



For Immediate Release

Hedonism II Resort Acquires World Renowned Young Swingers® Week and More
*New agreement sets the stage for clothing optional resort to be the leading event provider
for like-minded travelers*

February 4, 2021 – Negril, Jamaica - Hedonism II, located in Negril, Jamaica is proud to announce it has acquired Young Swingers® Week (“YSW”) and several other niche brands, bringing them to Hedonism II as premium in-house events.

For over 39 years Hedonism II has been a leader in all-inclusive, clothing optional, lifestyle friendly travel. Hedonism II’s innovations in the adult travel industry are world renowned and iconic.

“We have consistently looked for new ways to reimagine what an improved guest and entertainment experience would look like, and how to create a positive feel for the future of Hedonism II,” states Dermot De Loughry, General Manager. “For many years our resort’s fastest growing event has been YSW, a brand that in 2020 launched additional events to be carried out at the same high-level of entertainment, energy and innovation for which YSW is known. YSW and these new brands offer a host of options to meet the needs, likes, wants and desires of a whole spectrum of clothing optional adult travelers.”

Some of the planned niche market events will be Fitness Couples Week™, Week of EDM®, Week of Kink®, BiCouples Week™, Arm Candy Week™, 80’s and 90’s Rock Music Week®, Marriage Retreat Couples Week™, Tattoo Week™, Steam Punk Week™, YOGA Couples Week™, Body Painting Week™, and of course, Young Swingers® Week (“YSW”). Those who have long attended YSW can expect that it will remain the same, including the full couples-only takeover every March, in addition to the July and October events that many have come to know and love.

In 2021 the resort is anticipating four full resort takeover in-house events, while growing to 10 full resort takeover in-house events in 2022. These multi-day extravaganzas will include additional entertainment such as known DJs, special guest MCs, hype dancers, outdoor dance parties with full lighting and sound set-ups, guest speakers, seminars, speed dating and free body painting daily.

Hedonism II is ready for the new growth and subsequently made the choice to acquire these known brands that already have an established following. Additionally, the acquisitions include the substantial marketing effort, knowledge, resources and people to make the events a continued success.

“These events were branded only at Hedonism II by the creators, and therefore, aligned well with our branding initiatives due to all the past media, websites, and social networking they have developed,” says De Loughry.

Hedonism II guests with existing resort credits due to any cancellations will be able to utilize these credits during any of the new in-house events, offering them an added bonus for the time they have waited to return to Hedonism II.

Additionally, (other than YSW) travel agents will be given a new avenue for selling into these brand-new events. Travel agents can feel confident in selling an amazing vacation to their clients without all the planning, preparation and expense typically involved with organizing an international travel event.

ABOUT HEDONISM II

The famous adults-only, clothing-optional, all-inclusive resort, Hedonism II, sits on 22 acres of Negril’s beautiful seven-mile white sand beach. The resort boasts 280 rooms, including 36 newly renovated premium suites with private amenities like hot tubs and terraces offered in two categories. The “Nude” category features fully renovated premium suites located on one side and the “Prude” category features garden view and ocean view rooms located on the quieter clothing-optional beach and gardens. The resort also offers complimentary water and land sports, as well as nightclubs, themed parties, six restaurants and exclusive bars serving bottomless premium liquor. For more information, please visit <https://www.hedonism.com>.