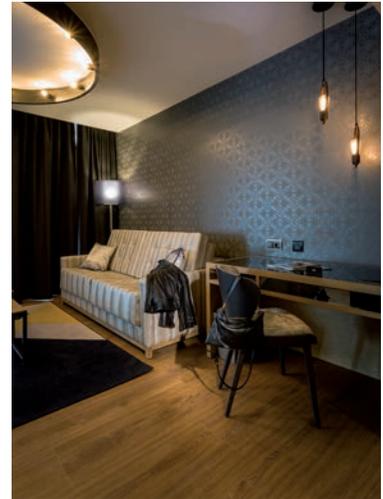
Guests at the Hard Rock Hotel Tenerife can choose among **six restaurants** with a wide selection of dishes.

This gastronomic journey will transport guests to an unexplored culinary world, ranging from traditional Spanish flavors at the Ali Olé tapas restaurant, to modern Asian cuisine at Narumi to the

delicious meat at Montauk. Meanwhile, the Sessions Buffet Restaurant offers appetizing dishes at any time of day or night, and The 3rd Half Sports Bar serves the best Tex-Mex food.

Hard Rock Hotel Tenerife offers three children's clubs: Lullaby, for children between 6 months and three years old; Hard Rock Roxity Kids Club, for kids between 4 and 11, which offers a wide range of music-related activities, games, workshops and competitions, and, for older kids between 11 and 17, there's Teen Spirit, featuring an inter-active area with consoles, Xbox Kinect, PlayStation, tablets, billiards, foosball and a giant chessboard, among other activities.

The hotel's six bars offer appetizers, after-dinner drinks, fresh coffee and the latest cocktails. The sky lounge terrace, The 16th, offers the best views of the island, from the majestic Teide, the highest peak in Spain, to the Canary Islands' least known island, La Gomera. ¶



In the images, details of the suites and different views of the exclusive interiors of the Hard Rock Hotel Tenerife, a distinct hotel on the Adeje coast that boasts facilities and offers its customers a luxury service with casual tone that includes services of five Stars in a unique musical environment.



# ADAPT OR PERISH



PALLADIUM HOTELS & RESORTS  
RENEWES ITS HOTELS AT PUNTA CANA  
AND THE MAYAN RIVIERA.

TEXT • Jordi Teixeira





76

# P

Palladium Hotels & Resorts has launched an ambitious plan to upgrade many of its properties. Between August and October 2016, the Grand Palladium White Sand

Resort & Spa, located on the Mayan Riviera, underwent various renovations in its rooms, the lobby, the lobby bar and some parts of its restaurants. The Grand Palladium Jamaica Resort & Spa and its Nayarit Riviera properties have also undergone changes. The brand is committed to providing its guests with exceptional services and amenities, which in this case has led it to expand and update the rooms and offer a wider choice of dining options. From August through October, several rooms at the Grand Palladium White

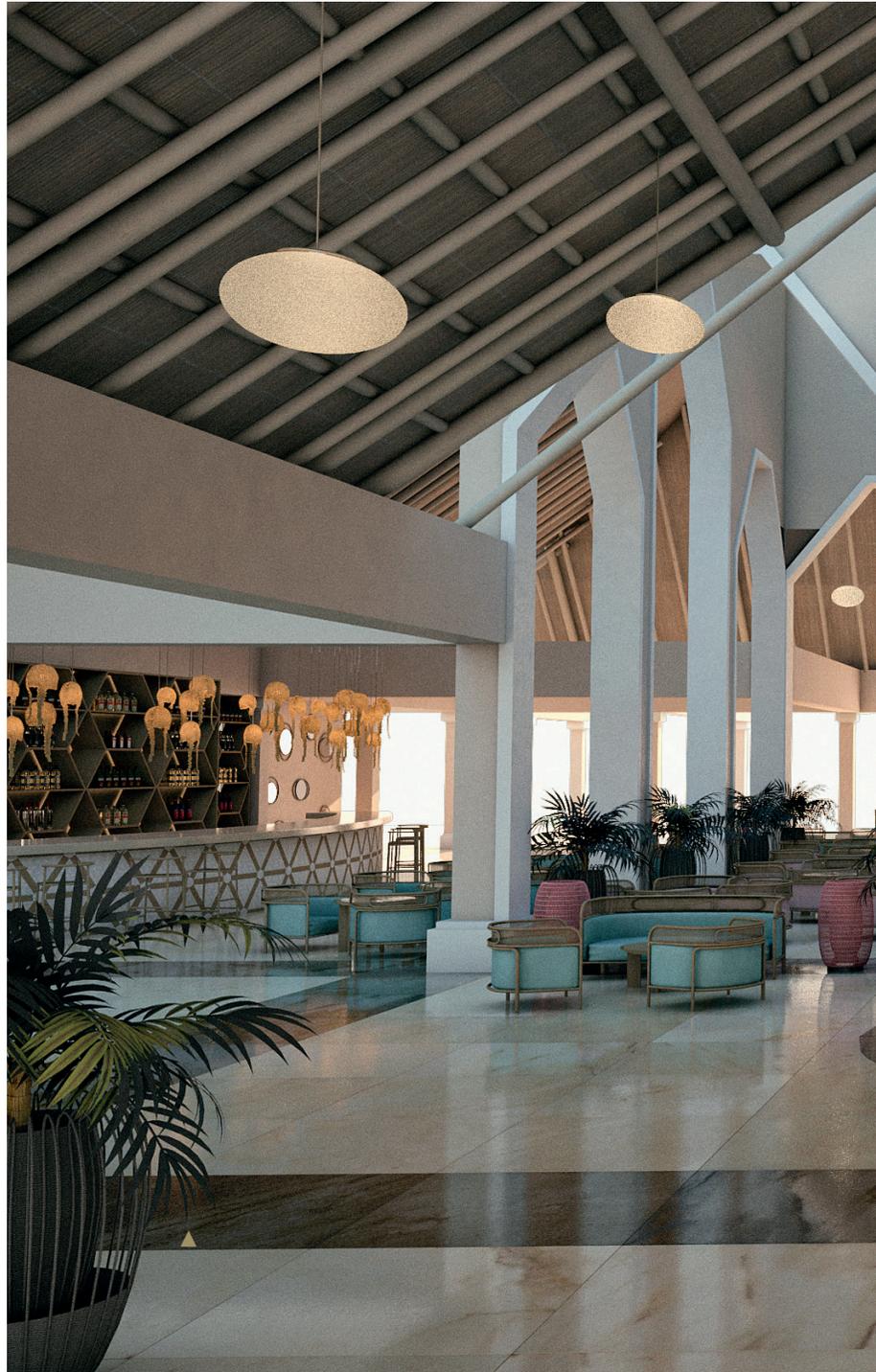


Above, interior of the new Mayan suites at Grand Palladium White Sand Resort & Spa, and main entrance of Zentropia Spa. On the right-hand page, the center's spectacular Balinese beds where guests can relax, and a view of a little corner of one of the interior gardens.



On this page,  
a spectacular  
view of the lobby  
of the recently  
renovated  
Zentropia Spa at  
Grand Palladium  
Palace Resort  
& Spa.

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78

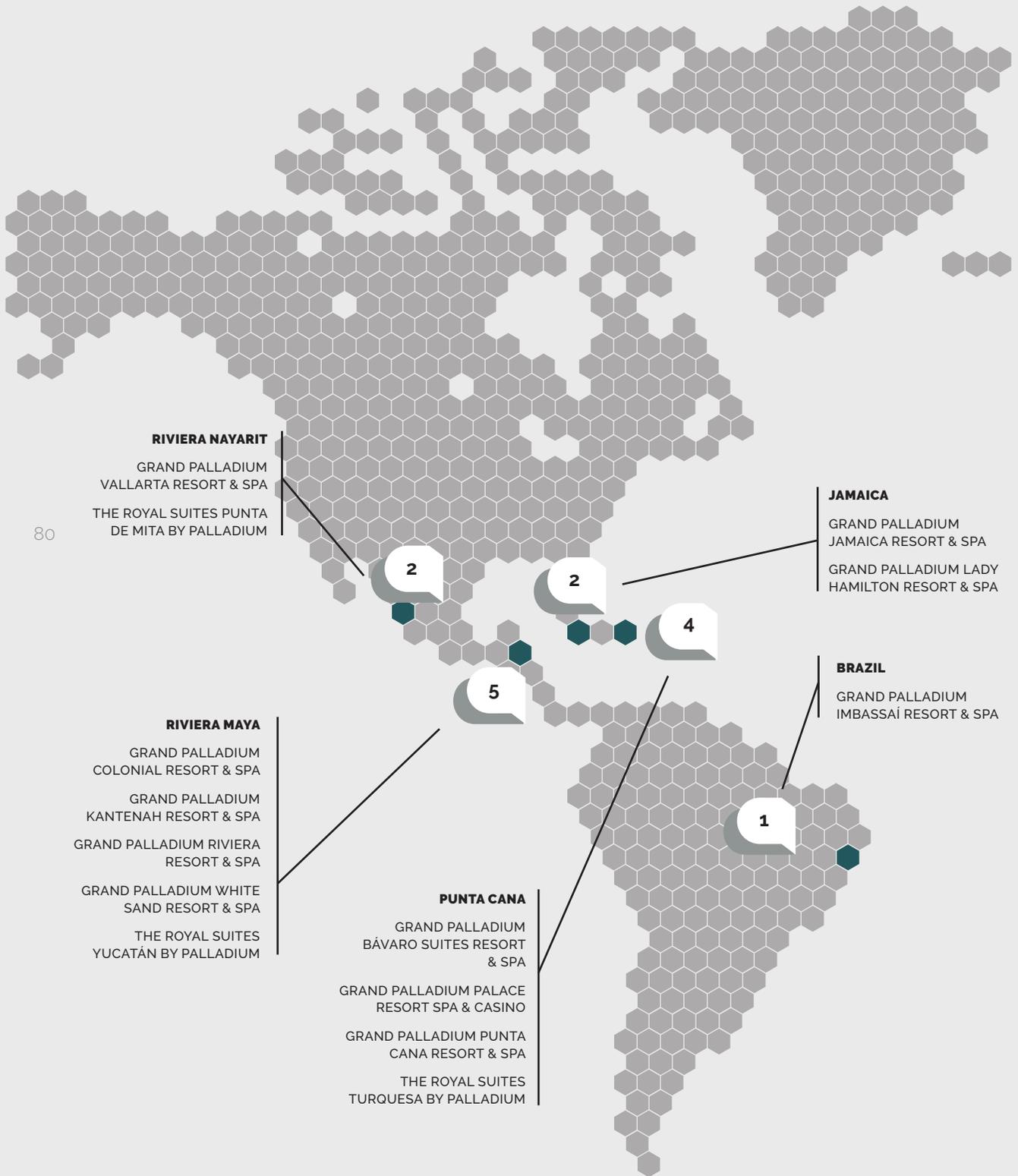
Sand Resort & Spa were refurbished. As for the Grand Palladium Resort & Spa in Jamaica, the stone pavement in the front drive was redone, and Poseidón, Lotus House and the Wedding Office were remodeled. The Infinity Terrace, meanwhile, was waterproofed and the floor was repaired. As for the Grand Palladium Resort & Spa on the Nayarit Riviera, the Zoo on the property was also be remodeled, undergoing minor construction. The hotel entrance was rebuilt in April. The electric generators were also replaced. Meanwhile, the Nayarit Riviera property did not require any remodeling, and all the rooms and restaurants continued to operate as usual. Overall, these upgrades were implemented in a coordinated and respectful manner so as minimize the effect of the remodeling work on guests during this period.

TRAVELCLUB  
PALLADIUM

**SPECTACULAR SPAS FOR MEMBERS OF PALLADIUM CLUB,** enjoy special treatments and discounts at the **Zentropia Spa**, a stellar service that is the cherry on top of their vacation and which has become even more special after recent remodeling.



Brand-New Hotel. The Palladium Hotel Group's commitment to its customers is ongoing. That is why many of its hotels and restaurants have been completely refurbished. These renovations include completely remodeled Spa and Wellness facilities. Members of the Travel Club enjoy special services and treatment. A great reason to celebrate!



80

**RIVIERA NAYARIT**

GRAND PALLADIUM  
VALLARTA RESORT & SPA  
THE ROYAL SUITES PUNTA  
DE MITA BY PALLADIUM

**JAMAICA**

GRAND PALLADIUM  
JAMAICA RESORT & SPA  
GRAND PALLADIUM LADY  
HAMILTON RESORT & SPA

**BRAZIL**

GRAND PALLADIUM  
IMBASSAI RESORT & SPA

**RIVIERA MAYA**

GRAND PALLADIUM  
COLONIAL RESORT & SPA  
GRAND PALLADIUM  
KANTENAH RESORT & SPA  
GRAND PALLADIUM RIVIERA  
RESORT & SPA  
GRAND PALLADIUM WHITE  
SAND RESORT & SPA  
THE ROYAL SUITES  
YUCATÁN BY PALLADIUM

**PUNTA CANA**

GRAND PALLADIUM  
BÁVARO SUITES RESORT  
& SPA  
GRAND PALLADIUM PALACE  
RESORT SPA & CASINO  
GRAND PALLADIUM PUNTA  
CANA RESORT & SPA  
THE ROYAL SUITES  
TURQUESA BY PALLADIUM



2

**IBIZA**

GRAND PALLADIUM PALACE  
IBIZA RESORT & SPA

GRAND PALLADIUM WHITE  
ISLAND RESORT & SPA

# THE TRAVEL CLUB WORLD

EXCLUSIVE SERVICES IN  
THE MOST WONDERFUL  
LOCATIONS AROUND  
THE WORLD

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TRAVELCLUB

# SEE YOU SOON



"You and I will meet again, When we're least expecting it, One day in some far off place, I will recognize your face, I won't say goodbye my friend, For you and I will meet again."

**Tom Petty**



PEOPLE OF  
**PALLADIUM**  
ENTERTAINMENT

## LET POP ENTERTAIN YOU

Turning guests into lifelong fans

We love to create stories with you. Being part of those special moments. Our POP entertainment team has come up with a wide range of activities to make sure you have the holiday you've always dreamed about, just as if you had designed it yourself. All our destinations boast paradisiacal beaches, beautiful hidden coves, numerous activities and an exciting evening entertainment.

Now, your POP program is just a click away. All you need to do is select your hotel and enter the dates of your stay to receive a detailed pdf with all the info!

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TENERIFE,  
YOUR SUMMER AMPLIFIED

NOW LOUDER THAN EVER!



Hard Rock Hotel Tenerife is a cutting edge, luxurious hotel combining the style and energy of the legendary brand, together with the vibrant atmosphere Tenerife has to offer. With the finest signature dining, unique entertainment and personalized service, Hard Rock Hotel Tenerife is an inevitable stop on your world tour.

OPENING OCTOBER 2016

THIS IS **Hard Rock**  
HOTEL

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