

Mayaluum / Mayakoba (Mayan Riviera, Mexico)

Objective

JNJ was engaged by Grupo Hasa, a major construction and development company in Spain, to provide market and financial expertise for planning a 1500 Acre property on the Mayan Riviera.

Mayaluum was initially conceived as a large-scale integrated resort development featuring four separate hotel sites, each envisioned to be a different luxury brand, and each including residential components.

Scope

Mayaluum was executed in close coordination with the SWA group as planners, and pioneered the concept of having multiple hotel brands within the same resort community. This early Mayaluum business plan featured four distinct residential product lines, two golf courses, a marina village, a resort retail complex. Natural amenities included several underground caverns with fresh water rivers suitable for scuba diving, extensive trail systems through tropical wetlands and jungles, and a small treetop hotel element for adventure recreation.

Primary areas of focus included:

- Evaluation of residential buyer demand from US, Europe, and Latin America and the strategies needed to penetrate these markets more successfully than other projects had accomplished in the past.
- Evaluation of the National Mexican market, and the project's ability to capture domestic buyers for upscale residential product.
- Analysis of builder practices and economic values of site within the development hotel industries of Mexico.
- Hotel development strategy to accommodate multiple hotels within the Mayaluum complex while mitigating the competition between them.
- Full financial models and sensitivity analysis to test alternative hotel configurations, residential strategies, and phasing options, and how these affected land sales strategies and investment returns.

Results

Mayaluum pioneered the concept of developing a "community of luxury hotels", and Mayakoba joins Punta Mita as one of the few integrated developments where multiple 5-star hotels coexist in harmony and synergy.

The project returned to market under the name Mayakoba, and now features three luxury hotel projects, each with a significant residential component:

- Fairmont Mayakoba with 401 guest rooms and suites.
- Rosewood Mayakoba with 128 guest rooms and suites.
- Viceroy Mayakoba with 120 residences on inland waterways plus 40 residences on the beach.

