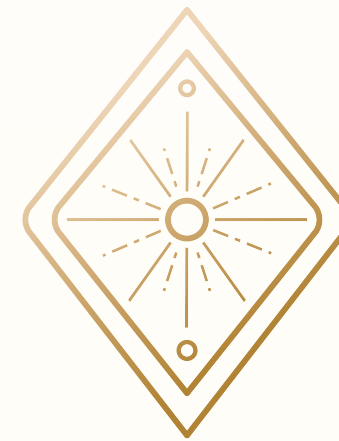


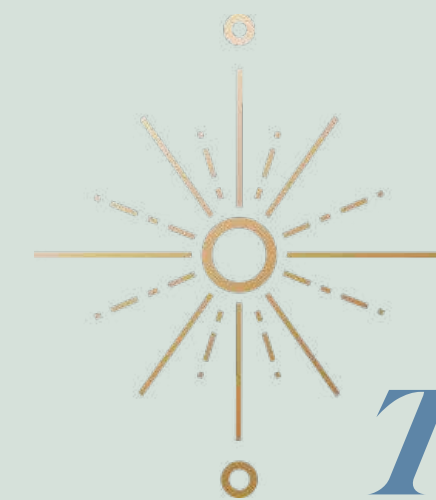


RAXÁ

TULUM CHIC HOTEL



RAXÁ – 1. From The Popol Vuh, “...when everything was on suspense, when nothing moved nor existed and then, the word came and the creation. In its third manifestation, it was called Raxá, which means the most beautiful ray of them all...”



The Mayan Paradise Awakens

RAXÁ manifests as a new hospitality concept in the Riviera Maya. A space that provides the perfect scenery for a magical stay within the aura of spirituality and mysticism of Tulum.



Stay in the Adventure: Rediscover Tulum

Originally known as "Zamá" (dawn in ancient Maya), Tulum was the place chosen by the Maya to rise a walled city and a trade center.

At present day, the region is a meeting point of archaeological ruins, natural beauties, cenotes and heavenly beaches, all surrounded by a contemporary lifestyle and a vibrant community.



CENOTES

Some of them are: Skull, Great Cenote, Zacil-Ha, Labnaha and Sac Actun, each one of them with an essence of its own and providing unique experiences.

GASTRONOMY

From local kitchens, to fancy restaurants that allow you to experience the Mayan gastronomic world.



SIAN KA'AN BIOSPHERE RESERVE

White sand beaches, bays and mangroves, habitat of an abundant endemic fauna. In this reserve you can found ruins, cenotes and lagoons too, truly a natural paradise just minutes away.

An aerial photograph of the Tulum Archaeological Site. The image shows the ruins of several Mayan stone buildings, including a large central structure with a stepped pyramid, surrounded by a low stone wall. The site is situated on a narrow strip of land between a white sandy beach and the turquoise Caribbean Sea. Numerous people are visible walking along the paths and standing near the ruins. The water is clear, and the sky is bright.

TULUM NATIONAL PARK

2 million 300 thousand exclusive visitors during 2018

The Archaeological Site of Tulum has become the main attraction of the Yucatan Peninsula since 2018. With an increase of 4.2% in relation to the previous year, it is one of the most visited places of all of Mexico beating famous Chichén Itzá.

RAXÁ is located just in front of this Mayan legacy that connects directly to the entrance of the Tulum National Park. This makes our location a privileged feature, that links ancient cultural heritage with contemporary life in Downtown Tulum.

Fuente: INAH /
<https://sipse.com/novedades/zona-arqueologica-dos-millones-turistas-visitas-incrementa-quintana-roo-inah-315411.html>

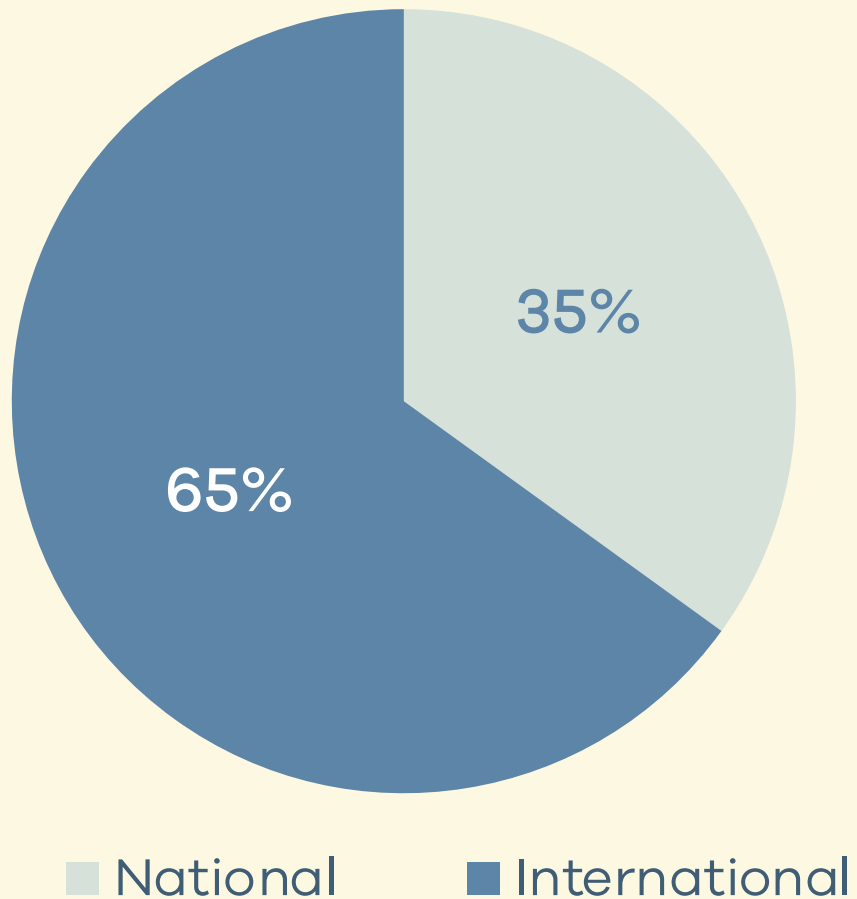


TURISMO

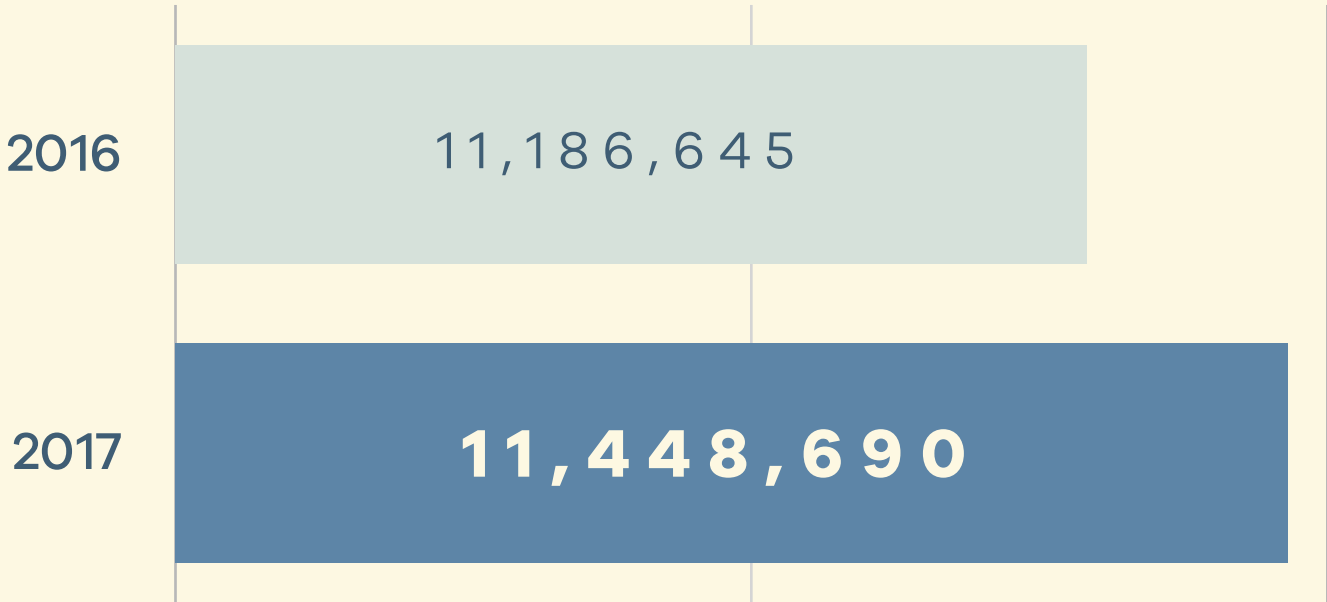
Everlasting Journey

Around 16 million 911 thousand 163 tourists visited the state of Quintana Roo in 2017, according to the annual Tourism Report of SEDETUR.

WHERE DO THEY COME FROM?



NUMBER OF TOURISTS IN Q.ROO HOTELS 2017



This represents a *growth of 2.3%* in hotel occupancy in 2017

During the **WORLD TRAVEL AWARDS 2017**, Tulum won the World’s Best **Beach** destination Award as well as Best Beach Destination in Mexico and the Caribbean Award. Also Tulum has been ranked #1 in the **TOP 10 TRENDING DESTINATIONS** from the site eart.co multiple times.

Fuentes: <http://caribemexicano.travel/ARCHIVOS/REPORTE%20TURISMO%202017.pdf> / <http://tulum.gob.mx/Tulum/view/540>

CONEXIONES



Invest in the Best Destination

The city of Tulum, in the state of Quintana Roo, is located at just 40 miles (65 km) from Playa del Carmen, 50 miles (80 km) from Cozumel and 81 miles (131 km) from Cancun city that is considered the starting point in the Riviera Maya thanks to its International Airport.

With direct flights to cities in the US, Canada, Europe and South America the Cancun Airport registered 25 million passengers in 2018, representing 6.8% more than in 2017.

Fuente: <https://quintanaroo.quadratin.com.mx/moviliza-aeropuerto-de-cancun-mas-de-25-millones-de-pasajeros/>

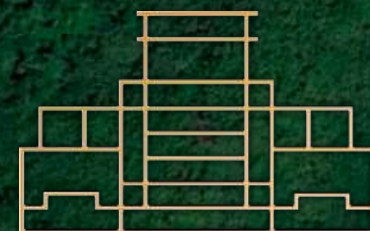
DOWNTOWN
TULUM



CANCÚN - TULUM

CANCÚN - TULUM

TULUM'S
NATIONAL
PARK
ENTRY



ARCHAEOLOGICAL
ZONE

SELVA
ZAMÁ

ALDEA
ZAMÁ



HOTEL ZONE



PLAYA
PESCADORES



GRAND ENTRY

A facade that is perfectly integrated into the natural environment of Tulum welcomes a concept of unrivaled hospitality.

*New Dawn
New Perspectives*

Just as RAXÁ was the third manifestation of creation according to mayan mythology, the environment of this chic hotel is distributed in three lifestyle expressions, that brings visitors closer to a very personalized experience.





OOX

An authentic hideaway that highlights the inherent peace and tranquility of Tulum, providing an experience of privacy and luxury.

OOX is a reserved space, where the guests can concentrate on themselves, in the intimacy and exclusivity of this heavenly environment.

4 9 1 . 3 5 m²



KAA

The perfect oasis to rest and relax after discovering the wonders of Tulum.

KAA represents the most casual spirit, designed for those who spend most of their time exploring but want to return to a state of pleasure and well-being at the end of the day.

4 7 7 . 6 5 m²



JUN

A space for festive souls that seek to enjoy good music, meet people and be part of the fun atmosphere.

JUN is designed to create moments between friends and tourists, filled with celebration and rhythm.

4 9 3 . 6 2 m²

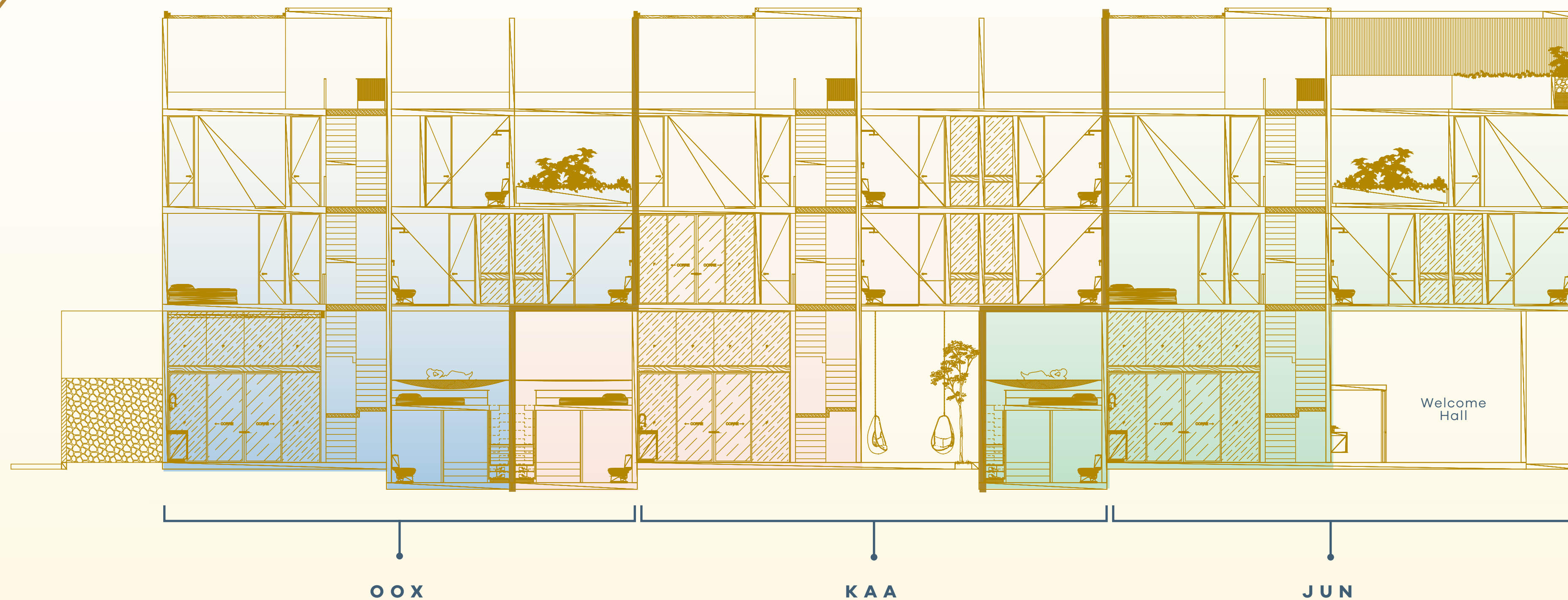
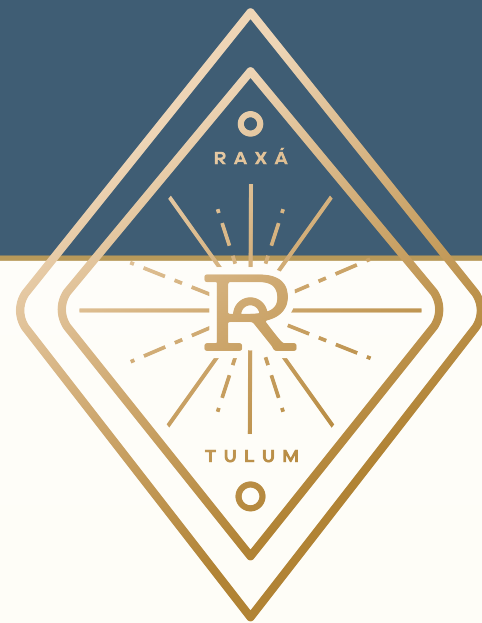


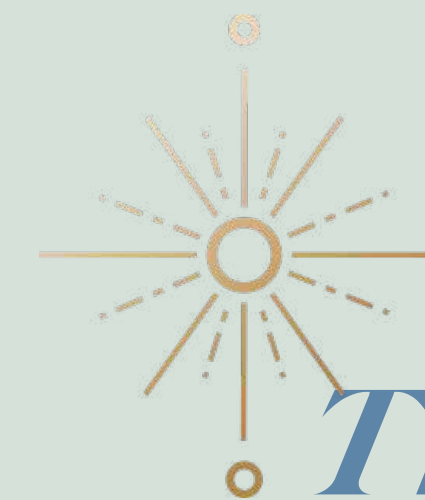
Imágenes ilustrativas, sujetas a cambios sin previo aviso.

General features

RAXÁ is a complex of three eco-chic hotels, each one of them operated by its sole owner.

- 1 concept, 3 expressions of life.
- 7 independent rooms each one with lock-off.
- Artisan rooftop in each eco-chic hotel.
- Exclusive amenities.
- Pet Friendly.
- Welcome Hall.





The Essence of Paradise

The exclusive amenities of RAXÁ allow its guests to enjoy this concept holistically. The essence of Tulum shines in each space, complementing and expanding the experience of all its visitors.



JUICE &
ORGANIC BAR



COWORK



CHAAC POOL



MUSIC ROOM



TROPICAL
SETTING



HAMMOCKS
& SWINGS



SUN DECK



SKY BAR
AT ROOFTOP

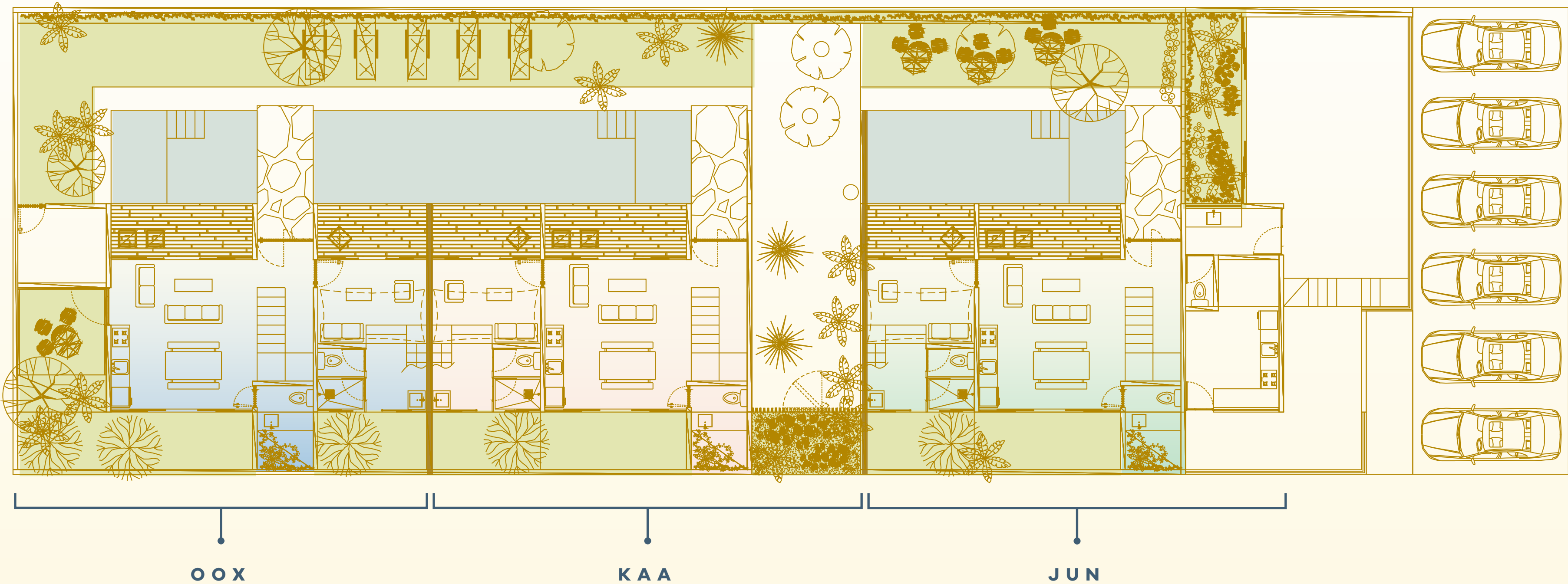
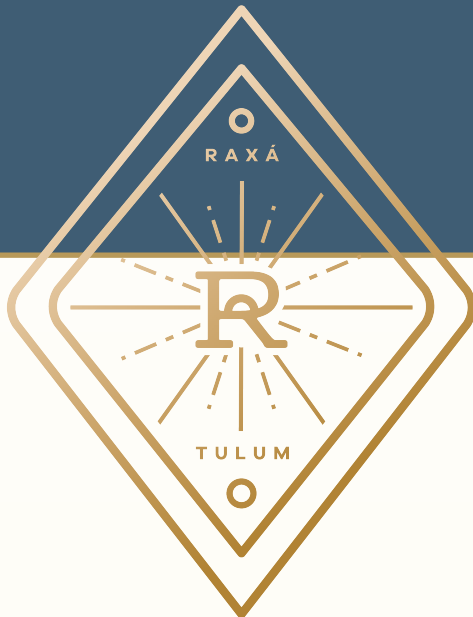


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Ground Floor Features

The Ground Floor suites feature tapanco-style hammocks as well as views and immediate access to all exterior amenities. All a few steps away from an exclusive area to enjoy amazing dishes as well as interacting with other guests.

- Chaac Pool
- Sun Deck
- Grand Entry
- Juice & Organic Bar + Cowork
- Parking

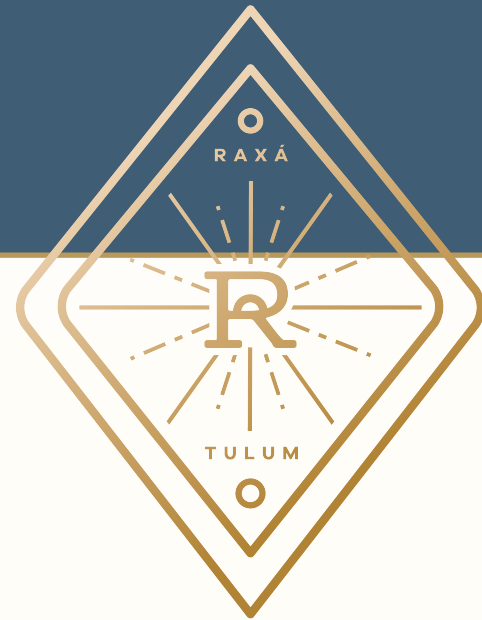


HAMACA SUITE

The perfect balance between luxury and comfort. This Master Suite stands out for having the most original and characteristic bed in RAXÁ, for an unparalleled rest and relaxation.

First Level Features

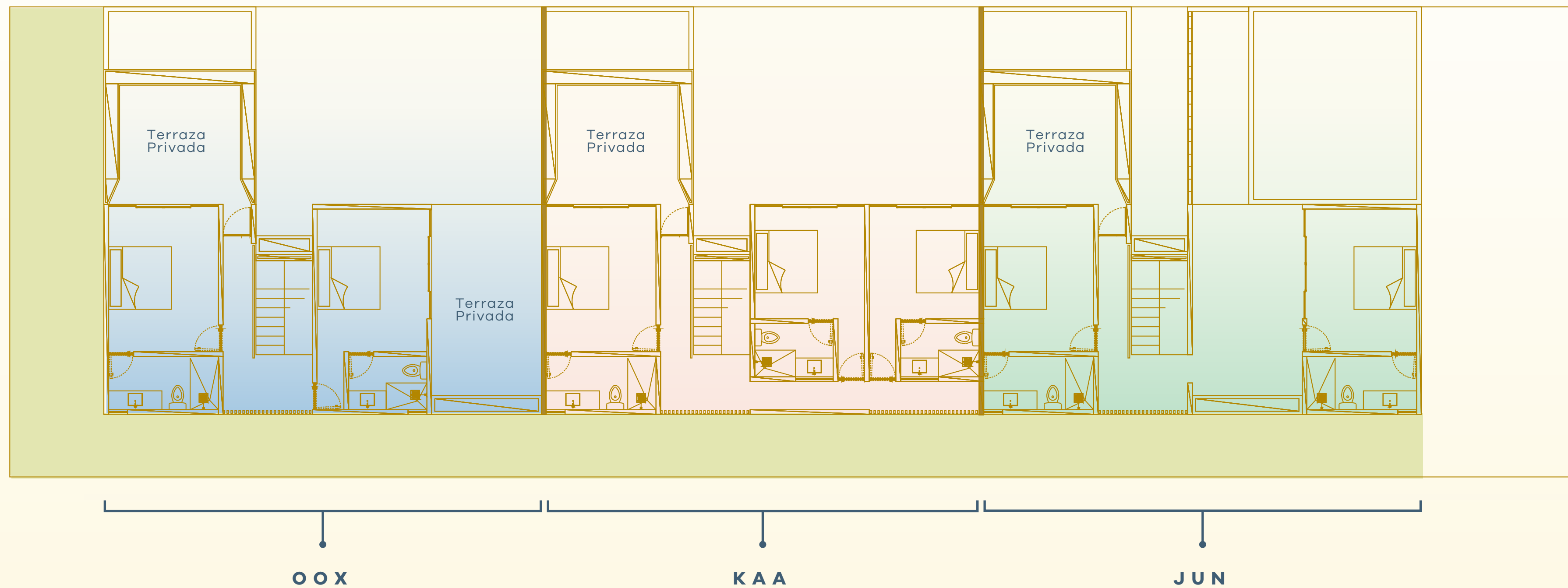
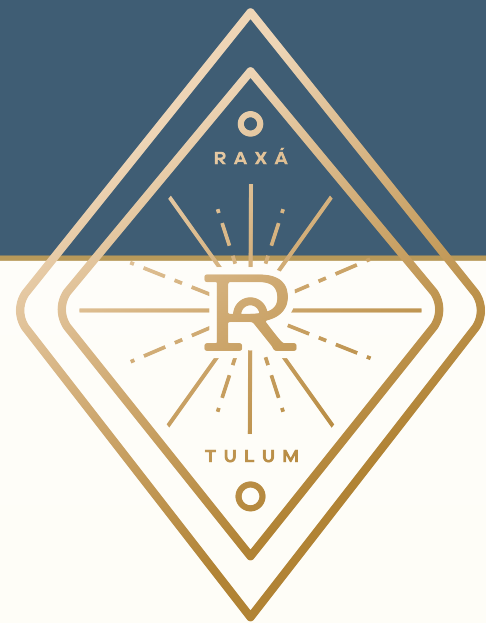
The first level of RAXÁ offers full "lock-off" bedrooms. Each hotel has a large terrace which is shared by the rooms.



CANCÚN - TULUM

Second Level Features

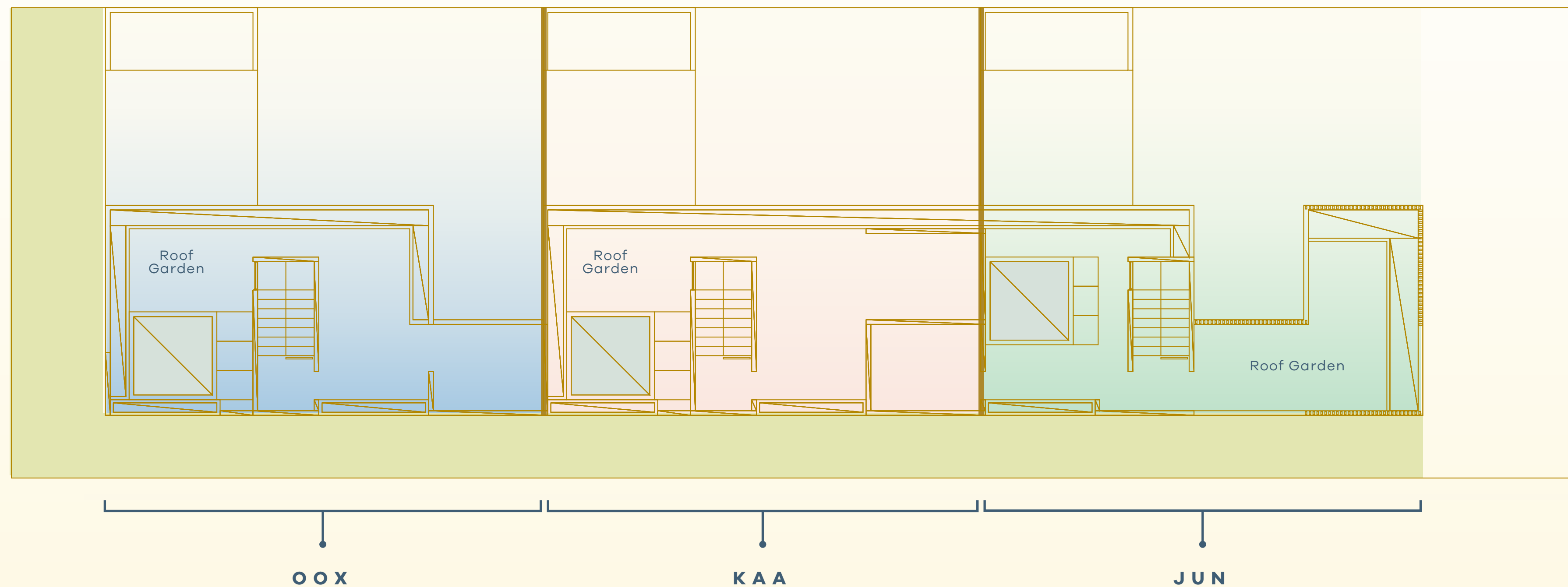
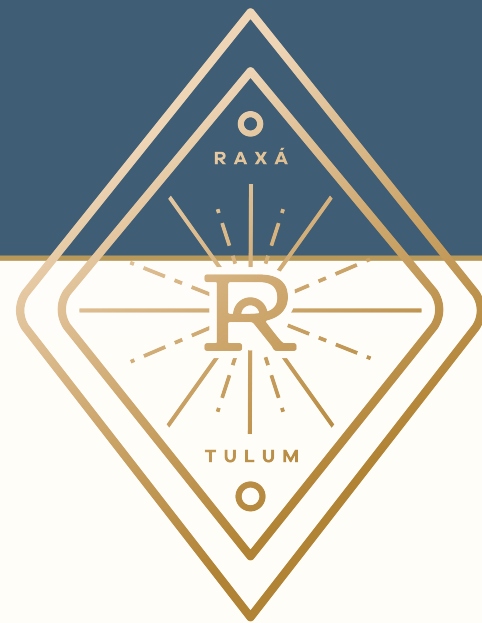
The rooms on the second level are spacious and functional proposals that give panoramic views through private terraces. All comforts are available under the “lock-off” concept of each bedroom.



CANCÚN - TULUM

Rooftop features

Each hotel has a designated Rooftop with a hand crafted Jacuzzi and enough space for a Roof Garden or Fire Pit. The KAA and JUN rooftops have the possibility to be merged as one to increase the space and become a Sky Bar, while the OOX rooftop remains isolated and private.



ROOFTOP

The place to be for the best gatherings and even for spending some alone or couple time in the hand crafted jacuzzi, preparing the explorer in you for the next adventure.

Imágenes ilustrativas, sujetas a cambios sin previo aviso.



TROPICAL SETTING

Beauty in the gardens and walls of **RAXÁ**, thanks to its lush tropical vegetation framed design.

JUICE & ORGANIC BAR + COWORK

A culinary option within RAXÁ; a meeting space that serves as a co-working space and as a creative kitchen for gourmand visitors.

Juice Bar during mornings, to prepare an elixir that provides energy. **Organic Bar** in the afternoon for any craving and/or liquid libation in a relaxed yet hip ambiance.

CHAAC POOL

Alluding to the Mayan deity, this body of water connects each of the 3 hotels, creating a union between the expressions of RAXÁ.

A pool with exclusive design that accentuates a lifestyle with tropical vibes. Where guests will spend pleasant and refreshing evenings, creating unforgettable moments.





Tropical Meets Luxury

RAXÁ offers a variety of landscapes to discover. A modern architecture along with rustic details, provides the best experience in this paradise.

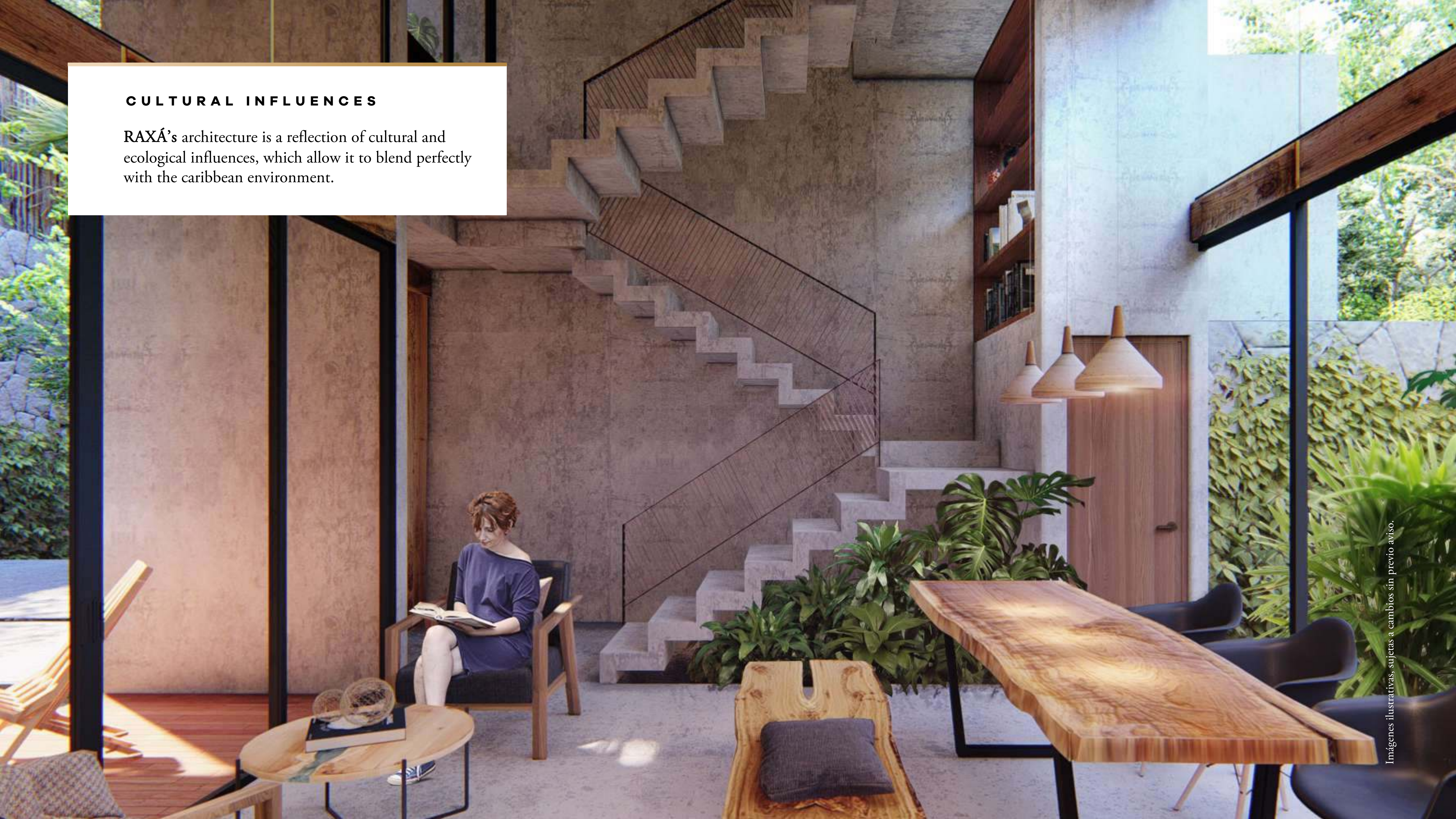
Its perfect design with interesting volumes and open spaces result in the most beautiful fusion between textures and nature, as well as an extraordinary and unique architectural game of light and shadow.



Imágenes ilustrativas, sujetas a cambios sin previo aviso.

CULTURAL INFLUENCES

RAXÁ's architecture is a reflection of cultural and ecological influences, which allow it to blend perfectly with the caribbean environment.



HANDCRAFTED INTEGRATION

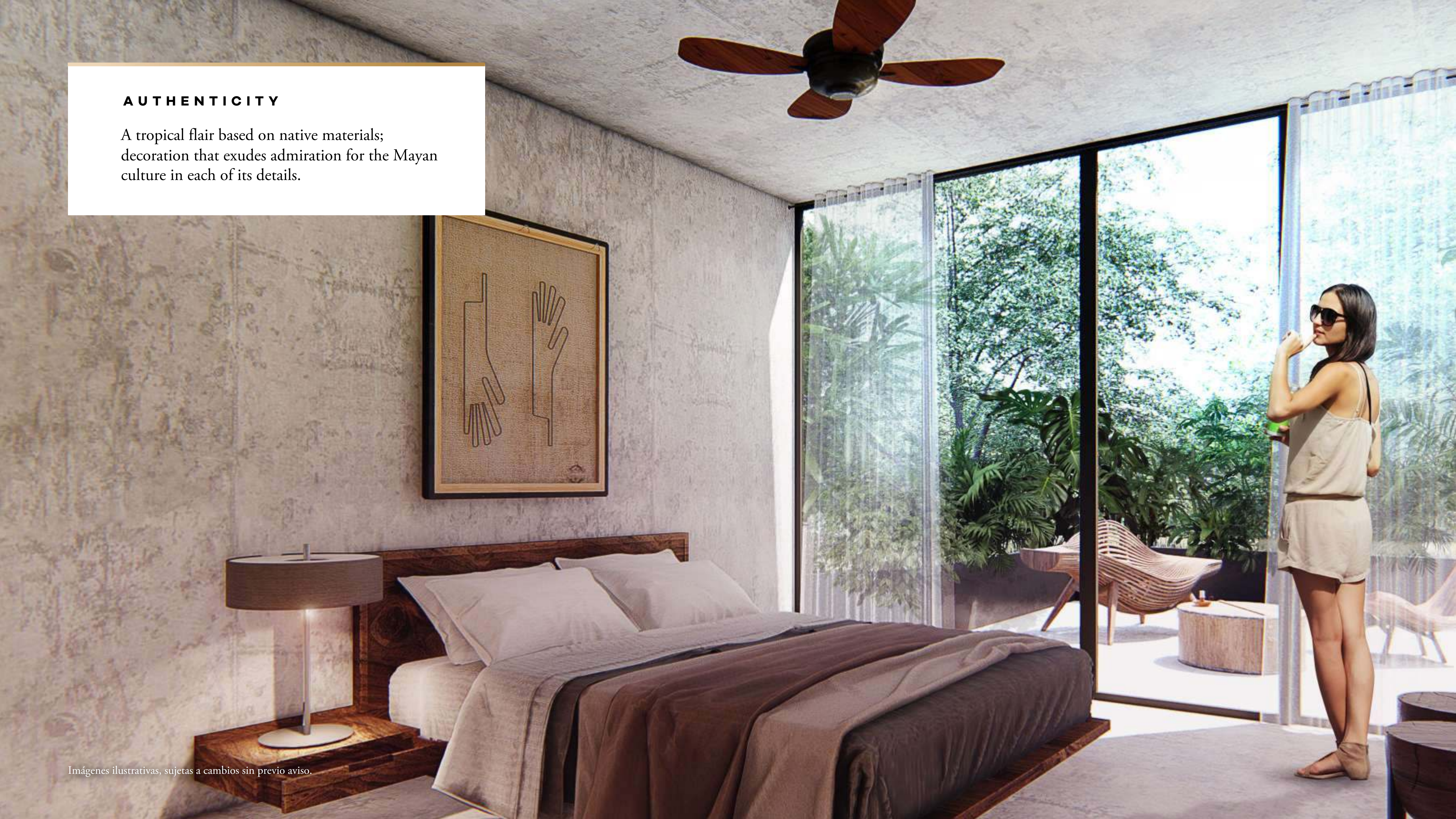
RAXÁ irradiates respect for the paradisiacal environment where it is located, through sustainable design and handmade furniture, created by the same inhabitants of Tulum.

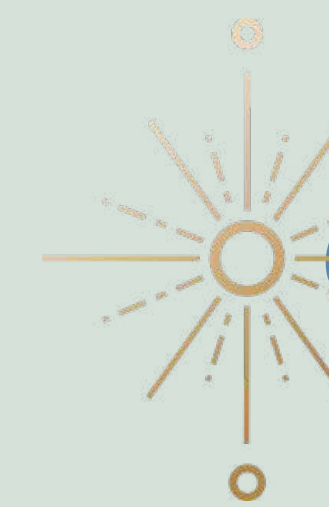
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AUTHENTICITY

A tropical flair based on native materials;
decoration that exudes admiration for the Mayan
culture in each of its details.

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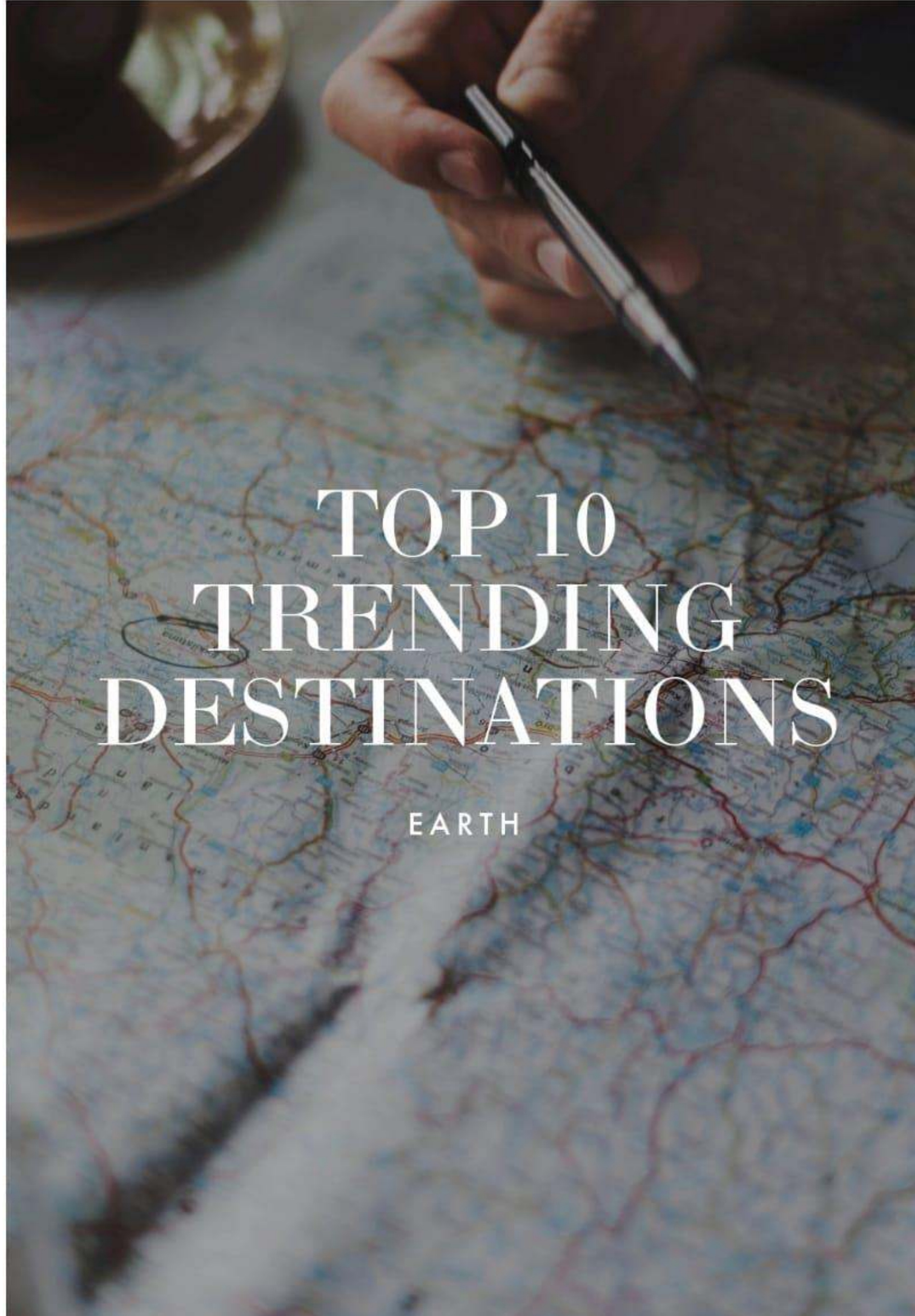




Caribbean Oasis

The natural and cultural elements that inspired the design and vision of this small oasis, turn it into another tourist attraction in Tulum. In **RAXÁ** harmony and authentic Mayan culture are preserved, inspiring to live a truly natural life, to live and re live experiences in the most authentic way.

This new hotel concept in Tulum, will bring any stay into a new level of comfort, style and satisfaction.



1. TULUM, MEXICO

"Tulum is one of those tropical places where you feel like magic exists. The vivid blue water in the Cenotes, the ancient ruins in jungle, and the white sand beaches make it feel like a dream. The people are humble and the infrastructure is limited, which brings you back to the basics of good food and great conversation with the locals and people you came with. Oh and let's not forget, they love their tequila..." - Charly Jordan of [@charlyjordan](#) (1M)

Rental Growth



Awake to
a Sound
Investment



1,661 m²

\$3,200,000 USD

VACATION RENTAL (Airbnb, HomeAway, etc)

YEAR ROOMS	7,655
ADR	\$117.8
AVERAGE OCCUPATION	56%
INCOME (YR 1)	\$577,641
OPERATING COSTS (20%)	\$104,488
NOI (EBIT)	\$473,152
RETURN IN YEARS	6.8
IRR	2.5%
ROI	14.8%
CAP RATE	18.1%
EQUITY (YR 7)	\$6,166,201 (193%)

HOTEL

YEAR ROOMS	7,655
ADR	\$117.8
AVERAGE OCCUPATION	80%
INCOME (YR 1)	\$777,243
OPERATING COSTS (35%)	\$252,715
NOI (EBIT)	\$524,528
RETURN IN YEARS	6.1
IRR	12.8%
ROI	16.4%
CAP RATE	24.3%
EQUITY (YR 5)	\$5,385,799 (168%)