



MAROMA

A BELMOND HOTEL
RIVIERA MAYA

NOW OPEN: MAROMA, A BELMOND HOTEL, RIVIERA MAYA

AUGUST 2023 – On 3 August 2023, the Riviera Maya’s most storied hideaway Maroma, A Belmond Hotel will make its much-anticipated return. Set amongst 200 acres of lush tropical jungle and the secluded white sands of Mexico’s Caribbean coast, Maroma has been carefully reimagined with Mayan design, traditions, and culture at the forefront. The reborn icon now has 72 rooms, suites, and villas outfitted with a blend of local materials, artisanal patterns, and traditional craftsmanship and four dining destinations including a new gastronomic restaurant, Woodend by Curtis Stone, by the renowned Michelin-star chef and Casa Mayor by Mexican-born Executive Chef Daniel Camacho, where authentic local cuisine takes centre stage. The biophilic Maroma Spa by Guerlain is a holistic wellness retreat with a menu of nature-focused treatments and immersive guest experiences including an onsite apothecary and Meliponario, housing the revered Melipona bee. Building on its legacy of care for the community and environment, Maroma also unveils ground-breaking sustainability initiatives both on-property and in the community. Deeply embedded into the soul of the Yucatán, Maroma enters a new era as the beating heart of the Riviera Maya.

BELMOND



A SOULFUL CELEBRATION OF MEXICAN CRAFT AND DESIGN

Internationally renowned design studio Tara Bernerd & Partners honours Mexican heritage while enhancing the original architecture of Maroma, whose white stucco buildings are aligned to the Sacred Geometry of Mayan masonry. Tara Bernerd and her team hand-selected local artisans to work in collaboration with to showcase the extraordinary range of pan-Mexican art and design, with each piece of furniture and décor carefully designed by Bernerd exclusively for Maroma. A journey to showcase the best of the country, 80% of furnishings and objects are handcrafted in Mexico like ceramicist José Noé Suro, who in collaboration with Tara Bernerd and her team, crafted over 700,000 hand-painted Jalisco clay tiles for the guestrooms; Henequen Textiles, with rugs woven from a hemplike material sourced from specific species of the agave plant; and artist Eduardo Ricon, who created shadow boxes displaying native botanicals.

The reborn Maroma channels effortlessly chic, hacienda-style living. The relaxed, residential design encourages guests to flow between the public areas, discovering intimate, tucked-away corners and lingering on exquisite details like handwoven textiles from Oaxaca, traditional glazed Saltillo floor tiles from Guadalajara, traditional Yucatan doors crafted out of heavy timber frames, and chandeliers crafted out of shells to Tara Bernerd & Partners' designs, who took inspiration from local Mayan jade jewelry. Curved lines, organic forms, and expansive views of the Caribbean Sea inspire a feeling of being aligned with nature. The property's three pools have also been completely redesigned with Sukabumi tiles handmade from volcanic stone, in the same vibrant turquoise tones as the region's many natural cenotes.

Each of the 72 rooms, suites, and villas are spread across Maroma's private stretch of sand; many have stunning ocean views. The 10 new one- and two-bedroom beachfront suites offer unobstructed views and direct beach access, some with private pools and gardens. Those in search of more privacy can opt for the two-bedroom beachfront pool villas or the 3,939-square-foot Villa Maroma, with four bedrooms, a full kitchen, bar, spacious outdoor terrace, chaise lounges, and a private pool. Maroma partnered with socially conscious brand Collectiva Concepción on traditional Manta staff uniforms and in-room guest kaftans that have been hand-embroidered by female artisans in Chiapas. The Mexico City-based fragrance brand Xinú created a custom scent and bath amenities inspired by the regional Amate tree, the scent of clay, mystical incense, and lemon.

REGIONAL FLAVORS TAKE THE SPOTLIGHT

Belmond has partnered with Michelin-star chef and world-class restaurateur Curtis Stone to debut Woodend by Curtis Stone, the hotel's signature restaurant. A celebration of the connection between sea and jungle, Woodend by Curtis Stone features seasonal dishes inspired by the farmers and fishermen whose ingredients are the heart and soul of the local fare, prepared using Curtis' signature open-fire technique. Paying respect to the Yucatán Peninsula, its history, and traditions, dishes include grilled blue shrimp with green mango, apple, daikon and charred almonds; oyster crudo with pineapple mignonette and lemongrass; and Baja Striped Bass with tomato fondue, habanero vinegar and pink peppercorn. The menu also features an extensive range of plant-based dishes, cabbage heart with seeded macha and camembert or Mayan rice with maitake mushrooms, Chaya spinach and wheat berries.

Mexican-born Executive Chef Daniel Camacho also continues his legacy of celebrating his country's rich culinary diversity at Casa Mayor. Sustainability is a central focus, with 90% of ingredients sourced from Mexico and almost half from the Yucatán peninsula. A proud member of #PescaConFuturo, which promotes sustainable fishery and aquaculture, Chef Camacho reinvents traditional hometown Mexican cuisine using freshly caught seafood from Amigos de Sian Ka'an. Guests can expect creative, colorful dishes ranging from seafood towers and Michoacan corundas to Jalisco-style Birria and chocolate cake with Oaxacan black mole, flamed with house mezcal. Signature cocktails are based on local ingredients such as chile xkatik, habanero, and sour orange.

Bambuco bar offers a more casual affair, where seasonal herbal drinks made fresh from the garden are featured alongside an extensive collection of mezcal. Each signature cocktail tells the story of a different Mexican state such as the Solteco featuring watermelon, citrus, peppers and mezcal tobalá from Oaxaca or the smoky Gallina Borracha with mezcal salmiana sourced primarily from Guanajuato and Zacatecas. The bar also embraces a 'zero waste' ethos, recycling and composting 100% of its products and ingredients. The legendary beach hangout Freddy's Bar



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continues to channel the vibrant spirit of the Riviera Maya, with lively music, fresh seafood and cocktails, and a locally sourced raw bar. Every seat in the bar has sea views; the design channels the beauty of the surroundings, with inlaid pebble motifs, locally sourced woven fabrics, and tropical pops of green and orange tones.

SACRED RITUALS, HEALING VIBRATIONS

Founded on the principles of nature and vitality, wellness will take on a new dimension at Maroma Spa by Guerlain. Launching in November, the spa, a temple for rejuvenation and a place of deep spirituality, will mark the first Spa by Guerlain in Latin America. The newly renovated biophilic space will feature nine treatment rooms that look out to the jungle and incorporate local design elements with geometric shapes and artisanal objects. Healing rituals are inspired by the four elements of nature—fire, water, earth, and air—ancient practices, and the sacred Melipona bee, revered by the Mayans for over 3,000 years as a symbol of spiritual resonance. A signature treatment will be the Bee Healing Ritual, a honey-based treatment renowned for its effective healing powers that calls on Guerlain's Abeille Royale collection.

Other holistic wellbeing experiences incorporate the frequency of the buzzing bees and the healing vibrations of sound therapy to stimulate the brain, balance energy, and inspire connection with nature as well as Under the Sea Wave morning meditation combining gentle movement and singing bowls, a Temazcal ceremony, and a constellation massage aligned with the cosmos. The spa also includes a selection of daily workshops in meditation, movement and yoga as well as its own apothecary where guests can learn how to identify herbs in nature, classify them, and prepare and incorporate them into healing therapies. The Healing Remedies Workshop involves harvesting your own herbs from a traditional Kaáinché and learning to make natural balms, scrubs and more using a copper alembic.

AN IMMERSION INTO MEXICO'S MOST IRRESISTIBLE REGION

From design and culinary to immersive experiences, every moment at Maroma is seamlessly intertwined into Mayan culture and traditions. Days can begin with a bike ride through the jungle before savoring the flavors of the Riviera Maya, whether discovering the artisanal process of cooking corn and making tortillas by hand during the Nixtamal Journey or signing up for an The Journey Around the Agave to explore the multiple origins, methods, and chemistry profiles that make tequila, mezcal and sotol distinct. The only luxury hotel in the Riviera Maya with a Starlight Tourism Certification by the United Nations World Tourism Organization, Maroma is the ideal spot for stargazing each night, where an astronomer will map out the Mayan constellations and share the integral role the night sky played in everyday life. A not-to-miss experience paired with biodynamic wines. To further commune with Yucatán treasures, Maroma offers easy access to the largest barrier reef in the Western Hemisphere, where guests can dive into the underwater world on PADI-certified dives and private snorkeling tours, or head to an exclusive cenote nearby, choosing between an open sky dip or an excursion through an underground cavern.

A LOCAL STORY OF SUSTAINABILITY

Maroma has a long history of working with local organisations and will continue collaborating with Fundación Selva Maya and Mayahuum to protect the endangered Melipona bee, which is critical to the ecology of the Yucatán peninsula. Belmond will amplify its impact through its partnership with Guerlain. Initiatives include expanding resident hives, with the aim to reach at least 100 new hives by 2025, and introducing Guerlain's Bee School and "Women for Bees" initiatives into Yucatán communities. As part of the programme, Mayan women from local communities will raise bees in their respective communities to preserve traditional know-how and raise awareness of the ancient tradition. On property, a Mayan beekeeper will undergo in-depth training to care for Maroma's hives, while guests can sign up for workshops on the importance of the species' survival and reap the medicinal and savory benefits through bee-centric spa and culinary experiences.



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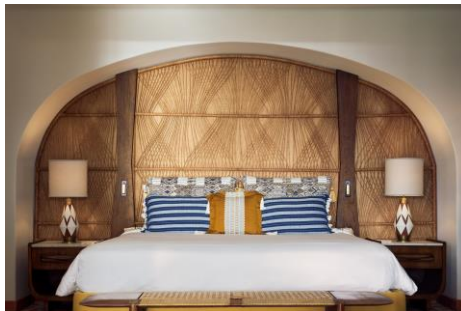
Maroma is also proud member of the EarthCheck program, the world's leading scientific benchmarking certification and advisory group for travel and tourism, in part to its measures to increase endemic biodiversity. An onsite nursery produces over two thousand endemic plants, some of which are in danger of extinction. The Maroma team rescues seedlings of regional flora, such as palma chit, palma real, ceiba and ciricote from the resort's surrounding jungle to increase their rate of reproduction and survival. Maroma is also an important nesting and breeding area for Olive Throated Parakeets and White-Fronted Parrots, both of which are endangered species. To help conserve these endemic bird species in danger of extinction, Maroma has created a comprehensive conservation programme, identifying and protecting nests and hatchlings found on site and providing better environments for their reproduction. Maroma's on-site Turtle Sanctuary also protects White, Loggerhead, Hawkbill, and Leatherback sea turtles and assists in releasing the baby turtles into the ocean.

CINEMATOGRAPHIC CELEBRATIONS

Magical celebrations await at the range of indoor and outdoor event venues, including the new palapa with floor-to-ceiling windows, an elegant wooden floor, and an outdoor deck for dancing under the stars. Amid the palm-fringed shores, fragrant gardens, serene pools, and lush jungles, there's no shortage of show-stopping spaces for a Mayan-inspired event – with the option to privatise the resort for up to 200 guests. Maroma offers a timeless backdrop for all festivities, from elopements and honeymoons to destination weddings and corporate retreats. Completely customizable for each moment, an array of private activities are available, including curated gastronomic experiences at La Cantina, a traditional family-style barbecue on the beach, private wine and tequila tastings, and water sports.

Rates start at \$1,095 per night for a Deluxe Room, based on double occupancy. For reservations and more information, please contact +1 866 454 935 or reservations.mar@belmond.com.

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NOTES TO EDITORS

Images of Maroma, A Belmond Hotel, Riviera Maya can be [downloaded here.](#)

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ABOUT BELMOND

Belmond has been a pioneer of luxury travel for over 45 years, building a passion for authentic escapes into a portfolio of one-of-a-kind experiences in some of the world's most inspiring destinations.

Since the acquisition of the iconic Hotel Cipriani in Venice in 1976, Belmond has continued to perpetuate the legendary art of travel, taking discerning global travellers on breathtaking journeys. Its portfolio extends across 24 countries with 50 remarkable properties that include the illustrious Venice Simplon-Orient-Express train, remote beach retreats like Cap Juluca in Anguilla, Italian hideaways such as Splendido in Portofino, or unrivalled gateways to world natural wonders such as Hotel das Cataratas inside Brazil's Iguazu National Park. From trains to river barges, safari lodges to hotels, each unique property offers an incomparable experience with its own story to tell. The essence of the Belmond brand is built upon its heritage, craftsmanship and genuine, authentic service. Belmond sees its role as custodians of timeless heritage, dedicated to preserving its assets through sensitive ongoing restoration plans. Belmond is part of the world's leading luxury group LVMH Moët Hennessy Louis Vuitton.

[**Belmond.com**](http://Belmond.com)

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