



PUEBLO BONITO MAZATLAN BEACH RESORT TO UNDERGO RENOVATION

Major \$26.5 million makeover will recast hotel as a deluxe beachfront getaway



Mazatlan, Mexico (Jan. 17, 2018) – Pueblo Bonito Mazatlán Beach Resort, the seaside town’s first world-class, five-star resort in the destination, begins a \$26.5 million renovation next week.

Located along the famous Zona Dorada, or Golden Zone of Mazatlan, the original Pueblo Bonito (“Beautiful Village”) hotel set the bar for luxury travel in Mazatlan when it opened 30 years ago, launching one of the most successful resort brands in Mexico.

All elements of the property—including the guest suites, restaurants, lobby, pools and façade—are being updated during an extensive two-phase process. At least half the resort will remain open throughout the renovation, allowing Pueblo Bonito Mazatlán to continue welcoming guests with the superior service and amenities they’ve come to expect. The onsite developers will use the latest technology to help control dust and noise during the expansion period. The hotel’s two sections, each with their own environments and amenities (pools and restaurants), will maintain their distinctive character.

“We are very excited to undertake this major renovation, which will polish this gem of the Pueblo Bonito Resorts collection, while retaining its old-world charm that our guests have come to appreciate over the past 30 years,” said Alberto Coppel, CEO, Pueblo Bonito Golf & Spa Resorts.

The upgrades will take advantage of the hotel’s magnificent beachfront setting, and will include additions of a new beachfront infinity pool in one wing, and a “beach terrace” with fire pits and

shaded areas in a beachfront environment in the other wing. The main lobby of the hotel will be remodeled and expanded to provide a spectacular sense of arrival.

The appearance of all existing guest suites will be completely updated and renovated, with new finishes and furniture. Surrounded by the enthralling history of Mazatlan, the renovated guest suites will reflect a fresh design aesthetic that embraces the cool blue hues of the sea with splashes of bold bougainvillea, all while grounded in a layered palette of the property's serene beaches. Vintage historic black and white photographs celebrating the history of the European architectural influence and iconic fishing industry of the region will grace the walls, while textured, vibrant artwork will reinforce a more curated art collection. Hand-painted Mexican concrete tiles further enhance an authentic sense of a place like no other: Pueblo Bonito Mazatlan.

Each of the hotel's four restaurants and bars will be redesigned and updated to feature a more contemporary style, as well as increased seating capacity for diners and patrons. A new ball room will also be added to the hotel's amenities, which will have the capacity to accommodate events and functions for up to 350 people.

Construction on both sections of the hotel is scheduled to be completed by November 2019, and anticipation is already building. Ranked among *Conde Nast Traveler's* "Top 20 Resorts of Mexico (Pacific Coast)," this upscale retreat, the pioneer in the Pueblo Bonito portfolio, is a delightful mix of Old World charm and modern pleasures. It is poised to offer a spectacular, completely reimagined beach resort experience.

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About Pueblo Bonito Oceanfront Resorts and Spas

Pueblo Bonito Golf & Spa has eight award-winning resorts in two destinations, Cabo San Lucas and Mazatlán, all offering luxury all-inclusive options. Each of the properties has its own personality, design and ambiance, yet all share the same high level of impeccable quality and distinguished atmosphere. In Cabo San Lucas, the adults-only Pueblo Bonito Pacifica Golf & Spa Resort is the ideal setting for a romantic getaway, while Pueblo Bonito Sunset Beach Golf & Spa Resort, with its large, all ocean-view suites, is perfect for families. Pueblo Bonito Rosé Resort & Spa and Pueblo Bonito Los Cabos, both located on El Médano beach, have the best to offer vacationers looking to be right in the middle of all the Cabo action. In Mazatlán, the elegant jewel Pueblo Bonito Emerald Bay Resort & Spa overlooks the Pacific Ocean and a private beach, while the charming Pueblo Bonito Mazatlán, is located in the famous Golden Zone. Both resorts are great for family vacations and romantic getaways. For more information visit www.pueblobonito.com, find us on Facebook at www.facebook.com/pueblobonitoresort and follow us on Instagram @PuebloBonito.

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