



PUEBLO BONITO VANTAGE

SAN MIGUEL DE ALLENDE

Pueblo Bonito Vantage San Miguel de Allende Officially Unveils “Luxury Is Handmade” Concept Alongside Leading Figures from the Mexican Hospitality and Tourism Industries
Ernesto Coppel Kelly, founder of Grupo Pueblo Bonito, reaffirms confidence in Guanajuato as a world-class destination for investment, tourism, and opportunity creation

San Miguel de Allende (June 11, 2026) — Pueblo Bonito Vantage San Miguel de Allende officially opened its doors during an elegant evening that brought together leaders and distinguished figures from Mexico’s hospitality and tourism sectors. The celebration marked Grupo Pueblo Bonito’s first property in the Bajío region, further strengthening the area’s premium lodging offerings.

This landmark project reflects Grupo Pueblo Bonito’s confidence in Mexico and in Guanajuato’s potential as a tourism destination. With an investment of \$70 million USD, the development has generated 200 direct jobs and more than 1,200 indirect jobs, contributing to the region’s economic growth and benefiting local families, suppliers, contractors, service providers, and businesses.

The company’s first urban, European Plan (EP) hotel, Pueblo Bonito Vantage San Miguel de Allende was built in homage to the colonial city’s Spanish Baroque architecture. The 111-room property’s hacienda-style buildings showcase the elegance of contemporary Mexican design, with beautiful textiles, hand-crafted furniture, and exquisite details accenting every space. The richly appointed guest rooms, feature terraces with fine views of the city’s historic district or the hotel’s gardens. The upscale hotel unites local traditions with singular experiences, personalized service, and high-tech comforts.

In addition to superb dining at Casa Bistro and LaFrida, the V Rooftop Bar offers drinks, tapas and panoramic views of San Miguel’s storied skyline. This elegant venue is ideal for hosting weddings and groups. The hotel also boasts an executive boardroom, a large outdoor terrace and the Vantage Ballroom, capable of accommodating 250 persons.

The ribbon-cutting ceremony was attended by Grupo Pueblo Bonito founders Letty Coppel and Ernesto Coppel Kelly; José Luis Mogollón, Chairman of the Board of Directors of Grupo Pueblo Bonito; Hayley Coppel de Mogollón; Roberto Tussi, Chief Executive Officer of Grupo Pueblo Bonito; Claudia Cristina Villaseñor Aguilar, Secretary of Economy for the State of Guanajuato; Lupita Robles León, Secretary of Tourism and Identity for the State of Guanajuato; and Tania Castillo, Director of Economic Development and Tourism for the Municipality of San Miguel de Allende, representing the Municipal President.

“It is an honor to introduce Pueblo Bonito Vantage in a city as iconic as San Miguel de Allende. This project represents the culmination of experience, passion, and respect for our cultural roots,” said Letty Coppel.

Representing Governor Libia Dennise García Muñoz Ledo, Claudia Cristina Villaseñor, stated, “Major economic progress occurs when there is a shared vision among those who invest, those who undertake new ventures, and those who work every day to build prosperity. That vision is what brings us together tonight and validates the significance of this major investment and the importance of this new property.”

José Luis Mogollón, Chairman of the Board of Directors, commented, “‘Luxury Is Handmade’ comes to life as part of a renewed legacy: spaces conceived with excellence, artisanal sensibility, and a hospitality vision that honors our roots while elevating the travel experience.”

To conclude the ceremony, Ernesto Coppel Kelly shared his entrepreneurial journey and reflections on the business vision that inspired this project. “Pueblo Bonito Vantage San Miguel de Allende offers guests world-class facilities, personalized service, and thoughtfully curated experiences designed to connect them with the cultural, historical, and artistic essence of this extraordinary destination,” he said.

The celebration highlighted the group’s vision of delivering a luxury experience rooted in local identity. Guests enjoyed a culinary showcase representing the group’s restaurants, prepared by executive chefs from several Pueblo Bonito properties. The menu offered a journey through Sinaloan heritage, contemporary Baja cuisine, fine dining experiences, and creations from Dulce Corazón, reflecting the hotel’s commitment to quality, tradition, and innovation.

For more information, please visit www.pueblobonito.com.mx.

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About Pueblo Bonito Vantage

The luxury brand of Pueblo Bonito Golf & Spa Resorts, Pueblo Bonito Vantage caters to sophisticated and discerning travelers seeking elevated service, exceptional design, and unique experiences. Pueblo Bonito Vantage delivers a refined hospitality experience featuring luxury accommodations, spacious suites, enhanced amenities, impeccable Vantage Host service, and authentic local experiences.

About Pueblo Bonito Golf & Spa Resorts

Pueblo Bonito Golf & Spa Resorts features a collection of award-winning properties in Cabo San Lucas and Mazatlán, primarily operating under a luxury all-inclusive model. Each property offers its own distinctive personality, design, and atmosphere, while sharing an unwavering commitment to quality and exceptional service.

In Cabo San Lucas, Pueblo Bonito Pacífica Golf & Spa Resort, an adults-only property, provides the ideal setting for a romantic getaway, while Pueblo Bonito Sunset Beach Golf & Spa Resort, with its spacious ocean-view suites, is perfect for families. Pueblo Bonito Rosé Resort & Spa and Pueblo Bonito Los Cabos, both located on Medano Beach, offer vacationers the best of Cabo's vibrant atmosphere and activities.

In Mazatlán, Pueblo Bonito Emerald Bay Resort & Spa is a stunning retreat featuring breathtaking Pacific Ocean views and a private beach, while the charming Pueblo Bonito Mazatlán is located in the city's famous Golden Zone. Recently, the company expanded its portfolio with two luxury European Plan (EP) hotels in urban cultural destinations: Pueblo Bonito Vantage Centro Histórico Mazatlán and Pueblo Bonito Vantage San Miguel de Allende. For more information and reservations, visit www.pueblobonito.com, or follow Pueblo Bonito on Facebook and Instagram.

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