



## THE ROYAL HACIENDAS<sup>®</sup>, RIVIERA MAYA

With the opening of The Royal Haciendas<sup>®</sup> at the heart of the Riviera Maya in 2006, the Cancun-based vacation ownership company Royal Resorts<sup>®</sup> expanded its operations in the Mexican Caribbean.

Founded in 1975, and with five resorts already in Cancun, it was a logical move for Royal Resorts to build a new resort in the Riviera Maya, now rated as one of the world's most popular travel destinations, famous for its beaches, reefs, underground rivers, nature theme parks and Mayan archaeological sites. The developers selected the Grand Coral beach and golf community, five minutes to the north of district capital Playa del Carmen and 30 minutes from Cancun International Airport, to be the site of The Royal Haciendas.

“There is enormous demand for the Riviera Maya and more than ever, Royal Resorts member families are deciding to extend their vacations south of Cancun. People love the area, its natural beauty and laid-back ambiance,” says Mark Carney, Marketing and Sales Director, Royal Resorts. “Launched in 2005, The Royal Haciendas has had a tremendous reception and villa sales exceeded our expectations. The project will bring long-term benefits to the Riviera Maya as Royal Haciendas members will return to the resort year after year with their family and friends, just as they do in Cancun. They support local businesses such as restaurants and shops and, over time, forge real ties with the community. As repeat visitors, they have a positive impact on the area economy.”

The first phase of The Royal Haciendas opened on July 1, 2006 to glowing reviews and a five-star rating. Completed in June 2009, the resort now has 252 deluxe two-bedroom master suites and a stellar collection of services.

### *Low-rise architecture and luxury suites*

From the sheltered white-sand beaches to the gardens full of native trees and flowering shrubs, the emphasis at The Royal Haciendas is on luxury and comfort in a splendid natural setting. With its classic Mexican arches, columns and terraces, the low-rise architecture is inspired by the grand old haciendas or estates of the Yucatan which





prospered from the cultivation of *henequen* or sisal in the late 19<sup>th</sup> century and the first two decades of the 20<sup>th</sup> century.

Showcasing the best features of the Royal Resorts in Cancun, the deluxe master suites at The Royal Haciendas represent the culmination of over 30 years of vacation villa design experience. All suites have two bedrooms and two bathrooms, a spacious living and dining area with two Murphy beds, a fully equipped kitchen and an ocean-view terrace that is perfect for relaxing, al fresco dining and stargazing. Additional touches of luxury include flat screen TVs, DVD players, complimentary high speed Wi-Fi Internet access, granite counter tops and a whirlpool tub for two on the terrace.

The deluxe master suites are available in two floor plans: the Ocean-view suite (153 m<sup>2</sup>/1,648 sq. ft.) and the Penthouse and Beachfront suite (160 m<sup>2</sup>/1,722 sq. ft.), which in addition to the aforementioned features, also has a small lounge area in the master bedroom and a larger master bathroom with closets. The color scheme is rich in terracotta, beige, Indian gold and sepia with accents of Spanish tile, wood, stone and hand-painted wall motifs and frescos.

All deluxe master suites sleep six and feature the innovative Flexivilla concept utilized in all Royal Resorts properties, meaning that the second bedroom is a lock-off room with a kitchenette, bathroom (featuring a microwave oven, coffee maker and mini fridge) and its own separate entrance. Mark Carney explains, “This means that families have the option to use the entire deluxe master suite or to lock off the second bedroom and convert the unit into a one-bedroom deluxe suite sleeping four and a separate deluxe Jr. suite for two that can be used for rental or exchange purposes. The Royal Haciendas is affiliated to the RCI vacation exchange network, which gives members the flexibility to trade their unit and travel the world, staying at nearly 4,500 resorts across the globe.”

### *Five-star services*

Amenities at The Royal Haciendas include four pools, large whirlpool tubs on the sun





decks and shaded hammock areas. For the activity-minded there are floodlit tennis courts, a gym, dive center and a sports desk where guests can sign out tennis and snorkel gear and kayaks. The fun-packed resort activity program keeps children, teenagers and adults entertained during the week and there is a supervised kids club for children aged between four and 12 years. After a busy day, guests can relax at the full-service spa and enjoy an exclusive collection of facial and body treatments and massages or even visit the beauty salon. There is a well-stocked convenience store that also offers Internet access and a variety of other services. Guests who want to plan their sightseeing itinerary can book a variety of day trips, cruises and water sports through the travel agency or they can rent a car and explore at their own pace.

A delectable dining experience awaits guests at The Royal Haciendas. Its signature restaurant Los Murales serves the freshest seafood from the Caribbean, Pacific and further afield in a sophisticated setting enhanced by a series of magnificent Byzantine-style mosaics inspired by the work of Cuban painter Arturo Montoto.

Contemporary Mexican cuisine, steaks and seafood are on the menu at the spectacular beachfront restaurant called La Palapa del Sol, and for a casual lunch the Sol y Luna Grill offers everything from *ceviche* and salads to hamburgers and grilled fish in two poolside locations. Guests who prefer to dine in their villa one night can also order platters, salads, main course items and pizzas from the room service menu.

During the week, guests can enjoy theme dining and evening entertainment at the resort such as a Mexican Fiesta or a Beach BBQ and DJ Night, karaoke, live music and a dance contest in La Rotonda Bar. Candlelit dinners on the beach can also be organized on request and are perfect for a romantic evening or special occasions.

For a luxury all-inclusive vacation, the REFINE All-Inclusive package at The Royal Haciendas features dining, activities, use of the gym and much more.

The Royal Haciendas offers the five-star vacation experience and warm hospitality that visitors have come to expect from the Cancun Royal Resorts over the years and new features that will make their stay even more enjoyable. Mark Carney says, “From the





master suite floor plans and amenities to the restaurants and the spectacular landscaping, as we developed The Royal Haciendas we incorporated some luxury upgrades which guests really appreciate. With this project, we raised the bar not only in Mexico, but across the entire vacation ownership industry.”

In addition to The Royal Haciendas, the exclusive Grand Coral beach community hosts deluxe condo-hotels, condominiums and some private residences. A Nick Price-designed 18-hole professional golf course opened in 2011 and the development will eventually have its own “town center” with restaurants, open-air cafes, bars and boutiques. Furthermore, Playa del Carmen’s main thoroughfare, La Quinta (Fifth Avenue) is only ten minutes away and offers every world cuisine imaginable, equally varied live music and excellent shopping. The resort currently offers complimentary shuttle transport to Playa del Carmen and the famous Fifth Avenue during the day (reservations required).

### *Accolades*

The Royal Haciendas is the recipient of the 2014 Perspective Magazine award as Best Timeshare Resort, Latin America.

The resort won a 2014 Traveler’s Choice award as one of the Best Family resorts in Mexico and also featured in Trip Advisor’s Traveler’s Choice Top 25 Hotels in Mexico for 2013.

Members of the independent Timeshare User’s Group have also shown their preference for Royal Resorts by voting The Royal Haciendas and The Royal Sands into the World’s Top 30 Resorts on the TUG website [www.tug2.net](http://www.tug2.net)

MARTI, Mesoamerican Reef Tourism Initiative has certified The Royal Haciendas as a resort with eco-friendly policies and in 2013, it received the Distintivo S from the Mexican Tourism Board, a distinction awarded to resorts for their work towards sustainability.





### *About Royal Resorts*

Founded in 1975, Royal Resorts is a pioneer in the Mexican tourism industry and now has four beachfront resorts in Cancún: The Royal Cancun<sup>®</sup>, The Royal Caribbean<sup>®</sup>, The Royal Islander<sup>®</sup> and The Royal Sands<sup>®</sup> and one in Playa del Carmen, The Royal Haciendas<sup>®</sup>, located at the heart of the Riviera Maya. The latest member of the Royal Resorts collection is Grand Residences by Royal Resorts<sup>®</sup>, a luxury beachfront resort to the south of Puerto Morelos that is affiliated with The Leading Hotels of the World<sup>®</sup>. It opened on December 7, 2013 and is the No. 1 Hotel in the Riviera Maya on Trip Advisor, out of 350 hotels.

All the Royal Resorts offer spacious fully equipped suites and an array of five-star amenities and activities.

One of the world's leading vacation ownership companies, Royal Resorts has over 85,000 member families from 51 countries and independent surveys report a 97 percent member satisfaction rate, one of the highest in the industry.

Royal Resorts has received numerous accolades over the years. All are RCI Gold Crown resorts, a rating only awarded to properties that offer an exceptional vacation experience and state of the art services. They are also Trip Advisor favorites, with three featuring in the Trip Advisor's Traveler's Choice Best Family Resorts in Mexico in 2014. All five Royal Resorts won Trip Advisor Traveler's Choice Family Awards in 2012 and featured in the Trip Advisor list of the Top 25 Hotels for Families in Mexico.

Royal Resorts has been certified as a company with eco-friendly policies by MARTI, (Mesoamerican Reef Tourism Initiative) and it is committed to its role of environmental stewardship. It has participated in the annual Mexican Caribbean sea turtle protection campaign since 1985 and has been a longtime supporter of conservation projects in the Mexican Caribbean.





Always active in the local community, Royal Resorts has been helping those in need for over 30 years. Through the Royal Resorts Foundation (Fundación Royal Resorts A.C.), it seeks ways to give back to society by promoting health and education, contributing to sustainable development in the state of Quintana Roo, and by protecting wildlife.

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