



ENCANTADA  
TULUM

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## THE STORY

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With its rich history and distinctive charm, Encantada stands as one of the first houses along the coastline of Tulum to be transformed into a luxury boutique hotel, making it one of the original and iconic properties in the area.

The name itself whispers of enchantment and captivates the hearts of all who seek a romantic escape, as the property offers a haven of tranquility and seclusion.

Acquired by Namron Hospitality in 2016, the hotel has preserved its authentic essence while being elevated into a luxury boutique experience.





## THE PROPERTY

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### PRIVATE PARADISE

A true boutique hotel, Encantada Tulum is comprised of just eight rooms nestled on a quiet strip of Tulum Beach, offering stunning views of the Caribbean Sea and jungle gardens. Designed for travelers who seek understated luxury, the architecture and decor of this hotel reflect the region's essence, with traditional thatched roofs, tropical woods, and billowing linen bed canopies. In stark contrast to the traditional hotel model, the dedicated staff at Encantada invest in even the smallest details, forging strong bonds with returning guests who consider the property their 'home.'

Encantada Tulum warmly invites you to leave it all behind and enter a private paradise that captures the natural beauty and sensuality that this coastal beach town was designed for.



## TULUM

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*“People don’t just vacation in Tulum – they embark on personal journeys there.”*

– REBECCA MISNER  
Condé Nast lifestyle Editor

Tulum is the kind of place you can rise with the sun, have your choice of yoga by the sea, bike to the ruins, relax in the shade, and float in the ocean all day before heading off to a sound healing or cacao ceremony. Then end the day with a jungle sunset with gypsy jazz cocktails before a candlelit dinner scented with copal.

There is something about Tulum that is truly magical, a palpable spirit of place enriched by its remarkable natural beauty.

Tulum is home to one of the most beautiful white sandy beaches in the world, the planet’s second-largest coral reef, and an extensive underground system of freshwater sacred cenote pools, all of which are home to sea turtles, jaguars, and ancient Mayan temples. A global tribe of dreamers, artists, healers, chefs, and entrepreneurs have united to create an endless array of soul-expanding, nurturing, transformative, fun, relaxing, and delicious happenings from dawn to dusk.





## DESIGN

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Encantada Tulum's decor pays homage to the masterful craftsmanship of the Mayan people, using locally-sourced materials to subtly enhance the beauty of our natural surroundings and your connection to them.

Our private rooms feature floor-to-ceiling sliding glass doors, walk-in showers, beautiful hardwood floors, and spacious wrap-around decks with stunning coastal views. At the end of a day spent outdoors, retreat to your king-sized bed dressed in heavenly white linens and relax in comfort with air conditioning, ceiling fans, and the refreshing ocean breeze. Enjoy the soothing ambiance of candlelight and allow our attentive staff to cater to your every need.



## SUSTAINABILITY

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### Inspiring the Conscious Traveler

No matter how exceptional our service or furnishings we realize that what truly makes Encantada Tulum special is our location. We are blessed to be located in one of the most bio-diverse and beautiful habitats in the world.

In gratitude and respect for our natural environment, sustainability is at the forefront of our culture and guest experience. Our spaces are designed to foster a connection between our guests and the beauty of their natural surroundings. We prohibit single-use plastics on our premises, compost our waste, recycle what we can, and source local ingredients for our restaurant. We also offer ecologically friendly toiletries, repellent, and reef-friendly sunscreen. In a commitment to protect and preserve the beauty of Tulum so that future residents and visitors can enjoy it, we ask all of our guests to sign our Tulum Pledge, a promise to mindfully leave Tulum even better than they found it.







## ROOMS

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Our spacious en-suite bedrooms are designed to ensure total relaxation by day and night.

Encantada is equipped with the following features:

- Daily complimentary breakfast
- Daily housekeeping
- King-size beds
- Private bathrooms with all-natural toiletries
- In-room safe
- Hairdryer
- Beach towels provided
- 24-hour air conditioning
- 24-hour concierge service
- Restaurant & beach service
- Full-service SPA
- WiFi access
- Parking facilities
- Bicycles for guest use

## BEACHFRONT UPPER ROOM

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The Beachfront Upper Rooms located on the second-floor offer unobstructed 180-degree ocean views from our floor-to-ceiling sliding glass doors and a large wrap-around private deck. Gaze at the ocean from the comfort of your king-sized bed housed under beautiful thatched roof ceilings in a traditional Mayan style.





## BEACHFRONT LOWER ROOM

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Located on the first floor, our Beachfront Lower Rooms are perched atop white sand dunes, just steps away from the beach. Enjoy panoramic ocean views from within your room or from the comfort of your large personal patio.

## OCEAN VIEW ROOMS

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Our unique second-floor Oceanview Rooms make you feel as though you're living in a luxury treehouse. Enjoy the sea breeze from your large deck and panoramic sea views from under natural thatched roofs.

## GARDEN VIEW ROOMS

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Our Garden View Rooms, located on the ground floor, overlook lush jungle gardens steps away from the beach. Enjoy peaceful green views, abundant natural light, and the sound of birds singing from your wrap-around patio. Enjoy a book or a shady nap from your palm tree-hung hammock just off the patio.







## OUR PRIVATE BEACH

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### Our Private Beach

When it comes to relaxation at Encantada Tulum, the ultimate destination is our pristine strip of private beach, exclusively enjoyed by Encantada guests. Awaken to the invigorating scent of the ocean breeze, lounge under our beach palapas throughout the day while savoring the finest local flavors, and indulge in stargazing at night.

Experience a serene atmosphere, ensuring a truly personal beach experience throughout your stay.



## EXPERIENCES

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Providing meaningful experiences for our guests and the occasional pampering is paramount to our vision of impeccable service. Here at Encantada, we custom design and curate a selection of experiences for the body, mind, and soul. Guests can choose from a variety of adventures, classes, SPA treatments, and ceremonies such as a healing mud ceremony, restorative verberna massage, or Sian Ka'an Safari, just to name a few.

### Experience Spotlight - Mud Ceremony

The renowned Mud Ceremony Ritual led by Rosana Ortube helps guests rejoin their spirit to the natural energy of the earth, as they detoxify the body with volcanic mud, and engage in a sensorial experience to connect with inner harmony and outward joy.

[SEE OUR EXPERIENCE MENU HERE](#)

### Massage & SPA Services

Experience our unique treatments at La Valise SPA, our sister property dedicated to individualized experiences that rejuvenate your body, mind, and soul. Immerse in a sensorial journey with Mayan-inspired treatments using natural ingredients and superfoods.

For ultimate relaxation, our on-site SPA treatments are available in the hotel or within the comfort of your suite. Customize your wellness experience with our personalized SPA programming.

[SEE OUR SPA MENU HERE](#)





## OUR RESTAURANTS

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### Encantada in House Dining

Indulge in the flavors of modern Mexican cuisine with a touch of local inspiration at our in-house restaurant. Whether you're relaxing on your deck or lounging on the beach chair, our menu offers something for every mood throughout the day. Experience the freshness of local ingredients and treat yourself to the vibrant taste of fresh ceviches paired with our signature chia-mezcal cocktail.

### Los Bowls de Guadalupe - Coffee & Juices, Breakfast, Healthy Lunch, Snacks

Nestled within a stylish roadside shack next to NEST, Los Bowls de Guadalupe offers healthy delicious, organic bites, smoothies, and bowls, all perfect for a refreshing snack or a meal.

### NÜ Tulum - Local Vibrant Flavors

Alchemizing diverse and rare ingredients from the Caribbean Sea and Mayan jungle, NÜ Tulum creates vibrant local cuisine. Led by Chef Luis Aguilar, its team is deeply committed to sourcing the freshest ingredients, preserving sustainable methods of cooking, and continuously innovating flavor creations, earning NÜ recognition as one of the five best restaurants in Yucatan by Travel + Leisure. Our impressive jungle setting also houses a lush garden accommodating the finest curation of live music, art, and cultural gatherings in Tulum.

[VISIT OUR MENU HERE](#)



## RESTAURANTER & HOTELIER YVES NAMAN

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Yves Naman's tireless imagination and passion for travel inspired him to create the ultimate boutique hotel experience. Today he is the founder and CEO of Namron, a hospitality group reinventing authentic travel and dining experiences in coveted destinations in Mexico with artful decor, luxury amenities, and genuine service that leaves no detail unturned. He also ignited a grassroots movement to inspire conscious low-impact travel called the Tulum Pledge. A serial entrepreneur, he is also the founder and investor in various ventures. For him, the best part of being a hotelier is sharing travel experiences with his wife Wendy, daughter Naomi and son Aaron.



## MEDIA SUMMARY / STATS



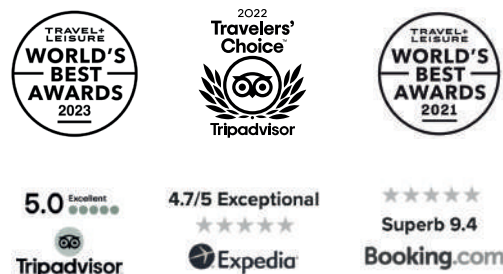
+10K Followers  
100-500 likes per image

Since its opening, Encantada has become one of Tulum’s favorite hotels for its authenticity and family spirit, maintaining a loyal clientele looking for a private paradise retreat. Uniting luxury and coziness in perfect harmony, Encantada Tulum has become a unique boutique hotel with the utmost tranquility. It has been featured in Huffington Post, Elle Decor, Travel Mag, GQ, and other curated blogs and travel magazines.

As seen in...



Recognized by...





## ABOUT NAMRON HOSPITALITY GROUP

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Namron Hospitality is a unique collection of exclusively designed boutique hotels and restaurants, where the art of hospitality seamlessly merges with the essence of luxury. Our boutique hotels serve as sanctuaries, embracing privacy and laid-back luxury, inviting guests to embark on journeys of relaxation, exploration, and wonder. Each property epitomizes the quintessential boutique experience, characterized by genuine hospitality, offering the highest level of personalized service.

As a collective, we curate enriching experiences and amenities for the body, mind, and soul, transcending the ordinary offerings of small hotels. Our team comprises a collective of creative minds with a vision for elevating hospitality to a new level of intentionality.

Our restaurants, an integral part of this immersive experience, offer a distinctive and sustainable culinary journey. We prioritize the use of the freshest and locally sourced ingredients, carefully crafting exceptional dishes that celebrate the art of dining. Sustainability is at the core of our practices, as we strive to inspire intentional travel, one guest at a time.

## PRESS CONTACT

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For more information about Encantada, or to speak with a press contact from the property, please contact: [press@namronhospitality.com](mailto:press@namronhospitality.com)

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