

For immediate release

**explora Launches
Club Exploradores del Sur de América
Loyalty Reward Scheme**



12 February 2009: If you dream of reliving that ‘once in a lifetime’ trip to Chile with explora - to the wilderness of Chile’s Patagonia, the Atacama desert or the seclusion of Easter Island – perhaps now might be the time to tempt you back.

Pioneers in experiential travel to South America’s most remote and unexplored areas, **explora** is pleased to announce the launch of **Club Exploradores del Sur de America**, a new recognition scheme designed to reward repeat guests who are hungry for cultural adventure, eager to experience a new explora destination or simply want to re-visit their favourite explora property.

Open to all guests who have stayed with explora on more than one occasion, savings can be made on room reservations and other services at explora properties throughout the continent including: explora *Travesías* (explora’s guided expedition programmes); Hotel Salto Chico in Patagonia; Hotel de Larache in the Atacama Desert; and Posada del Mike Rapu on Easter Island, the first and only LEED-certified hotel in Latin America.

Multiple membership benefits of Club Exploradores del Sur de America include:

- 5% discount on room rates for returning guests
- 5% discount on room rates for travel companions
- April-October: automatic room upgrade (subject to availability at the time of booking)
- November-March: automatic room upgrade (subject to availability at the time of check-in)
- 15% discount on massage services for the returning guests and their companions
- VIP welcome amenity (Champagne, fruit & cheese tray)

For first-time guests to explora properties, the **explora Passport Programme** offers a special discount of 5% when booking two of their properties and 8% when booking all three.

For rates & reservations please contact explora:

Telephone +56 2 2066060

Email reserve@explora.com

Website www.explora.com

Notes to editors:

explora is not so much a hotel group as a revolutionary travel experience. It is an enterprise, founded in 1989, to encourage a new attitude towards travel for those who have a passion for discovering new places and new people, in remote and relatively unexplored regions of the southern tip of South America. Explora owns and operates three hotels – explora Atacama, Hotel de Larache, explora Patagonia, Hotel Salto Chico and explora Rapa Nui, Easter Island - together with four different Travesías that travel through Atacama, Easter Island, Patagonia, Argentina and the salt flats of Bolivia.

- ends -

Media Contacts:

Alexandra Muñoz

Explora

Email: amunoz@explora.com