

TRAVEL AND HOSPITALITY

## Belmond reopens Maroma Hotel after major renovation

August 9, 2023



*Situated in Cancun and steeped in culture, the brand's newly-transformed resort houses the Maroma Spa by Guerlain, a maison first in North America. Image credit: Belmond/ARR*

By LUXURY DAILY NEWS SERVICE

LVMH-owned hospitality group Belmond is bringing its amenities back to the shores of Mexico.

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A renovation project led by London-based Tara Bernerd & Partners culminates as a 72-room property reopens its doors in Riviera Maya this month. Updates to Maroma, a Belmond Hotel stay true to the surrounding region's roots, presenting guests with local culinary flavors, handcrafted interior accents and luxury personal care perks, among a running list of top-tier amenities.

Maroma, a Belmond Hotel

Amid suites and villas stand many homages to Mexican heritage, as designs prioritize personal touches.

Handwoven textiles from Oaxaca, tiles from Guadalajara and traditional Yucatan doors are all listed as part of key detailing. Meanwhile, an estimated 80 percent of the furnishings found throughout the property are handcrafted in Mexico.

Over 700,000 Jalisco clay tiles placed throughout guest rooms feature hand-painted accents completed by ceramist Jos No Suro.

Between the jungle and the wide-open sea, experience the new pulse of Maroma, A Belmond Hotel reopening today.

Discover the beating heart of the Riviera Maya: <https://t.co/d3oKc5bH96>

[#TheArtOfBelmond#Mexico](https://twitter.com/9fQik82vGM) [pic.twitter.com/9fQik82vGM](https://twitter.com/9fQik82vGM)

Belmond (@belmond) [August 3, 2023](#)

The sustainably-minded collection also holds authentic cuisine at its core. First, Belmond partnered with a Michelin-star Australian chef on the debut of a namesake establishment.

Woodend by Curtis Stone serves dishes such as shrimp, oysters and fish, "plus a selection of plant-based dishes," each inspired by local ingredients sourced with the Yucatán Peninsula in mind.

Casa Mayor, the hotel's second selection, is headed up by Mexican-born Executive Chef Daniel Camacho, and, according to the company, centers the country's rich culinary diversity, while Bambuco and Freddy's Bar both meet guests beachside as options such as seasonal herbal drinks, a raw menu and cocktails are offered aside tropical palm trees and ocean views.

Finally, situated in Cancun and steeped in culture, the brand's newly-transformed resort houses the Maroma Spa by Guerlain, continuing an existing collaboration between Belmond and the French beauty brand.

### Authentically Artisan

The redesign of Maroma, a Belmond Hotel was championed by Mexican artisans and rooted in the history of this land to create a space of enchanting natural refinement.

Discover more here: <https://t.co/d3oKc5bH96>

[#TheArtOfBelmond#Mexico](https://twitter.com/ZrDPgUiQvc) [pic.twitter.com/ZrDPgUiQvc](https://twitter.com/ZrDPgUiQvc)

Belmond (@belmond) August 4, 2023

The holistic wellness retreat, a first from the maison to Latin America, performs nature-focused treatments and experiential wellness practices in a biophilic atmosphere. A Bee Healing Ritual, for instance, uses Guerlain's honey-concocted Abeille Royale collection to bestow bliss upon peace seekers.

Belmond's main attraction tracks considering HNWI are over-indexing as far as sector spending is concerned, collectively shelling out \$200 billion on related products and services annually (see story).