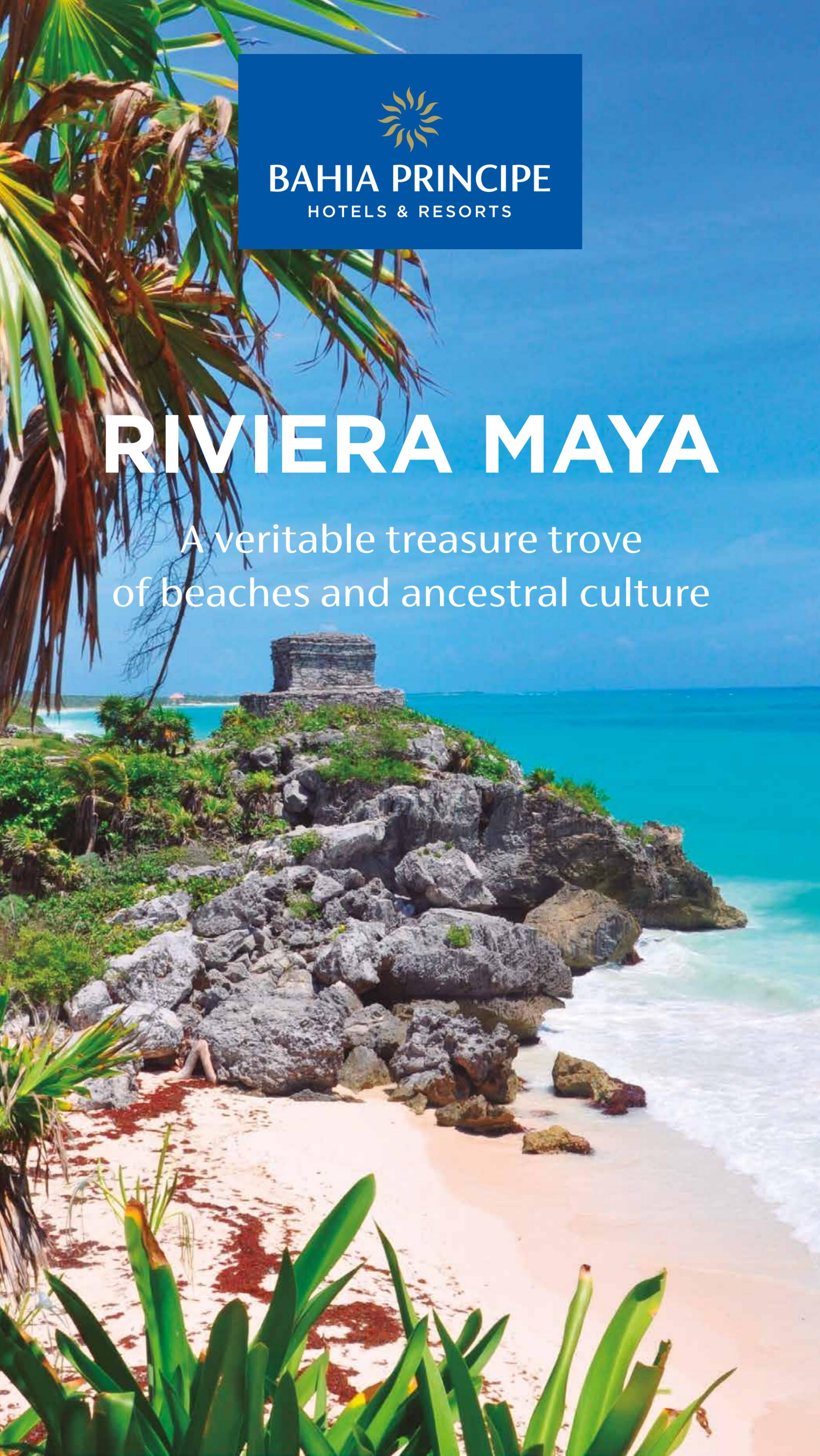




**BAHIA PRINCIPE**  
HOTELS & RESORTS

# RIVIERA MAYA

A veritable treasure trove  
of beaches and ancestral culture



**P**lural, diverse and heterogeneous even in its most deeply rooted origins, Riviera Maya is the cradle of civilizations and possesses an extraordinary natural beauty. On the one hand, it has given us some of the great jewels of the planet: Chichen Itza, Coba, Tulum are proof of an ancestral legacy of incalculable cultural value. On the other hand, Playa del Carmen, Sian Ka'an and Cozumel, offer an unparalleled atmosphere of beach, relaxation and fun.

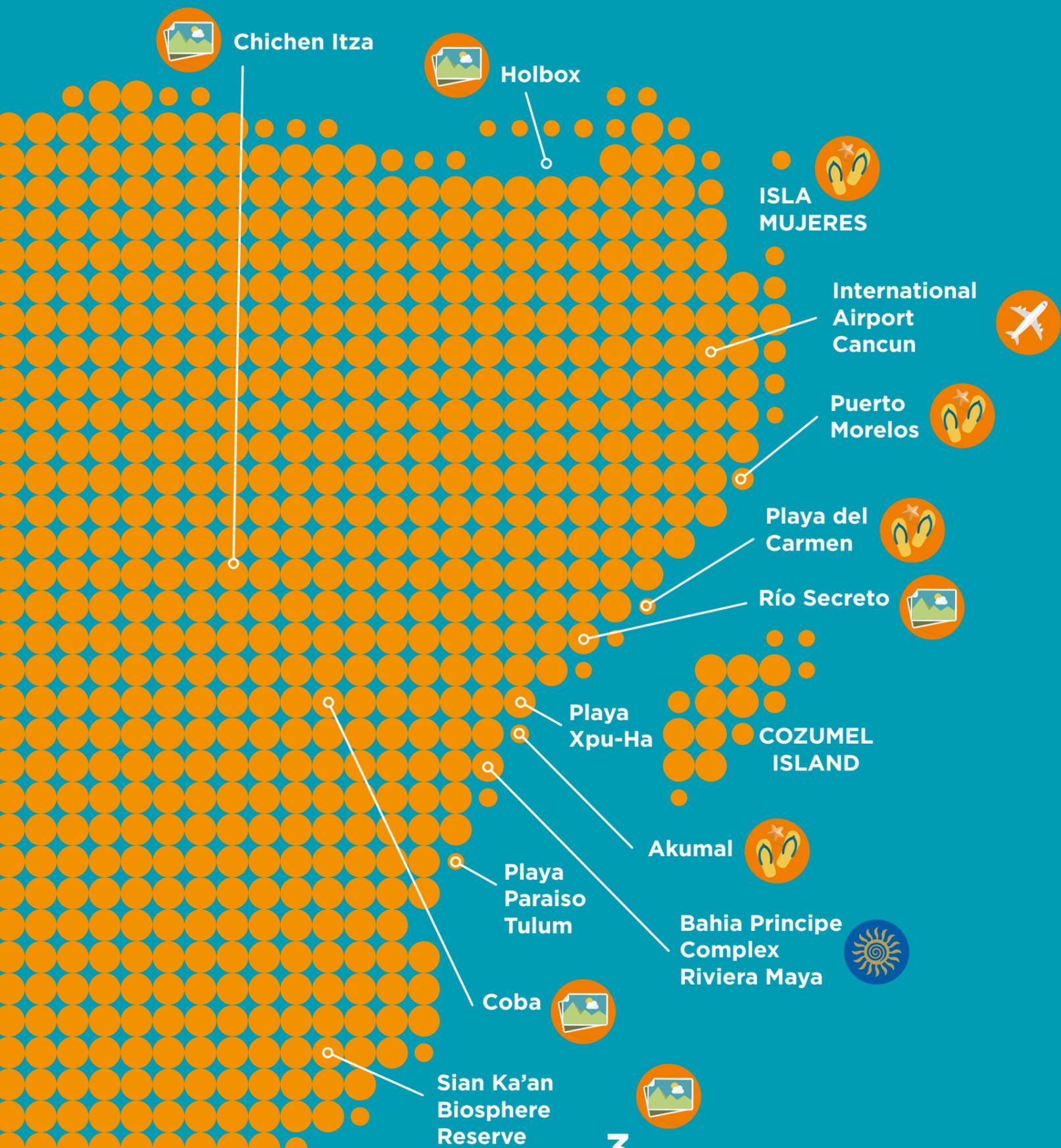
## Discover...

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# The Region at a Glance

Mexico will surprise you with its simplicity and natural beauty. A landscape that contrasts with the passionate and vibrant character of its people, with the majesty of its cities, with its natural scenery and with its ancient monuments. From historic Tulum to the lively coast of Playa del Carmen, the whole region seems to have been blessed by the gods. Riviera Maya is a true treasure, refuge to a thousand wonders and owner of a biodiversity unlike any other in the world.



## HOW TO GET THERE

By air, the closest airport is Cancun International Airport. It is located: 20 minutes from Cancun, 45 minutes from Playa del Carmen, 1'30 h from Tulum and 1'10 h from Akumal.



## WEATHER

Riviera Maya enjoys a tropical climate. It is characterized by being warm and humid, with many hours of sunshine per year and moderate warm winds. The average annual temperature is 26°C (78.8°F) with a relative humidity of 85%.



**January and February:** The nights are cooler, with temperatures dropping to 15°C (approx. 60°F) at night and reaching 28°-30°C (82-86°F) in the daytime.

**December-April:** The temperatures are usually mild and pleasant during these months.

**July:** Temperatures climb higher, and tropical rains are common.

**June-October:** The average temperature is 30°C (86°F), but there are days when the thermometer climbs to over 40°C (104°F). At this time of year there is usually sunlight from 5 a.m. to 8 p.m.

## CURRENCY

The local currency is the Mexican peso, however U.S. dollars and euros are accepted in most places. Besides, currency can be easily converted at any of a myriad exchange bureaus or banks.





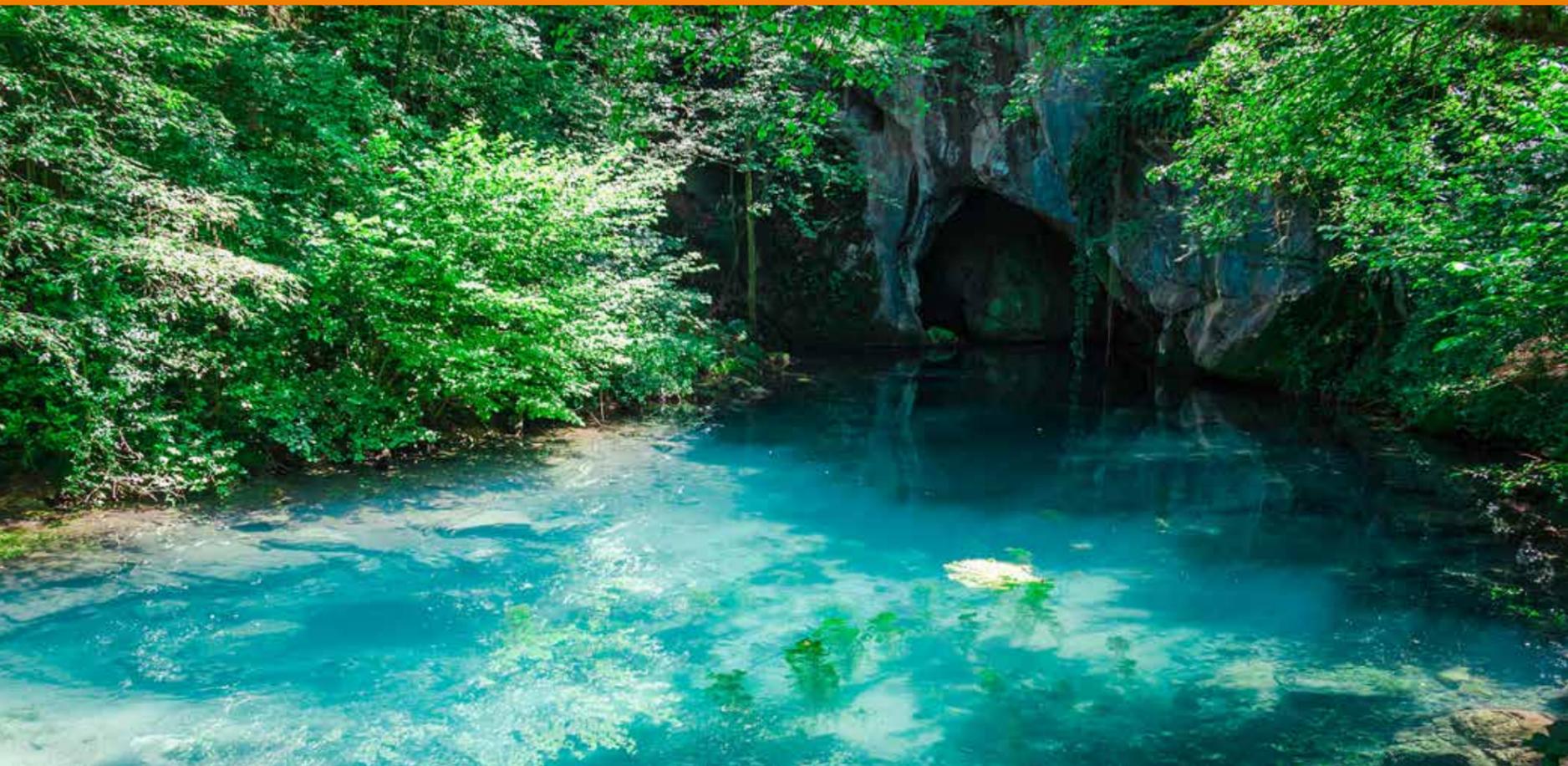
# Essentials: What to Do in Riviera Maya?





## **LAND OF ADVENTURE: XCARET, XPLOR, XEL-HA, XAVAGE AND XENOTE**

Two of the top local attractions, due to their enormous wealth of native flora and fauna, are the Xcaret eco park and the Xplor adventure park. Xcaret was an ancient Mayan city located in a natural inlet famous for its port and trading activity. Today it is synonymous with the conservation of the most typical nature of the Mayab region: cenotes, the Coral Reef aquarium and Mexico's most important butterfly pavilion. This land of adventure does not end here: be sure to pay a visit to the Xel-Há natural aquarium!



## **SUNKEN TREASURE: RIO SECRETO NATURAL RESERVE**

In addition to hosting the planet's second most stunning coral reef, the area is also home to impressive underground hideouts. One of the great jewels is the Rio Secreto Natural Reserve, which follows the course of an underground river bedecked with stalagmites and stalactites.



## SHOPPING ON FIFTH AVENUE

Playa del Carmen's Quinta Avenida (Fifth Avenue) is the place you won't want to miss if you're into fashion, accessories, jewelry and crafts. Every year thousands and thousands of people from all over the world stroll down this emblematic avenue in search of curios representing the most deeply rooted Mexican traditions as well as the latest in international fashion, haute couture and typical regional costumes. Everything comes together on Fifth Avenue, which is just a stone's throw from the beach and has bars and restaurants for you to enjoy a full day.



## SAN MIGUEL DE COZUMEL: AN AUTHENTIC CARIBBEAN ISLAND

San Miguel de Cozumel is a small town that seems designed to surprise visitors. A charming nook in the middle of the sea, located on the island of Cozumel in front of Playa del Carmen, where time seems to stand still, far removed from the hustle and bustle. Take advantage of your visit to the island of Cozumel to take a stroll through its narrow streets lined with small colorful houses that sing "Caribbean!" at every step. You will find modest little shops to buy souvenirs and wonderful traditional restaurants where you can sample fresh grilled fish.



## THE BEAT GOES ON IN PLAYA DEL CARMEN

Playa del Carmen will reveal itself to you as an irresistible destination, brimming with energy and vitality, even while the most absolute relaxation awaits you on its postcard-perfect Caribbean beach. On the famous Quinta Avenida you will find the mythical Coco Bongo, a nightclub full of energy, shows with acrobats and exciting tributes to great music stars, a true spectacle in which you will feel like you are part of an endless cast.



## RIVIERA MAYA GOLF CLUB BAHIA PRINCIPE

A 27-hole golf course surrounded by the Mayan jungle, natural lakes and cenotes. A course suitable for international competitions where you can rehearse your swing on the practice range, and sign up for private or group lessons to improve your technique or get started in this incredible sport. At the end of the round, you can enjoy food and drink in the elegant atmosphere of the cafeteria overlooking the golf course.

# 12 EXPERIENCES TOP

## MAYAN RUINS



1

### COBA

The ruins form an archaeological site that is distinct from the rest of the Yucatan peninsula due to its location alongside 4 natural lakes (a rare occurrence on the peninsula). There you will find the highest pyramid in the Mayan Empire, known as Nohoch Mul, which in Mayan means "the Great Mound". You will also discover a large number of Mayan stelae and stone statues displaying precious writings and drawings.

We recommend you pay a visit to the Santa Cruz ranch, where you can bathe in a cenote and swim in crystal clear waters.

Keep in mind that in archaeological zones, the INAH ( National Institute of Anthropology and History) charges a fee for the use of cameras.



**2**

## TULUM

The famous walled Mayan city is situated on the edge of a beautiful cliff facing the Caribbean Sea, a perfect location for the protection of the Mayan villages.

Visit the castle that served as a lighthouse and helped the guide ships safely skirt the world's second largest coral reef. Explore a magnificently preserved area and admire priceless murals. We recommend that you book an excursion with expert guides so that you can learn the history and hear many fascinating stories about the area.

**3**

## CHICHEN ITZA

Chichen Itza was the Mayan civilization's most important city. It is home to the most extensive and awe-inspiring ruins on the Yucatan peninsula. It was a sacred city, and although many buildings are buried, there remain standing structures that can be visited to this day. We recommend a visit to the Kukulcan temple, a structure that displays the Mayans' knowledge of mathematics, astronomy, geometry and acoustics. And the "El Caracol" observatory, which is assumed to have had an astronomical function given its orientation toward Venus and other celestial bodies.

Visit this marvel, declared a World Heritage site by UNESCO in 1988.



**4**

## PUERTO MORELOS

Located 18 miles from Cancun and 20 miles from Playa del Carmen. It is characterized by its peaceful atmosphere, with a beautiful white-sand beach caressed by crystal clear waters. This small fishing village is surrounded by mangroves and a great variety of multicolored fish, dolphins and turtles can be seen in its waters. Here too you will find the world's second biggest coral reef, ideal for scuba diving, windsurfing and snorkeling. The area boasts the region's only botanical gardens, with unique species of flora and fauna.

**5**

## PLAYA PARAISO, TULUM

"Paradise Beach" is located a few miles south of the Tulum archaeological site. Its sand is white and soft, its waters turquoise and calm.

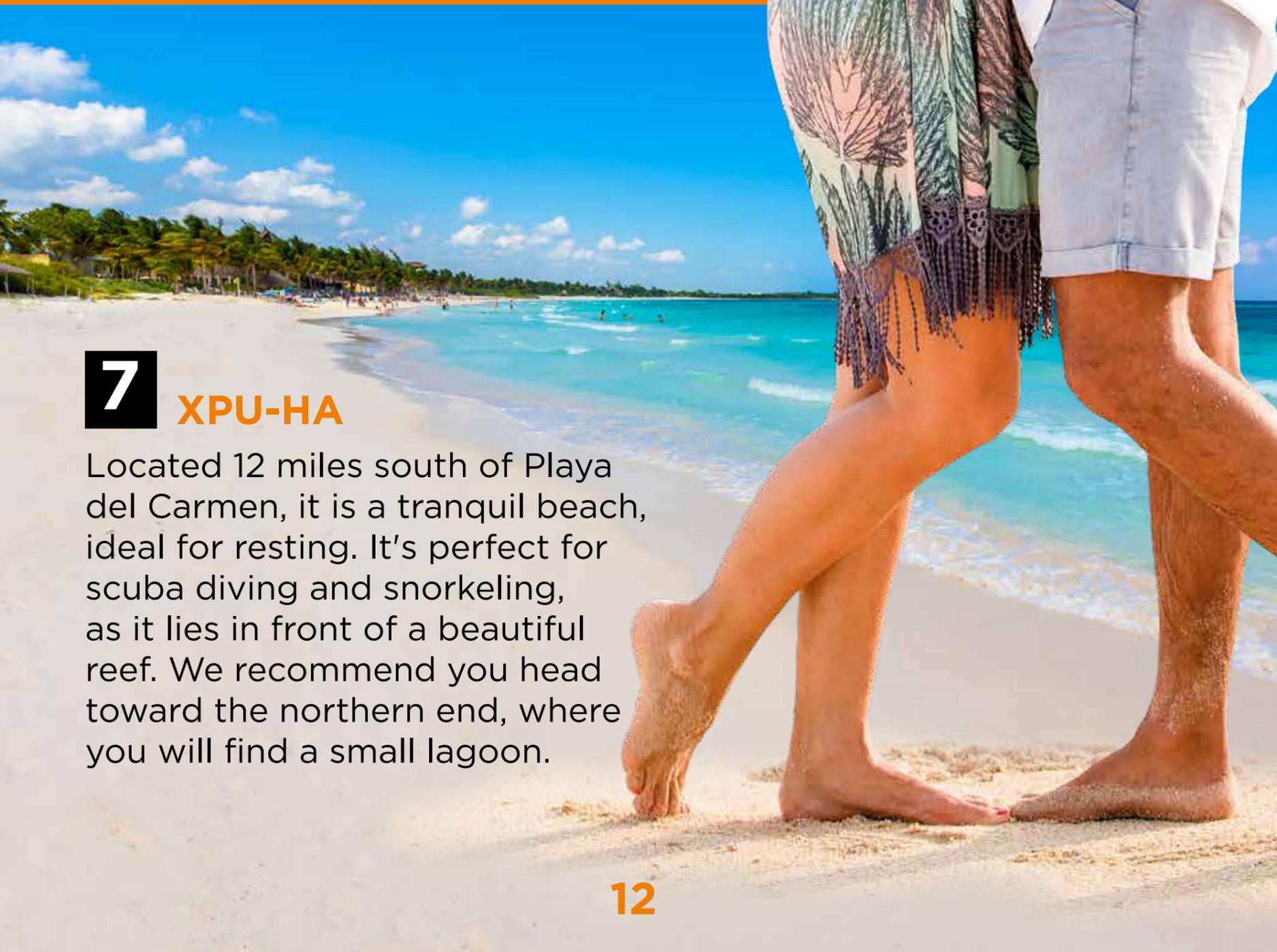




6

## AKUMAL BEACH

Its name means "Place of the Turtles" as it is the nesting site of choice of several species of turtles. A spectacle of nature that is well worth seeing on your visit.



7

## XPU-HA

Located 12 miles south of Playa del Carmen, it is a tranquil beach, ideal for resting. It's perfect for scuba diving and snorkeling, as it lies in front of a beautiful reef. We recommend you head toward the northern end, where you will find a small lagoon.



For all these activities, remember to bring along comfortable clothes, sunscreen, sunglasses, mosquito repellent, water, and money for fees.

8

## SIAN KA'AN

The Sian Ka'an Biosphere Reserve is the third largest reserve in Mexico, protecting more than 1,235 acres of ecosystems, 800 species of plants, and 360 species of birds and other animals. We recommend taking walks through the tropical forest, crossing the savannas and shimmering lagoons, and visiting the beautiful beaches of Punta Allen. Keep in mind that SEMARNAT (Ministry of the Environment and Natural Resources) charges an entrance fee to enter the marine park.

9

## HOLBOX

Located just off the Yucatan Peninsula, Holbox Island is a barrier island that will put you in touch with nature and with the most authentic side of the region. You can swim with the whale shark in September and enjoy virtually undisturbed and very sparsely frequented beaches. The island is 26 miles long by little over a mile wide. It has nearly 22 miles of beaches and is part of the Yum Balam Flora and Fauna Protection Area. Here you will find a large number of species, including birds, manta rays, dolphins, manatees, otters, jaguars, pumas and tapirs. All of them are protected as a means of fostering their reproduction.



## 10

### MUSA: UNDERWATER MUSEUM OF ART

An impressive underwater museum featuring more than 500 sunken sculptures. The sculptures are anchored to the seabed and are made of marine concrete, which promotes the generation of corals on its surface and the recovery of natural reefs. This national park is located in the waters between Cancun and Isla Mujeres, and features two galleries: Manchones and Punta Nizuc. In Manchones the statues are located about 25 feet deep, and in Punta Nizuc they are about 13 feet beneath the surface.



## 11

### TEMAZCAL: A PREHISTORIC CURING CEREMONY

A ritual of ancestral origin, temazcal is a steam bath used in Mesoamerica based on the healing of body and soul. The word temazcal comes from the Náhuatl language, and means “sweathouse”. The traditional temazcal is a stone and mud structure where detoxification (and therefore a physical and spiritual purification) is achieved using vapors generated by infusions of specific plants.

## 12

### XOXIMILCO: A FESTIVE LOOK AT MEXICAN CULTURE

Navigate the park’s canals in a picturesque “trajinera” party boat. Enjoy an open bar with tequila, beer and soft drinks, and excellent typical Mexican cuisine. Experience typical rhythms of the “rancheiros”, “norteños”, the marimba, and the musical and cultural icon that is the Mariachi. Consult the services and products included and available, as well as the ticket price, on the event’s official website.

# ACTIVITIES FULL OF ADRENALIN, SUN AND BEACH

Blend in with nature and let your more adventurous side flow. Feel the pure air invading your body and soul. A chance to connect with your most authentic and natural side...

**KAYAKING**



**SAILING**



**SCUBA DIVING**

**WINDSURFING**



**GOLF**



**KITESURFING**



**STAND-UP PADDLING**



# TYPICAL FLAVORS

The culinary tradition in the Riviera Maya and the entire tropical zone is based on pre-Hispanic cultures, with simple ingredients like corn, chili peppers and aromatic herbs. Beans, tomatoes, cilantro, vanilla, zapote, mamey, sweet potato, huitlacoche and achiote have joined the list over time. As a result of this gastronomic mixture, in the traditional "cantinas" of this coast of the Yucatan Peninsula you will be able to enjoy such delicious dishes as carnitas, poblano chiles, corundas and mixiotes, romeritos navideños, mole bread and tamales.

As for drinks, the famous michelada, tequila and mezcal are local staples. We recommend that you try xtabentun, a liqueur of Mayan origin, as well as chaya water and horchata water.



# HOLIDAYS AND FESTIVALS IN THE REGION



## January Comunité Festival

An encounter featuring figures from the world of Latin American music. The event celebrates union through art and music. The location is chosen on a rotating basis and is revealed shortly before the day of the festival. In 2018 it was held in Tulum. Keep in mind that the beginning of the year is characterized by a wide range of events on Tulum beach, including Sound Tulum, Winter Beach and Day Zero.



## May Sacred Mayan Crossing

A sacred ancestral ritual practiced by ancient Mayan towns. The villagers rowed their canoes to Cozumel to worship the goddess Ixchel. Nowadays, the crossing recreates part of Mayan history and its starting point is at Xcaret Park.

# September Independence Festival

Mexico's Independence Day is September 16th. A very special occasion to try the typical food and enjoy the parades and special decorations. We suggest you attend "El Grito", celebrated on the eve of Independence Day, a very special event that is long awaited by the local community.



# October Xcaret Festival of Life and Death Traditions

The Mexican "Día de los Muertos" (Day of the Dead) is celebrated in Xcaret Park starting on October 30th. Taste the delicious typical delicacies and marvel in the traditional costumes and dances. A festival of color and airs of authenticity.



## November Day of the Dead

The traditional "Día de los Muertos" festivity is held around the whole country on November 1st and 2nd. A special event where families commemorate their ancestors. You will find special decorations, typical food and a unique atmosphere. If you're staying at a Bahia Principe hotel, don't miss the creation of altars at the Hacienda Doña Isabel, a true visual spectacle that will bring you closer to the region's culture.



## November Jazz on the Sands of Playa Mamitas

A must for lovers of good music. The event is celebrated at Playa Mamitas (Playa del Carmen), bringing world-class jazz performers year after year.

It is characterized by being a traditional and innovative festival that mixes piano, cello, sax, trumpet, electroacoustic guitar and even ukulele. A sensational event, which gathers more than 10,000 music lovers every year.



# November Cancun Riviera Maya International Film Festival

During the week of November 3-9, Cancun hosts an important film exhibition that aims to contribute to the social development of the region.



## December Christmas

Christmas Eve and Christmas are very important holidays in Mexico. A custom deeply rooted in the country's culture. The streets are filled with color and fun & games to welcome the festivities. The piñata is a typical activity. Made of cardboard or clay, they have seven tips and are filled with candy, fruit and prizes. In order to claim the booty, it is necessary to let yourself be blindfolded (symbolizing blind faith) and break the piñata with the help of a stick.



# WHERE TO SLEEP

Because everybody looks for a space that adapts to the type of vacation they want, we recommend the following hotels:



BAHIA PRINCIPE LUXURY ★★★★★

## Akumal

### A LUXURY BEACHFRONT HOTEL ON THE RIVIERA MAYA

A touch of luxury and exclusivity right on the beachfront: the perfect space for those looking for a plus of service and facilities right on the shore of the Caribbean. Surrounded by residential facilities and a golf course, enjoy a superior experience both inside and outside the resort.



[see hotel](#)



BAHIA PRINCIPE LUXURY ★★★★★

## Sian Ka'an

### A TOUCH OF EXCLUSIVENESS IN THE MIDDLE OF THE MAYAN JUNGLE

An adults-only hotel whose architectural design will surprise you. Just a few steps away you will find the golf course, an ideal place both for lovers of this sport and for those who are new to it.



[see hotel](#)



BAHIA PRINCIPE GRAND ★★★★★

# Coba

## EXPLORE THE MAYAN CULTURE WITH THE WHOLE FAMILY

There is an ideal place for families on the Riviera Maya: a hotel where children and adults can have fun together and find their own space while being in contact with nature. The perfect opportunity for the most inquisitive families to immerse themselves in an exciting culture.



FAMILY & FRIENDS EXPERIENCE

see hotel



BAHIA PRINCIPE GRAND ★★★★★

# Tulum

## FEEL THE SOUL OF MEXICO BY THE SEASIDE...

In an exuberant natural setting, this hotel, with pools right by the beach, spacious rooms and wide culinary variety invites you to discover the most cultural and natural side of Mexico with your family, friends or partner.



FAMILY & FRIENDS EXPERIENCE

see hotel



**BAHIA PRINCIPE**  
HOTELS & RESORTS



# ENJOY YOUR VACATION ON THE RIVIERA MAYA!

Start planning your trip with  
us

[see hotels](#)