



PURO RELOADED

MALLORCA'S PURO OASIS URBANO ADDS NEW ROOMS AND A STROKE OF URBAN COOL

Berlin, 7 July 2010 – On 22 July Puro Oasis Urbano Hotel will unveil new spaces and a sophisticated flair. As well as nearly doubling in size with 20 new rooms, the unflagging favorite of Palma de Mallorca will open: three new event spaces for up to 40 people; a larger restaurant; a VIP extension of the bar, as well as a new entrance and reception area. In terms of the design, Puro will have a more cosmopolitan and urban feel that's underscored with a mix of contemporary art, smart leather furniture and earth-tone fabrics that offset the pure white setting. In early 2011 the hotel will additionally open a private wing with a music studio and 11 more rooms which private groups can also hire exclusively.

“Puro has gone from bohemian chic to urban cosmopolitan” says founder Mats Wahlström. “We are excited about these big changes, which will make Puro Oasis Urbano an even more fun and vibrant place for both guests and locals.”

Situated in the heart of Palma's old town, Puro Oasis Urbano Hotel is a cosmopolitan property set in an 18th century palace. Since the hotel's opening in 2004, its Opio Bar and Restaurant is a popular nightspot where DJs play four nights a week to a stylish crowd of locals and guests. The hotel also offers multiple event and meeting spaces, from cocktails on the roof deck to business lunches in the courtyard. For those seeking a place to wind down afterwards PuroBeach on the bay of Palma is the place to soothe body, mind and soul.

The Puro Reloaded Rate:

To celebrate, Puro is offering a 20% discount on all bookings made between 22 July and 30 September 2010. The discount is valid for arrivals until the end of 2010. The 'Puro Reloaded' rate includes a welcome drink, VIP treatment and an upgrade to a superior room category, subject to availability. During this period guests at Puro will benefit from free sunbeds in the Oasis area of PuroBeach and one dinner with a 20% discount off the total bill at OPIO Bar & Restaurant.

-Ends-

NOTE TO THE EDITORS

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