

Media Contact:

Marian Gerlich / Ed Placidi
P&G Communications * Los Angeles
818-786-8687, pgworld@aol.com

**Fact Sheet**

Viceroy Riviera Maya is an all-villa luxury resort set on the turquoise waters of the Caribbean and immersed in a jungle ambiance. This serene hideaway merges every luxury amenity with dramatic sea and jungle, bringing together the best of the destination. The restaurants, lounge, swimming pool and all public facilities are along sugary white sands lapped by the warm Caribbean. The 41 private villas (except for the three Ocean-View and two Oceanfront Villas) are immersed in a jungle ambiance of ferns, palms, guava trees and a resident family of friendly spider monkeys.

Viceroy is organically connected to, and embodies, the destination's historical roots – melding luxury with Mayan cultural and spiritual influences to shape an inimitable guest experience not found at any other resort on the Riviera Maya or anywhere else. Guests arrive to a Mayan Blessing, performed by the Mayan shaman on staff, which releases you from your cares and worries so you can step into a new, relaxed beginning at Viceroy Riviera Maya. La Marea serves "Mayaterranean" cuisine blending Mayan cooking and Mediterranean techniques. At the spa, Mayan healing techniques and traditions infuse every aspect of the guest experience.

ADDRESS:

Viceroy Riviera Maya
Playa Xcalacoco, Riviera Maya,
Quintana Roo, Mexico 77710

CONTACT:

Direct Dial: 011 52 984 877 3000
Reservations: (866) 332-1672 (From U.S. and Canada)
(800) 012-3569 (From Mexico)
rm.reservations@viceroyrivieramaya.com

WEBSITE:

www.viceroyrivieramaya.com; www.viceroyhotelsandresorts.com

GENERAL MANAGER:

Pedro Lara

**DIRECTOR OF SALES
& MARKETING:**

Jennifer Guevara

SPA DIRECTOR:

Cinthya Carolina Alva Flores

HOTEL AFFILIATION:

Viceroy Hotel Group
Brad Korzen, Founder
<http://www.viceroyhotelsandresorts.com/>

LOCATION: The six-acre resort is on the Caribbean coast of Mexico's Yucatan Peninsula, conveniently located just 35 minutes from Cancun International Airport, and three miles north of popular Playa del Carmen known for its beach scene, restaurants, boutiques and nightlife. From Viceroy, guests may stroll miles of beautiful white-sand beach along the spectacular Riviera Maya coast. The resort has its own pier where guests sunbathe, enjoy massages, savor romantic dinners, and may be conveniently picked up by boat for snorkeling, diving and other excursions.

ACCOMMODATIONS: The 41 private villas feature a completely private patio and plunge pool, outdoor shower, high-ceiling thatched-palapa roof echoing the jungle environment, 500-thread-count Egyptian cotton sheets, plush down pillows, and a terrace replete with chaise lounges, hand-carved stone dining table and a handmade crochet hammock. Villa locations range from oceanfront and ocean view to verdant jungle gardens.

- **22 Luxury Villas:** Among the in-room amenities in the Luxury Villas, and in all villas at Viceroy, are entertainment centers with a DVD player with movies and CD player with a selection of CDs; flat-panel HD TVs with satellite television; selection of books; hair dryers; masks and snorkels; safes; complimentary Wi-Fi.
1 Ocean View Luxury Villa: More spacious than the Luxury Villas with a deep soaking tub and a Caribbean view.
- **7 Royal Villas:** The Royal Villas offer enhanced amenities and VIP services including: a private wood sunbathing deck surrounded by nature; welcome amenity of a favorite bottle of spirits or wine; beach items such as a straw hat and silk head band; exotic fruit platter; votive candles and flower petals gracing the plunge pool; canopied beds; Italian linen bathrobes; iPod docking station; and turndown of strewn flower petals and aromatherapy of the spa's signature "coco copal" scent.
3 Ocean View Royal Villas: More spacious than the Royal Villas with a deep soaking tub and a Caribbean view.
5 Royal Jungle Villas: More spacious than the Royal Villas including a larger bathroom with a deep soaking tub and a front entrance with a foyer.
- **2 Beachfront Viceroy Villas:** These extravagant villas offer every amenity and feature described above including a larger bathroom with a deep soaking tub, a front entrance with a foyer and a stunning location by the sand with spectacular sea views.
- **Presidential Villa:** This two-story masterpiece of Mayan-inspired design featuring rich woods, natural rattan and both a lush jungle ambiance and beautiful ocean views. The luxurious private hideaway combines a spacious living area, guest bath, private patio and large plunge pool on the bottom floor with a large master bedroom and terrace on the second floor.

Mayordomo Service: The resort's *Mayordomo* team provides an array of butler and concierge services, pampering guests with personalized attention to their needs – from arranging spa appointments to coordinating excursions to Mayan ruins.

DINING:

La Marea: Located on a romantic sea-view loft, La Marea serves refined Mexican cuisine accented with international influences and the creative inspiration of the skilled culinary staff.

Coral Grill & Bar: Set by the sand with magnificent vistas of the turquoise Caribbean water, the newly added Coral Grill & Bar features a Mexican-Mediterranean menu cooked on wood-burning grills.

Library Lounge: Evoking the residential feel of a luxurious living room, the Library Lounge offers comfortable and intimate seating areas where guests enjoy favorite beverages, snacks, and even a good book.

Wine Cellar: The 500-bottle cellar boasts a wide selection of fine wines including many noted labels from Tuscany to Chateau Lafite and Ribera del Duero.

"Dine Anytime, Anywhere" Policy: Guests enjoy the absolute flexibility of being able to dine whenever and wherever they like, 24 hours a day, whether on their patio, on the beach or by the pool.

Casita Maya: This traditional outdoor Mayan kitchen with a palapa roof is where guests participate in cooking classes and then dine on the culinary creations cooked in native pit-ovens.

SPA & FITNESS:

Wayak Spa: The resort's signature spa taps the healing techniques and traditions of the ancient Mayans. Nestled in a lush tropical landscape, the spa's circular structure echoes the holistic philosophy of the Mayans that guides the spa experience. The menu offers a wide range of treatments from massages to herbal and mud therapies. Guests experience treatments in an array of venues such as an Herbal Steam Room, Jungle Spa Suite for Two, Outdoor Rain Room, Fertility Spa Suite and traditional Mayan *Temazcal* sweat lodge. Treatments also may be enjoyed on the beach, in the privacy of your villa and on the resort's pier.

Fitness Center: Guests exercise on the latest workout equipment at the Fitness Center while enjoying ocean views. A variety of classes are offered, as well, from yoga and pilates to strength training.

LEISURE & RECREATION:

Lagoon Pool: In addition to the private plunge pool at each villa, there is a Lagoon Pool with sundeck and food and beverage service.

Beach & Pier: The resort is set along seven miles of beautiful white-sand beachfront ideal for sunbathing and snorkeling. Guests relax on lounge chairs with umbrellas and luxurious day beds. On the pier, guests not only sunbathe, have

massages and savor romantic dinners, but are picked up for snorkeling, diving and other excursions.

Area Activities: Guests may enjoy golf, horseback riding, polo lessons, fishing, parasailing, kite surfing, skydiving, bird watching, nature walks, tennis and jungle tours. Among the ancient Mayan ruins and landmarks that may be explored are: Xcaret, Xel-ha, Tulum, Coba, Chichen-Itza and Akumal. All of these activities and tours may be arranged through Viceroy concierge.

Mayan Weddings: The "Good Wish Mayan Ceremony" is a reaffirmation of marital vows involving potent symbols, objects and rituals from the ancient Mayans in a communion with nature. Enacted on the beach, the bride wears a hand-made Mayan dress and the groom wears a white, linen *guayabera* (Yucatan shirt). A ceremonial exchange of daisy flower bracelets is performed in Mayan, as stirring drums beat within the jungle and a conch-shell horn signals the ritual's transformations. Flower petals are strewn across the waves to preserve the couple's good wishes.

PETS: Pets under six pounds are welcome. A charge of \$50 USD a day per pet includes a special dog bed; gourmet menu of organic beef, turkey and veal stews; and turndown service.

2012 RATES STARTING FROM:

- Luxury Villa: \$605 USD
- Ocean View Luxury Villa: \$1,005 USD
- Royal Villa: \$880 USD
- Ocean View Royal Villa: \$1,105 USD
- Royal Jungle Villa: \$985 USD
- Beachfront Viceroy Villa: \$1405 USD
- Presidential Villa: \$1905 USD

Rates are plus tax and service charge.
Children 16 years and older are welcome.

###