



## PRESS RELEASE



# INTRODUCING THE NEW GRAND HYATT PLAYA DEL CARMEN, MEXICO – JUNE 2015

- Set to change the face of this well-known Riviera Maya beach resort with innovative design and an alternative luxury take on the destination

- With Air Suites appearing to float over ancient mangrove forests on the ocean's edge, the new Grand Hyatt Playa del Carmen will change

This June, Mexico's famed Riviera Maya will unveil Grand Hyatt Playa del Carmen – a brand new beach resort set to reinvent the area currently renowned for its predictable all inclusive resort offering. Providing a more flexible approach to travellers, the Grand Hyatt Playa del Carmen boasts a unique and extremely contemporary design concept that is entwined with nature and flavoured with local Mayan-inspired touches such as the Cenotes – the natural swimming holes in the spa.

Set on the beautiful white sand Mamitas Beach, the resort faces the pristine turquoise waters of the Caribbean Sea yet is only minutes from the great shops and nightlife of La Quinta Avenida (Fifth Avenue). This will be the backdrop of one of the resort's highlights – the spectacular Air Suites that are elevated over the beachfront with the Caribbean Sea dramatically below.

Designed by acclaimed Mexican architect Javier Sordo Madaleno and award-winning New York based Rockwell Group, the hotel is constructed into a V-shape in order to reduce its environmental impact. Incorporated into the hotel's grounds will even be a natural mangrove jungle serving as a wildlife sanctuary, and oceanfront infinity pools divided by wooden platforms providing the illusion that they are floating over water.

The destination's charm will be evident throughout the 314 guest rooms and suites owing to the use of local elements, artwork and textures. During the day natural light floods every room through the floor-to-ceiling windows allowing for panoramic glistening sea views and in the evening guests can retreat for the night in a sleek yet bohemian space.

For those seeking solace, Grand Hyatt Playa del Carmen will

perceptions of this Mexican resort



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boast a spectacular spa inspired by 'Cenotes' – natural swimming holes typically found on the Yucatan Peninsula. Arguably one of the hotel's true showpieces, the spa's design creates the perfect environment to enjoy the variety of treatments on offer to help guests rest and revive. These will include a mix of traditional facial and body therapies to more unique treatments such as a locally-inspired Mayan restoring massage and alternative healing sessions to rejuvenate.

Whilst the Grand Hyatt Playa del Carmen is bucking the region's trend for all-inclusive resorts, it will still offer a superb range of dining options - both casual and more formal - allowing guests to indulge in exquisite local fare any time of day. Located along the Paseo, a large, open-air gallery that connects the hotel entrance to the beach, are the three bar/lounges and the hotel's two signature restaurants serving modern twists on Mexican and Latin American cuisine, fresh fish and seafood and classic premium Caribbean cocktails.

Taking inspiration from the flavourful streets of Playa del Carmen, the Paseo is designed to be an extension of La Quinta Avenida with its food stations brimming with fresh fare. From tasty pastries and fruit, to traditional Mexican dishes such as churros, tacos and guacamole, the Paseo allows guests to interact with the chefs and provides them with a fun option to grab a quick snack on their way to the beach. Weddings and events can also be enjoyed in the hotel's dedicated indoor and outdoor function spaces which offer the ultimate in chic design, transforming into guests' individual visions for their special event. An Oceanfront Gazebo will even be available to complement the Bridal Suite where the bride will be able to preen and pamper herself whilst looking out on to the stunning ocean vista.

For younger guests, the property will be home to the Teen Arcade, packed full of games and activities including a ping-pong table, foosball table, 10-man cinema, snacks and arcade games. Alternatively, the resort's Camp Hyatt is a brilliant kids club for children aged 5 – 12 years offering games, crafts and fun educational activities relevant to the Riviera Maya region.

**Double Rooms at Grand Hyatt Playa start from 255\$USD per room, per nights on a Room Only basis excluding taxes and service charge. To book call +(52) 998 875 1234 or visit [www.grandhyattplaya.com](http://www.grandhyattplaya.com)**

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