



## A Better Way to Book: Karisma Hotels & Resorts Partners With Affirm To Provide Flexible Payment Options to Travelers

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Guests Can Book Travel Now and Pay Later without Hidden or Late Fees



**MIAMI (Jan. 8, 2021)** - [Karisma Hotels & Resorts](#), the award-winning portfolio of luxury resort properties across Mexico and the Caribbean, has announced the addition of a more flexible way to book travel with its partnership with [Affirm](#), which allows travelers to plan their dream vacation and pay over time without any late or hidden fees.

Guests booking directly on [KarismaHotels.com](#) can select Affirm as a payment option at checkout and then check their eligibility to see the available payment options. Eligible guests can split the cost of their booking into simple monthly payments. When paying with Affirm, guests will see pricing upfront and never pay more than they agree to at checkout.

"Now, guests have more financial flexibility to book their dream vacation with Affirm," said Elizabeth Fettes, Chief Marketing and Sales Officer for Premier Worldwide Marketing, the exclusive sales and marketing provider for Karisma Hotels & Resorts. "Karisma's priority is providing once-in-a-lifetime experiences of ease and luxury, from the revamped World-Class Gourmet Inclusive® experience to the industry-leading Karisma Peace of Mind wellbeing initiative, and now this collaboration with Affirm."

Affirm now partners with more than 6,500 merchants in the U.S., recently expanding with partners like Neiman Marcus, Oscar de la Renta, and now Karisma Hotels & Resorts.

"At Affirm, we strive to help consumers confidently say yes to the things that help make life more fulfilling," said Silvija Martincevic, Chief Commercial Officer at Affirm. "Travel is one of those things, and with 49% of people planning to travel more in 2021 according to a recent Affirm survey, this is more important now than ever. We're thrilled to partner with Karisma Hotels & Resorts to help more travelers responsibly book best-in-class luxury experiences in a way that works best for their budget."

Karisma caters to a wide range of travelers with a diverse portfolio of properties, from the family-friendly Nickelodeon Hotels & Resorts and Azul Beach Resorts, to upscale, adults-only El Dorado Spa Resorts and Palafitos Overwater Bungalows. Having recently opened Margaritaville Island Reserve Riviera Cancun earlier this year, the luxury hotel collection will also be expanding the popular lifestyle brand's all-inclusive arm in 2021 with highly anticipated properties in Cap Cana and Riviera Maya.

All properties welcome guests with the [Karisma Peace of Mind](#)™ initiative, featuring new health protocols, updated guidelines and industry-leading best practices, including alignment with Delos Well Living's International WELL Building Institute and Well Living Lab, in conjunction with the Mayo Clinic and with endorsements by Deepak Chopra. For more information and bookings, visit [KarismaHotels.com](#).

### About Karisma Hotels & Resorts

Karisma Hotels & Resorts is an award-winning luxury hotel collection that owns and manages an impressive portfolio of properties in Latin America and the Caribbean. Property brands include El Dorado Spa Resorts by Karisma; Margaritaville Island Reserve by Karisma; Azul Beach Resorts by Karisma; Generations Resorts by Karisma; Karisma Villas; Allure Hotels by Karisma; Hidden Beach Resort by Karisma; Sensatori Resorts; and Nickelodeon Hotels & Resorts. Properties have been honored with the industry's top accolades including Conde Nast Traveler's "Top 100 Hotels in the World," Conde Nast Traveler's "Top 30 Hotels in Cancun," TripAdvisor® Traveler's Choice "Best Hotels for Romance," and AAAs "Five Diamond Award" and "Four Diamond Award." Karisma Hotels & Resorts is committed to employee and community support while delivering authentic experiences to guests, receiving worldwide recognition for its compassionate and creative approach to hospitality management and product innovations. At Karisma Hotels & Resorts, your paradise awaits. Whether you are looking for an unforgettable honeymoon destination or a spectacular destination to create new memories, our world-class resorts offer extraordinary experiences for every style of travel.

### About Affirm

Affirm is purpose-built from the ground up to provide consumers and merchants with honest financial products and services that improve their lives. We are revolutionizing the financial industry to be more accountable and accessible while growing a network that is beneficial for consumers and merchants. Affirm provides more than 6.2 million consumers a better alternative to traditional credit cards, giving them the flexibility to buy now and pay over time at virtually any store. Unlike payment options that have late fees, compounding interest and unexpected costs, Affirm shows customers up front exactly what they'll pay — with no hidden fees and no surprises. Affirm partners with over 6,500 merchants in the U.S., helping them grow sales and access new consumers. Our merchants include brands like Walmart, Peloton, Oscar de la Renta, Audi, and Expedia, and span verticals including home and lifestyle, travel, personal fitness, electronics, apparel and beauty, auto, and more. Payment options through Affirm are provided by these lending partners: [affirm.com/lenders](#).

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