

IHG Hotels & Resorts Announces First All-Inclusive Kimpton Resort to Open in Riviera Maya in Early 2024

Boutique Hospitality Brand Expands its Offerings and its Presence in Mexico

SAN FRANCISCO (September 19, 2022) – Today, IHG Hotels & Resorts announces a new endeavor for its boutique pioneer brand Kimpton Hotels & Restaurants with the signing of its first all-inclusive resort. Kimpton continues to innovate and grow beyond its original urban boutique hotel model to evolve the brand’s product offerings while maintaining its award-winning quality and trademark ethos. Together with the resort’s owner, Sunset World, and operator, Playa Hotels & Resorts, Kimpton Hacienda Tres Ríos Resort, Spa & Nature Park will bring the brand’s signature barefoot luxury and heartfelt care to the Riviera Maya’s Playa del Carmen in early 2024.



Originally opened in November 2008, Kimpton Hacienda Tres Ríos Resort, Spa & Nature Park will feature not only a rebrand of the award-winning, environmentally conscious resort but also an interior renovation of its 255 architecturally acclaimed guest rooms, suites and villas. Guests of the all-inclusive beachfront resort will enjoy want-for-nothing amenities and activities such as 11 unique culinary concepts, five swimming pools, private beach access, a world-class spa, fitness center and several family-friendly facilities ranging from a Kids Club to water sports. For those looking to meet or celebrate beachside, the resort also will house a total of 26,200 square feet of meetings and events space across 12 rooms.

“This development is testament to Kimpton’s continued growth and broad resonance,” said Kimpton CEO Mike DeFrino. “We couldn’t have found better partners than Sunset World and Playa Hotels & Resorts to bring our first all-inclusive resort to life, and believe our special brand of boutique hospitality will translate perfectly in this renowned part of Mexico.”

Located in the heart of Riviera Maya in Mexico’s Yucatan Peninsula, Kimpton Hacienda Tres Ríos will fully embrace its namesake thanks to the three freshwater rivers that flow through the Tres Ríos Nature Park’s 326 acres of well-preserved tropical forest. Throughout the resort and nature park, guests can explore 10 cenotes and discover more than 90 species of animals and 120 species of plants. As one of the area’s privately owned natural treasures, Tres Ríos is governed by strict environmental regulations for sustainable tourism.

Striking the delicate balance between luxurious amenities and environmental conservation, Kimpton Hacienda Tres Ríos will appeal to both IHG One Rewards members and curious tourists looking for a one-of-a-kind all-inclusive experience. All guests can unwind on the resort’s peaceful beaches and explore the stunning grounds, whether through swimming, snorkeling or kayaking via guided tours of the mangrove forests. Those looking to take in Riviera Maya and Playa del Carmen beyond the resort can discover further culture and adventure within the area’s Mayan ruins, golf courses, shops, restaurants and entertainment venues

“We are thrilled to join this venture with Playa Hotels & Resorts and Kimpton Hotels,” said Sunset World Vice President of New Development and Board Member Daniel Arroyo. “With 30 years in the hotel industry, we know that one must continue to reinvent our business. We are confident that this new venture will provide new and unique experiences to our guests.”

The leading operator in the Mexican all-inclusive industry, Playa Hotels & Resorts currently manages more than 10 hotels in Mexico. As the only company managing all-inclusive hotels for multiple brands, they’ve successfully assisted with developing well-known brands such as Hyatt Zilara, Hyatt Ziva, and Wyndham Alltra. The Hacienda Tres Ríos marks Playa’s first resort with Kimpton.

“Playa is delighted to partner with IHG Hotels & Resorts on the first ever Kimpton all-inclusive,” said Fernando Mulet, Executive

Vice President and Chief Investment Officer of Playa Hotels & Resorts. “With Kimpton’s vision and our proven execution, this new all-inclusive high-end boutique brand is a welcomed addition to our portfolio of resorts. We are equally grateful for the confidence of Sunset World in allowing us to reposition and manage their environmentally responsible luxury resort.”

While marking the first all-inclusive for the brand, Kimpton Hacienda Tres Ríos will join the 72-room Kimpton Aluna Hotel as Kimpton’s second property in Riviera Maya. The Kimpton brand continues to grow in the Americas and internationally, with more than 25 Kimpton hotels across 20 new global destinations, including Mexico City, Roatan, Bali and Shanghai, scheduled to open in the next three to five years. To learn more about Kimpton Hacienda Tres Ríos Resort, Spa & Nature Park, visit <https://www.ihg.com/kimptonhotels/content/us/en/stay/boutique-hotels-in-playa-del-carmen>.

ABOUT KIMPTON HOTELS & RESTAURANTS

San Francisco-based Kimpton Hotels & Restaurants, part of IHG Hotels & Resorts’ Luxury & Lifestyle Collection, is the original boutique hotel company, which pioneered the concept of unique, distinctive, design-forward hotels in the United States in 1981. Anchored in one-of-a-kind experiences, Kimpton now operates more than 60 hotels and 75 restaurants, bars and lounges across urban locations, resort destinations and up-and-coming markets in the United States, Canada, Europe, Caribbean and Greater China. Kimpton spaces and experiences center on its guests, offering inspiring design to forward-thinking flavors that feed the soul. Every detail is thoughtfully curated and artfully delivered, so that guest experiences remain meaningful, unscripted and ridiculously personal. For more information, visit www.KimptonHotels.com.

ABOUT SUNSET WORLD GROUP

Sunset World Group is a Mexican family business founded by some of the pioneers of Cancun who helped turn it into the most sought-after tourist destination worldwide. Sunset World Group has more than 30 years of experience in the hospitality industry and a sincere passion for environmental conservation, which is why it implemented an Energy Efficiency Program by substituting supply technologies in its six hotels in Cancun and The Riviera Maya. In addition, as of February 2020, all Sunset World hotels are supplied with clean and renewable energy produced at Mexican wind farms and geothermal plants, which has considerably reduced the company’s carbon footprint. The activity and gastronomy programs in all six hotels were recently updated and expanded for the enjoyment of all family members, since Sunset World Group always focuses on providing the best vacation experiences for its members and guests.

ABOUT PLAYA HOTELS & RESORTS N.V.

Playa Hotels & Resorts N.V. (NASDAQ: PLYA, “Playa”) is a leading owner, operator and developer of all-inclusive resorts in prime beachfront locations in Mexico, Jamaica and the Dominican Republic. Playa currently owns and/or manages a total portfolio consisting of 23 resorts (8,595 rooms) under the following brands: Hyatt Zilara, Hyatt Ziva, Hilton All-Inclusive, Tapestry Collection by Hilton, Wyndham Alltra, Jewel Resorts and The Luxury Collection. Playa leverages years of all-inclusive resort operating expertise and relationships with globally recognized hospitality brands to provide a best-in-class experience and exceptional value to guests, while building a direct relationship to improve customer acquisition cost and drive repeat business. For more information, please visit www.playaresorts.com.

Media Contacts:

Allison+Partners for Kimpton

Julia Shapiro / Kimpton@allisonpr.com

Kimpton Hotels & Restaurants

Kristin Huxta Bradley / kristin.bradley@kimptonhotels.com

For further information: Media Contacts: Allison+Partners for Kimpton, Julia Shapiro / Kimpton@allisonpr.com; Kimpton Hotels & Restaurants, Kristin Huxta Bradley / kristin.bradley@kimptonhotels.com

<https://investors.playaresorts.com/2022-09-19-IHG-Hotels-Resorts-Announces-First-All-Inclusive-Kimpton-Resort-to-Open-in-Riviera-Maya-in-Early-2024>