

# ZONA Z BOUTIQUE HOTEL

## Where Chic Meets Chill in Puerto Vallarta

Add a little In the heart of Puerto Vallarta, where the sun-soaked beaches meet the vibrant streets, Zona Z Boutique Hotel is a testament to the perfect blend of love, professionalism, and a bohemian chill. Siggy is the spirited hotel expert, while his partner in crime, Mark, exudes a calm expertise honed in the world of wellness.

During our interview, the question echoed, "What makes Zona Z different from any other place in Puerto Vallarta?" Their response, delivered with a shared glance and a hint of humor, encapsulates their ethos: "It's our staff and the quaint and unique setting."

Zona Z is more than a boutique hotel; it's a curated experience where love meets professionalism. The intricate dance between Siggy's flair and can-do attitude and Mark's calm expertise creates an atmosphere that's as inviting as it is professionally executed.

Step into Zona Z, and you'll find a balance – a carefully crafted mix of chic aesthetics and a relaxed vibe. This is not just a place to stay; it's a haven where Puerto Vallarta's spirit is captured and celebrated. Join us as we explore the chic and chill world of Zona Z, where love and professionalism coalesce into something extraordinary.

of body text

BY MORY THOMAS



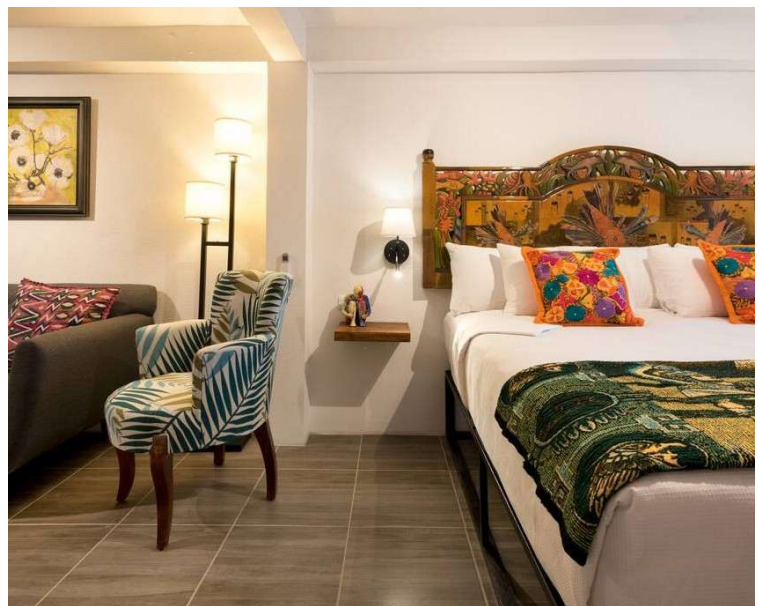


## Meet the Dynamic Duo: Siggy Brunnacker and Mark Andrews

If you haven't had the pleasure of meeting Siggy Brunnacker and Mark Andrews, you should make it a point to get to know them. Not only are they two of Vallarta's sweetest guys, but they each have a wealth of information on living and doing business here, and their kindness and generosity in sharing it are an excellent reminder to us all.



**Sig** (as friends call him) spent his early years at American Express Travel in the northeast, giving him unique insights that led him to head up Hyatt Hotel's Florida region for sales and marketing. He had a dream and strategy to own a property near a beach one day, which made him seek a job at the Victor Boutique Hotel in South Beach, where he honed his skills in all aspects of the business. Their dog Sparky is also part of the hospitality team.



**Mark** grew up taking part in family food businesses and for the airlines, where he learned the value of connecting with people through his smile and humor while behind the counter. As a young athlete, Mark witnessed firsthand the value of chiropractic care for his college team. This caused him to launch a new career path in healthcare, becoming NBCE board-certified for Level I physiotherapy. He's opened spas in Antigua and others, leading him to where he is today. Chiropractic care, for him, is more about wellness and maintenance vs. your standard chiro "snap, crackle, and pop" within a couple of minutes before they rush you out the door. More on this later.





## THE “NON-POWER COUPLE” BEHIND ZONA Z

When we implied they were a local power couple, practically in unison, they both cringed and emphatically said, “No way!” Their power is about staying under the radar, not in the streets or bars. If you see them around town, you will find them dining (often in large groups) because they love to show off new and favorite establishments to visiting friends and family. There are occasional weekend beach days. Only if business squared away, that is. They are consummate professionals who understand the value of hands-on ownership.

They have five stars on Trip Advisor to show for it!



And Zona Z Boutique Hotel is ranked #1 out of 34 hotels in Puerto Vallarta. It's a testament to their love for each other and what they have created here.



**Mural by:** Misael Ivan Lopez

Book Your Next Holiday at





# Love and Business:

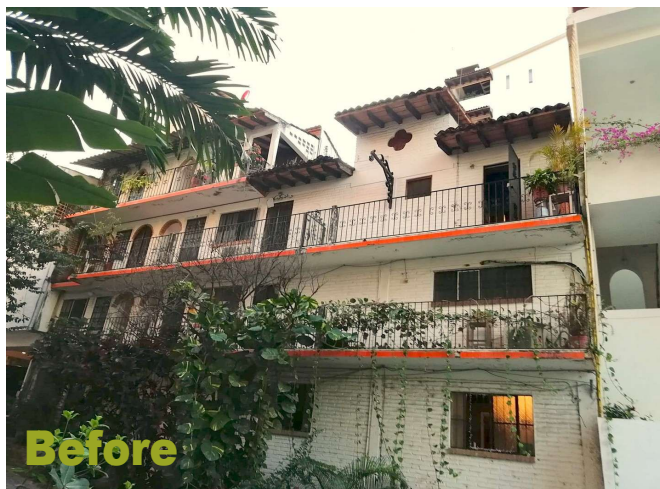
## A Match Made – Over Nachos

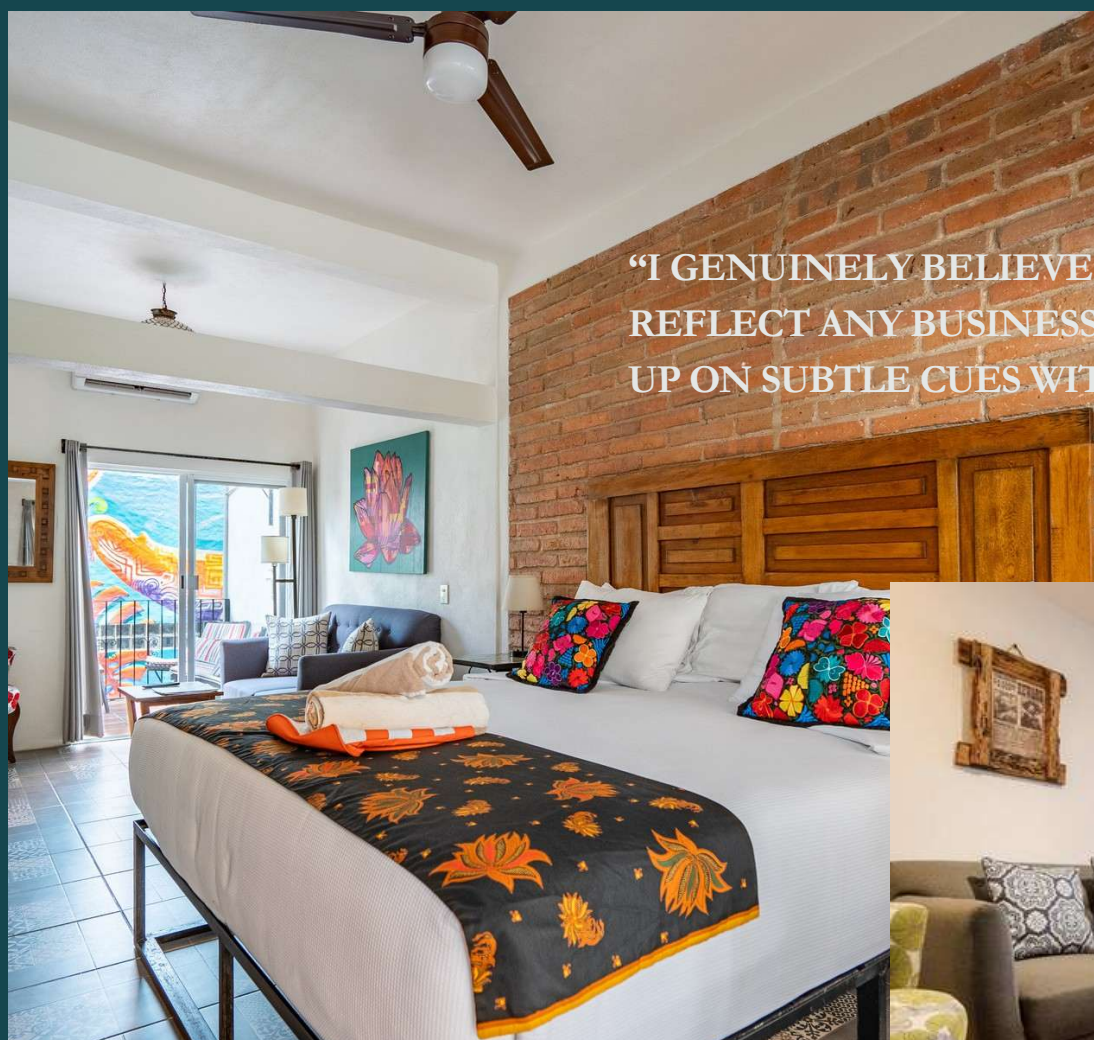
Around 2014, Siggý visited Puerto Vallarta, among other hot spots in Spain, France, and South America, shopping for a property to quench his thirst for change. His other requirements were gay-friendly cities, beaches, and a more extended tourist season. Since it was relatively easy to purchase a property in Mexico compared to other countries, he chose a single-family home with the bones for a Bed & Breakfast. He named it Palcico 199 (now Villa Lola) on Pulpito, just steps from his next big idea, Zona Z.

Mark and Sig met among mutual friends here in Puerto Vallarta. It happened on the beach, like so many others have. Yes, there were nachos involved too! If you can ask them the story, it is cute. Later in the same day, they randomly ran into each other not once but twice, and a mutual attraction turned into unexpected life changes for both of them. Mark lived in Toronto at the time, and as things got serious, it was clear a move to Canada for Siggý was out of the question. So — Siggý asked Mark when he was moving to Mexico.

Around the same time, Siggý became aware of a large apartment building for sale just steps away on Pino Suarez, so in early 2019, he sold Palcico 199 for a more prominent hotel. It was a property with a colorful past and lots of patina, needing extensive renovations of its 11 apartments. The goal was to keep the old town's charm while modernizing the accommodations. During this time, Mark moved south, asking only for a small room to practice chiropractic care somewhere in the hotel.

They opened the bookings in late 2019, and, you guessed it – COVID bamboozled their income for two years, like everyone else. However, the good news is they survived, and luckily, COVID brought them even closer together as they fought to keep their dream alive.





## Tell us about your relationship dynamics and how they influence the hotel's atmosphere.

Most folks can agree relationships are hard enough on their own. Pile on a business venture in a thriving, competitive beach town, and things get even more interesting. Siggy, true to German form, is the detail guy, setting everything and everyone in its place. He springs into action to make guests' experiences as flawless as possible in Mexico. Mark compliments Siggy and the business by adding softer touches. His laugh will make you smile, and his playful and genuine interactions put guests and wellness clients at ease. Siggy is the daredevil; anything is possible, while Mark operates with fluidity and an everything will be alright attitude. He's a man of little structure. However, he spends lots of time worrying about their guests and the experience they are having, how they are feeling, and how they are navigating all this city has to offer. You'll find a trail of Mark's comments and recommendations, and many clients and friends enthusiastically recommend his services on many of the local social media pages.



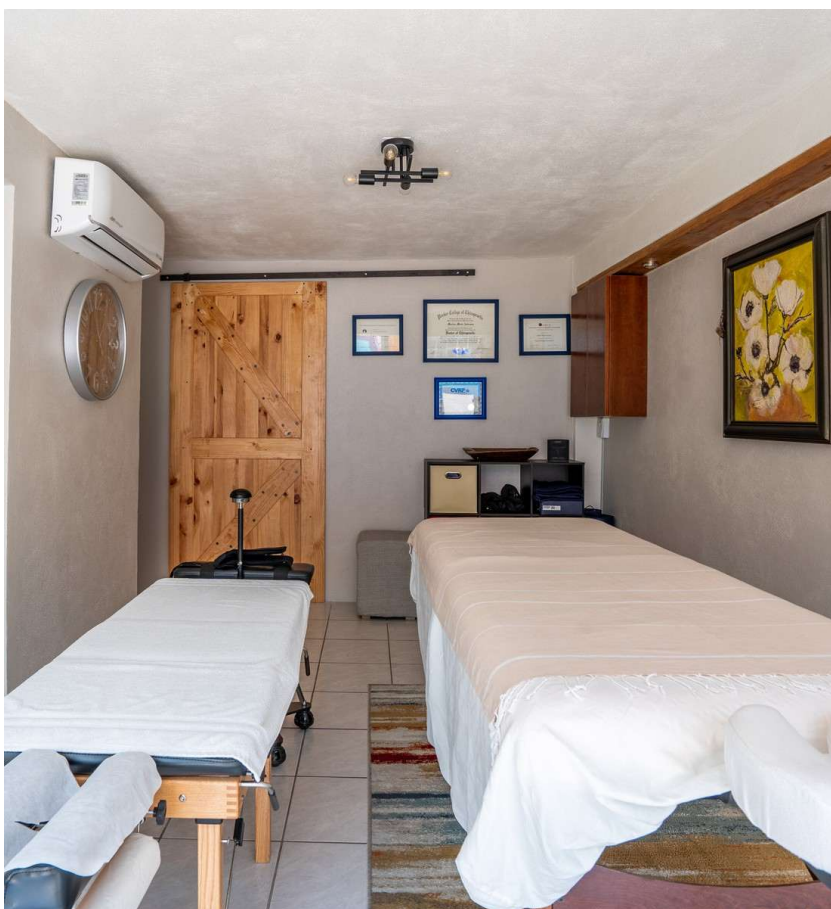
## Zona Z Wellness: More Than Just Massages

Dr. Andrews wants clients to feel they've been heard and treated, and he actively engages with his clients, offering a complete holistic approach.

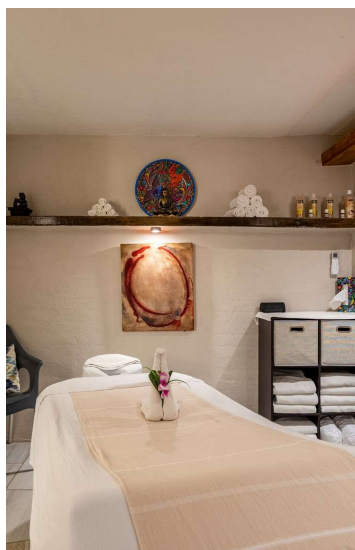
He has no issues with referring his clients to other doctors and acupuncturists, and he'll even shop online for the unique products he knows will further their treatment. I mean, who does this? In a city known for relaxation,

Dr. Andrews has crafted his unique methodology in chiropractic care called Chirogenix. His small one-room has expanded into a multi-room wellness center in early 2023. He's the only chiropractor in town offering methods incorporating three disciplines of holistic wellness care: chiropractic manipulation, therapeutic circulatory massage, and rehabilitation physiotherapy. His treatments are approximately 60 minutes and include massages, stretchings, CBD oils, and other options for your aches and pains.

Book your appointment with  
Dr. Andrews or other spa services



## The Zona Z Vibe: Chic, Quirky, and Unforgettable



The hotel is known for its prime location, central to the Romantic Zona and a few minutes to the sandy beaches near the Los Muertos pier. It's where authenticity meets expert hospitality execution. Their hidden courtyard gives guests a one-of-a-kind experience as all balconies look out to see all the colors of the Banderas Bay represented by local artists Misael Ivan Lopez, they commissioned to bring all the vibes of the bay into the communal area,

surrounding the pool with a colorful palette of iconic images. It's a chill, spontaneous meeting place for guests to mingle and relax. "I genuinely believe that reviews reflect any business, and you must pick up on subtle cues within them and address the topics you want to be known for. The recurring comments are always location, quietness, cleanliness, and professional hospitality services", says Siggy.