

YUCATÁN[®]

LUXURY

Juntos transformemos
Yucatán
GOBIERNO DEL ESTADO

SEFOTUR
SECRETARÍA DE FOMENTO
TURÍSTICO

México

#TheColorsOfYucatan

PLEASURE, ELEGANCE, AND SOPHISTICATION

A place everyone wants to visit: Yucatán. Also known as the land of “the chosen ones”. Home to Mayan emperors, European nobility, and endemic aristocracy. **House of the green gold and the sisal boom; golden gate to explore the Mayan World,** abundant in wonders to be discovered; full of mysticism, charm, romance, and wellness that comes out frequently and repeatedly in its architecture, gastronomy, history, tradition, pyramids, haciendas, manors, and magic towns, offering unique and extraordinary experiences for travelers that go further than just enjoying the good living: the ones that want to collect unforgettable memories.

Yucatán is the perfect combination of past and present, it is a destination that invites to enjoy great experiences in ancient Mayan cities and authentic indigenous communities, incredible underground rivers, colorful colonial cities, Biosphere Reserves, and protected natural areas, warm beaches, famous cuisine, the magnificent White City: Mérida, and at the same time, its modernity, its vibrant commercial life, its technological centers, its industry, and its first-class infrastructure.





LUXURY BOUTIQUE HOTELS & HACIENDAS

As a result of the ancient wealth, hundreds of manors and gorgeous haciendas have been transformed into **beautiful and exclusive boutique** hotels where luxury and exclusivity are everyday issues. To accommodate in these places is to evoke the essence and awaken the senses, as architecture, design, and service come together to offer a private and customized lodging. In each one of the tourist areas in Yucatán, you can find different beautiful boutique hotels which are, destination hotels and tourist attractions, and which have been renowned for providing extraordinary experiences to each one of their guests.

On the outskirts of the city, surrounded by the lower rainforest, it is easy to find exclusive and magnificent haciendas with an elegant atmosphere, each one with a particular architecture, decoration, and style. These signature properties were built in the early 19th Century, during the sisal golden times, and in those times, they were primary haciendas or rest houses of the nobility families and “hacienda owners”.



Nowadays, some haciendas may be booked privately, and all services of the place are offered according to client's preference; with luxury as lifestyle, it is the best way to go back to the origin to evoke that splendidous period of time.

YUCATÁN, MEXICO'S TOP DESTINATION

Due to its cultural and historical heritage and because of the premium quality services, security, life quality, museums, golf courses, and service suppliers specialized of a customized attention to travelers that look for exclusivity, discretion, and excellence in each aspect of their trip.

Thanks to the extraordinary experience offered by Yucatán as a destination, its hotels in **Mexican environments with an outstanding personality, atmosphere, authenticity, comfort, serenity, sophistication, and luxury**; restaurants that redeems and reinvent Yucatecan cuisine; the State of Yucatán has been constantly receiving multiple awards at an international level, by different institutions and organizations, which are experts in tourism, such as:



- Mérida as World's Best Small City. Condé Nast Traveler 2019.
- Yucatán as State of Peace, by an agreement of the members of the Peace Nobel Prizes World Summit 2019.
- Mérida #2. Top 20 World's Best Cities, by Condé Nast Traveler 2019.
- Micaela Mar y Leña Restaurant, Reader's Choice Gourmet Award 2019.
- Mérida as Creative City in the Gastronomy category, by UNESCO 2019.
- Mérida #2. Top 10 World's Most Friendly Cities by Condé Nast Traveler 2019.
- Valladolid as Best Destination to Visit by Travel Awards 2020
- Ixi'im, Kinich, La Tradición, Néctar and Merci restaurants mentioned within the 120 Best Restaurants by México Gastronómico Guide 2020.
- Mérida Safest City, INEGI (National Institute of Statistics, Geography, and Informatics) 2020.
- Yucatán Best Wedding Destination, Travvy Awards 2020.
- Chablé Resort & Spa, mentioned within the Top 20 Best Resorts, Condé Nast Traveler 2020.
- Mérida mentioned within the Top 10 World's Best Small Cities. Condé Nast Traveler 2020
- Hacienda Temozón Luxury Collection and Hyatt Regency Hotel mentioned within the Top 15 Hotels in México, Condé Nast Traveler 2020.
- Among many other awards.



Boutique Hotel
 Mérida Southern Cultural and
 Culinary Capital City Region



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PREMIUM EXPERIENCES


In Yucatán, we have created **unique experiences that guarantee a stay full of emotions and sensations.** Exclusivity and serenity are the not-to-be-missed issues, and for that, there are a lot of specialized companies devoted to organizing real unique experiences for each visitor, taking care of every detail to enjoy culture, tradition, and adventure in a customized, safe, and unforgettable way:

- ① Swimming in crystal-clear waters in private cenotes.
- ② Watching the sunrise at Chichén Itzá,
- ③ A luxury expedition in Uxmal.
- ④ Lodging in exclusive Haciendas.
- ⑤ Yucatecan cooking lessons with famous chefs in unique and exclusive locations.
- ⑥ Culinary tours in Magic Towns
- ⑦ Fusion dinner in a historic manor in Paseo Montejo Avenue.
- ⑧ Traveling along the Yucatecan coast in a luxury yacht.
- ⑨ Diving and fishing in the Alacranes Island reefs.
- ⑩ Glamping and bird watching in the Mayan rainforest.
- ⑪ Pairing dinners with Yucatecan cuisine led by a renowned Yucatecan chef.
- ⑫ Golfing in exclusive courses of “Signature” category.



Culinary Experience 
Mérida Southern Cultural and
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Hameki Glamping 
Cenores & Haciendas Region



Romantic Dinner
Cenotes & Haciendas Region



Kinuh marina pier, Telchac
Mérida Southern Cultural and
Culinary Capital City Region

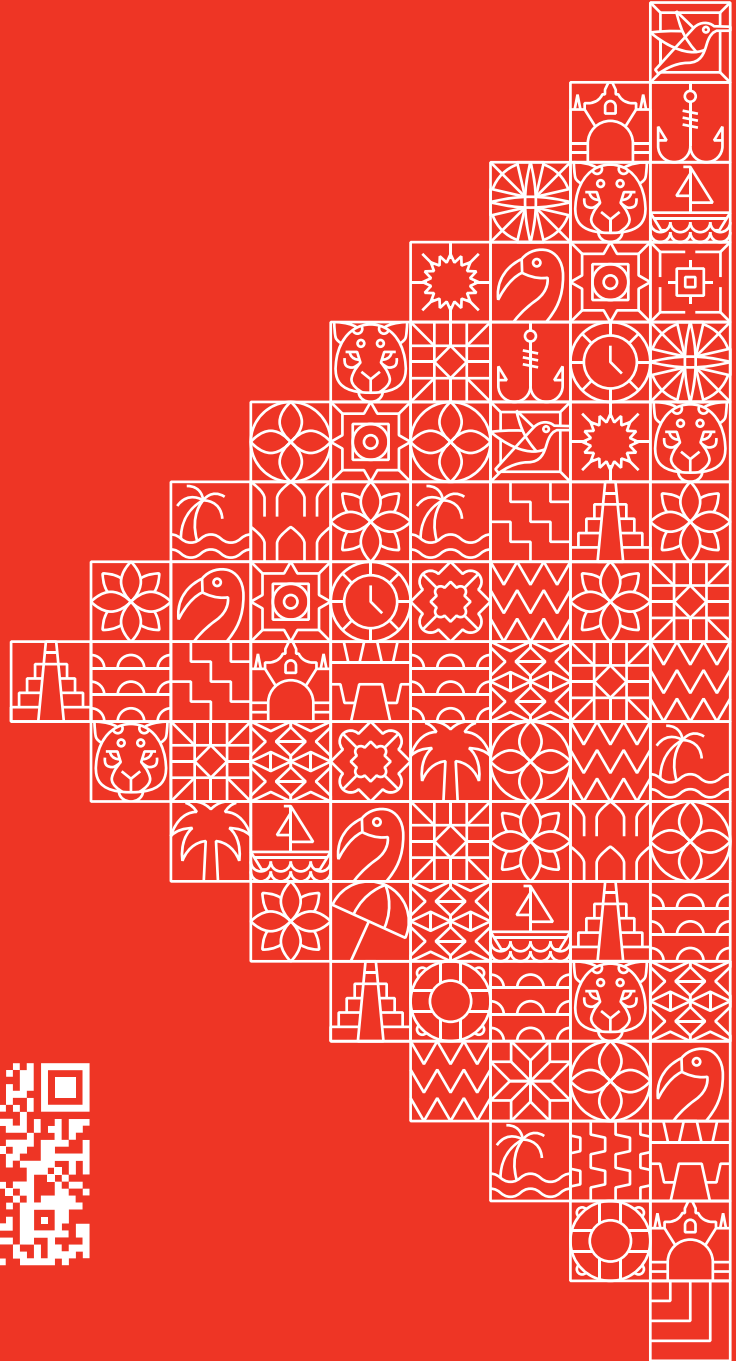
- 13 Meditation and yoga in exclusive haciendas.
- 14 Tours at archeological sites led by archeologists and historians.

It is impossible to avoid the sumptuous Yucatecan cuisine which is renewed day after day to offer travelers a wide and varied range of **traditional and contemporary restaurants that make the state a 100% gastronomic destination**. Local and international chefs have mixed their recipes, ancient and modern techniques into marvelous places that ennoble senses to their utmost expression. The variety of options is impressive, and international critics have set their eyes in Yucatán to propose with pride to their audiences the highest rating, for having a tremendously delicious, varied, and complete culinary offer.

Art galleries, museums, private cenotes, yachts, sailboats, private hikings, and spas complement this offer that in a meticulous way and with very high standards is proposed to all those exclusive and distinguished travelers that pamper themselves on each trip.



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