

MAYAKOBA UNVEILS NEW “EL PUEBLITO” VILLAGE FOR FALL 2015
New Event Venue Brings Taste of Colonial Mexico to the Riviera Maya

Riviera Maya, Mexico – September 8, 2015 – Mayakoba, an eco-resort on the shores of the Caribbean in Mexico, will open Riviera Maya’s newest attraction and event venue, El Pueblito, this month. Modeled after the historic plazas of Mexico, El Pueblito transports the culture and charm of Colonial Merida and San Miguel de Allende to the sandy beaches and jungle landscape of Mayakoba and is set to be the destination’s most sought-after location for weddings and private events.

Anchored by a beautiful white chapel – christened La Santa Cruz – the venue features a cozy park with a traditional kiosk in the center of the esplanade for entertainment, as well as shops and restaurants to create a traditional plaza. El Pueblito is accessible from all three of the resort’s luxury hotels— Banyan Tree, Fairmont and Rosewood – and offers guests a new option not only for events, but also for socializing, casual dining, shopping, and fun for the whole family.

“El Pueblito was created to provide a welcoming, comfortable space where Mayakoba guests can relax and be entertained, or grab an ice cream cone and wander leisurely around the shops and galleries,” said James Batt, Vice President Operations and Marketing at Mayakoba. “We hope it becomes a favorite location for guests to gather throughout the day, but also serve as a way to explore the history, art and culture of Mexico through interactive programming and events.”

A Family Gathering Space

Perfect for a relaxing afternoon within the Mayakoba community, El Pueblito features a mix of sidewalk restaurants, a boutique, art gallery and chapel, offering several pursuits for all ages, including:

- **Dining** — Each hotel has its own restaurant within El Pueblito, delivering unique cuisine:
 - Bann Teng Thai (Banyan Tree) – Salads, juices and smoothies.
 - La Fondita: Tostadas y Mezcalitos (Rosewood) – Authentic Mexican fare including tacos and top-shelf mezcals and tequilas
 - El Cafecito (Fairmont) – Mexican coffee, pastries and ice cream
- **Art Studio** — **Bá al Studio**, owned by renowned Mexico City art gallery Art Studio by Ethra, will offer two large ongoing art exhibitions a year. Modeled after an artist’s studio, guests will experience the artist’s vision, personality and creation. Additional artists will visit El Pueblito for one-on-one conversations with guests throughout the year.
- **Shopping** — Boutique store “La Casa de los Pájaros” will feature a curated selection of crafts, artwork and accessories from well-known Mexican artisans such as Daniel Espinosa, Maca Mexico, Moná Mana, Prison Art and more.

- **Mass** — Chapel La Santa Cruz will offer a Catholic service every Sunday at noon by Father Hubert Reiner in English and Spanish. Communion, blessings and christenings are also available.
- **Markets** — A market with crafts from local communities will take place every Sunday, allowing neighboring Mayan villages additional income opportunities.
- **Cultural Activities** — Guests will get a taste of Mexican and Mayan village life through traditional shows and attractions including piñata breaking, marimba, cotton candy and huichol art classes.

Riviera Maya's Newest Wedding & Event Venue

El Pueblito sets the scene for spirited, sophisticated weddings and events. A team of specialists work with each client to create customized experiences tailored to their tastes and unique needs. The intimate chapel seats up to 104 guests and provides a romantic backdrop for ceremonies, with a bride's dressing room conveniently located next door for preparation and pampering on the big day. For receptions, the main plaza offers more than 1,000 square feet of usable space, including an outdoor stage with lighting and dance floors perfect for celebrating the night away to the strains of a mariachi band.

Ceremonies can be performed in the chapel or outdoor plaza area in English, Spanish or German, and catering is offered through the culinary team from Koba Restaurant at Mayakoba's El Camaleon Golf Club, or any one of the hotels. Beyond weddings, the setting can entertain parties of up to 1,000 people for a variety of events, from small rehearsal dinners to large cocktail parties and concerts.

El Pueblito is easily accessible by a complimentary shuttle service connecting all three hotels to the central plaza, as well as the Mayakoba Connection – a ferry service that winds throughout the resort's six miles of waterways – and Mayakoba's Nature Trail, a Mangrove Tree-lined pathway that can be enjoyed by bicycle or on foot.

For more information on El Pueblito and Mayakoba, please visit www.mayakoba.com.

About MAYAKOBA: Located in the Riviera Maya just 15 minutes from Playa del Carmen, Mayakoba is an eco-friendly resort development on the shores of the Caribbean in Mexico. Surrounded by natural beauty in its lagoons, pools and sugar sand beaches, Mayakoba is home to three luxury hotels – Fairmont Mayakoba, Rosewood Mayakoba and Banyan Tree Mayakoba. The resort also offers a spectacular 18-hole course designed by renowned architect and PGA legend Greg Norman. The signature course is home to the OHL Classic at Mayakoba – the only PGA TOUR event in Mexico. Six miles of freshwater lagoons that lead to a white sand beach with turquoise waters on the Caribbean Sea connect all of the hotels. Guests are transported in boats via canals made exclusively for the resort, which have led to Mayakoba being called “the Venice of the Yucatan.” Mayakoba is an eco-conscious development and has implemented significant practices to encourage sustainability. For more information, please visit www.mayakoba.com

MEDIA CONTACTS:

Kyra Lausmann/Sara Swiger

Castillo & Ruig Communications

310.664.8836

klausmann@discovercrc.com/sswiger@discovercrc.com

###