



Deal will see hotels featuring SpongeBob SquarePants and Dora the Explorer

Hospitality group Karisma Hotels & Resorts has inked a licensing deal with media group Viacom to develop a series of Nickelodeon-branded hotels.

Viacom will license the brand to Miami-based Karisma for new properties called Nickelodeon Hotels which will feature popular Nickelodeon characters such as SpongeBob SquarePants and Dora the Explorer.

Nickelodeon Punta Cana in the Dominican Republic will be the first property to open under the partnership in 2016, followed by a second hotel in Mexico.

Described as a Gourmet Inclusive collection of luxurious family-friendly properties, the Nickelodeon Hotels will be the first Nickelodeon branded hotels outside the US.

"Our agreement to develop Nickelodeon Hotels with Karisma Hotels & Resorts gives us an opportunity to expand upon our existing partnership and to provide an all-encompassing Nickelodeon style-experience," said Gerald Raines, senior vice president, global Nickelodeon recreation partnerships.

The agreement marks an expansion of a licensing partnership signed late last year for the 'Nickelodeon Experience' featuring appearances by Nickelodeon characters at Karisma's Azul resorts.

That agreement is set to begin this summer.

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MARCH 24, 2015

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