



## **Desires Hotels International Expands into Honduras with the Blue Ocean Reef Resort**

*Caribbean Boutique Hotel Offers luxury villas and a unique guest experience*

New York, NY October 13, 2009 — Continuing to add new destinations worldwide to its boutique hotel collection, [Desires Hotels International](#) has set its sights on the [Blue Ocean Reef](#) resort located on the island of Roatan. The hotel's 17 luxury villas offer views of the pristine oceanfront and a white sand beach stretching over 2,500 feet in length. Situated in the lush landscape are spacious one, two, and three bedroom villas, complete with living room area, dining room, kitchen, and terraces. Rates vary by season and a one bedroom villa starts at \$200 per night during low season and is \$350 per night during peak season. Blue Ocean Reef resort is scheduled to open in late December 2009.

The resort features a luxurious infinity pool, beach club, in-room spa services, and multiple dining options as well as activities such as diving, snorkeling, and boat tours. In addition, the resort has created the Roatan Zoo and Island Adventure, an 11-acre sanctuary that is devoted to the rescue and care of injured or orphaned animals and is open to the public for a close up encounter with the wildlife of Honduras.

"The Caribbean's Blue Ocean Reef Resort is a spectacular lifestyle hotel, complete with unique experiences for the leisure traveler and we are delighted that it has joined the Desires Hotels collection," says Gary L. Sims Executive VP/Partner of Desires Hotels International. "The resort will also feature our signature 'Your Desires' program that offers guests a dedicated staff member to create a perfect experience. From pillow choices to transportation options, every guest's desire will be fulfilled."

### **About Roatan**

Located just 35 miles off the coast of Honduras in the Caribbean Sea, Roatan is one of the Bay Islands and is known for its spectacular white sand beaches, snorkeling, diving, and fishing. The island is very popular with nature lovers and offers eco adventures year round. Roatan has direct flights from New York, Newark, Miami, Houston, and Atlanta. "Roatan is one of the hidden gems of the Caribbean, and we have created Blue Ocean Reef as the first luxury resort on the island that will offer Five-Star service and accommodations in a personalized setting," states Josh Murray, President of Blue Ocean Reef.

## About Desires Hotels

From the neon lights of Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the iconic Delmar Loop in St. Louis to the heart of Times Square, [Desires Hotels](#) is a unique collection of independently created modern boutique hotels. High in style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate the “Your Desires” program that tailors a unique experience to every guest. Desires Hotels deliver unexpected amenities in stylish settings.

For more information about Blue Ocean Reef, Desires Hotels, and their locations, call 866-593-4330 or visit [www.desireshotels.com](http://www.desireshotels.com).

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