

# FACT SHEET

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PLAYA  VIVA



MICHELIN  
2024



# Overview

[Playa Viva](#) is a two MICHELIN Key regenerative Boutique Hotel “Where Your Vacation Meets Your Values™” dedicated to a triple-bottom-line that works to improve planet, people and profits. Guests can enjoy nearly a mile of private beach and 200 acres of nature reserve with an all-inclusive experience immersed in pristine Mexican wilderness. The hotel is situated at the base of the Sierra Madre Mountains on the Pacific Coast of Mexico, forty minutes from Zihuatanejo-Ixtapa International Airport (ZIH). Attaining B-Corp Certification in 2023, Playa Viva is a world-leading example of experiential travel that offers an authentic, regenerative experience honoring what is unique and promoting the potential of this part of paradise in Mexico. With a focus on wellness, action, adventure and excursions that promote what is unique about this place, our commitment to restore and regenerate the landscape and local communities creates a truly innovative and welcoming hospitality experience for guests.

## CORE VALUES

- Use Cleaner and More Abundant and Transparent – Energy, Water and Waste Streams
- Promote and Create Biodiversity
- Create Transformational Experiences
- Promote Meaningful Community
- Create a Living Legacy

## LOCATION

- Located on 200 acres of property
- 1.3km (almost a mile) of private beach
- 40-minute drive south from Zihuatanejo-Ixtapa International Airport (ZIH)

## OPENED

November 2009

## KEY TEAM MEMBERS

- David Leventhal, Operating Manager
- Julia García, Hotel Operations
- Amanda Harris, Permaculture and Farm Ops
- Kerry Skinner, Awareness, Brand and Culture

## CONTACT INFORMATION

Mexico

Carretera Zihuatanejo-Acapulco, Play Icacos, Juluchuca, Guerrero, Mexico

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# DESIGN

## DESIGN FACTS

Regenerative design concepts fusing traditional local craftsmanship with cutting-edge regenerative construction methods, utilizing materials grown on site to create a series of bamboo structures which hug the coastline. Initial design by [Regenesi Group](#) including regenerative project management lead by Bill Reed and regenerative architect Ayrie Cunliff. Second phase treehouse room expansion led by Nomadic Resorts with Olav Bruin as lead

## AWARDS

- MexBest 2025- Best Sustainability Program
- Two MICHELIN Keys 2024
- Premios Excelencias 2023- Latin America's Best Sustainable Boutique Hotel
- B-Corp Certified 2023- one of the worlds most highly rated hotels
- AHEAD Global Awards 2023: Winner- Lodges, Cabins and Tented Camps
- Sunset Travel Award 2022
- Dezeen Award 2022
- Treehouse- Featured on cover of Travel & Leisure- 2021 Global Impact Awards Issue

## ROOMS

- Total rooms: 20
- Capacity: 69 People

## ROOM TYPE / ALLOCATION

- 1 Infinity Casita: 4 people, 2 in king bed and 2 in twin beds
- 1 Tower Suite: 4 people, 2 in king bed and 2 in twin beds
- 1 Wing Treehouse: 4 people, 2 in king bed and 2 in twin beds
- 1 Manta Treehouse: 4 people, 2 in king bed and 2 in twin beds
- 3 Dune Treehouses: 4 people, 2 in king bed and 2 in twin beds
- 1 New Jet Treehouse: 4 people, 2 in king bed and 2 in twin beds
- 1 Original Treehouse: 2 people, 2 in King bed in perch, 1 twin bed for children
- 1 Private Casita: 4 people, 2 in King bed and 2 in Single/Trundle combination
- 3 King Casitas: 4 people, 2 in King bed and 2 in Single (King can separate to 4 singles)
- 3 Queen Casitas: 2 people, 2 in Queen bed (can fit added Single but crowded)
- 2 Deluxe Suites: 4 people, 2 in King bed and 2 in Single/Trundle combination
- 2 Studios: 2 people in Single beds which can be combined to make a King (bathroom downstairs). Note: Deluxe Suite and Studio can be combined to create 2 room suites ideal for larger families.

*Note: All king beds can be made into twin beds*



# Activities

Playa Viva has a combination of activities to fit a variety of ages, interests, and action/adventure levels. Our primary goal is to provide immersive experiences that are authentic and unique to our area.

## OFF-SITE ACTIVITIES

- Fishing & Marine Biology Adventure with Johnny. Beyond just a fishing experience this day trip provides insight into the life of local fisherman and marine biology with opportunities to snorkel, spot marine life and sample freshly caught fish while out on the water.
- Visit the Gutierrez family, our local chocolate and coffee grower in the Sierra Madre mountains. Share a homemade meal with the family. Experience the country life of rural Mexico.
- Snorkel and or scuba at a remote coral reef and witness magnificent aquatic life.
- Visit the local market and stroll along the waterfront to view the sites in Zihuatanejo. Visit the Eco Tianguis Sanka, where you can support local artisans and organic farmers.
- Experience a local indigenous purification ceremony in what is known as a Temazcal. Enter the handcrafted ceramic dome to sweat it out, set intentions, and connect with the earth and the fir
- Visit local surf spots appropriate for your skill level. Ride the waves that many travel from all over the world to experience.
- Head out with the Whales of Guerrero Scientists and track migrating humpbacks. Support conservation efforts, and enjoy witnessing these magnificent creatures

## ON-SITE ACTIVITIES

- Pool and beach-front
- Spa/Massage
- Turtle sanctuary
- Yoga
- Cooking classes
- Hiking trails

# Regenerative

Attaining B-Corp Certification in 2023, Playa Viva is built on the highest standards of environmental & social impact:

- 100% off-grid solar
- Locally and sustainably harvested building materials
- Farm-to-table program with on-site 20-acre permaculture farm providing 15-20% of our food stock, with the rest of our produce sourced from local small-scale producer partners
- Waste stream management with on-site composting
- Solar-thermal water heating
- Grey water system irrigates nearby gardens, blackwater processed with mini living systems
- Turtle sanctuary on site protecting endangered species

## RESIMAR

Born from Playa Viva's SEI program ReSiMar (Regenerating from Sierra to Mar) is an NGO dedicated to restoring the Juluchuca micro-watershed through regenerative, community-led conservation. Focused on five nodes: education, permaculture, water, marine conservation, and reforestation.

By addressing environmental degradation and fostering economic resilience, we are building a sustainable future for the people and ecosystems of the Juluchuca Watershed and acting as a necessary lab for systems change along Mexico's coasts.

[www.resimar.org](http://www.resimar.org)



# All-Inclusive

## OUR PHILOSOPHY

Our all-inclusive philosophy is based on allowing guests to immerse themselves in the luxury of nature and engage with our community all while not having to worry about hidden extras such as water and snacks. We believe this philosophy is paramount to the hotel's sense of place and is why time after time guests tell us that Playa Viva feels like their own, unique home on the wild Pacific Coast.

## INCLUDED

- Airport ground transport (to and from ZIH)
- All meals (including snacks)
- All beverages (except bar, blended drinks, smoothies and organic coconuts)
- Daily Yoga
- WiFi in Common Area
- Taxes
- Tip
- Donation to the Regenerative Trust (funds the ReSiMar Watershed Regeneration Program)

## NOT INCLUDED IN RATES

- Boutique Purchases
- Spa/Massage
- Excursions

## RATE RANGE

- \$320-\$745 per night. Room rates based on seasonality and per person in room.
- Seasons: Low, High (generally Nov to May) and Holiday (only includes weeks of Christmas and New Year)
- Room rates based on double occupancy, price goes down for single occupancy, additional fee for each adult (18 and over) or child (5-17) added to room. Infants (less than 5) are at no additional fee



# PLAYA VIVA

TO BOOK, CONTACT US AT:

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