



## PUEBLO BONITO VANTAGE

SAN MIGUEL DE ALLENDE

### PUEBLO BONITO VANTAGE SAN MIGUEL DE ALLENDE TO OPEN IN SPRING 2024

*New luxury brand debuts in one of Mexico's most beautiful cities*



**San Miguel de Allende, Mexico (October 26, 2023)** – Pueblo Bonito Golf & Spa Resorts will unveil its new luxury brand with the opening of Pueblo Bonito Vantage San Miguel de Allende in Spring 2024. Pueblo Bonito Vantage hotels will unite local traditions with exclusivity, technological comforts, singular experiences, and high-end service.

Designated by UNESCO as a World Heritage Site in 2008, San Miguel de Allende—named one of the world's best cities and most enchanting destination by *Travel + Leisure*—has been charming visitors for nearly 500 years. The city is renowned for its baroque Spanish architecture, thriving arts scene, culinary experiences, and cultural celebrations.

Pueblo Bonito Vantage San Miguel de Allende is being built in homage to the city's architectural heritage while accentuating guest comfort. Its hacienda-style buildings will comprise 111 well-appointed guest rooms and suites in one wing; and 45 privately-owned villas and multi-bedroom condominiums in another. All rooms and residences, designed in a neo-colonial style, will feature terraces with outstanding views of the city's historic downtown. The hotel also will offer banquet space for groups and a beautiful terrace area for weddings and events overlooking the city's magnificent landmark neo-Gothic church—Parroquia de San Miguel Arcángel.

The hotel, situated in the District Corazón (the Heart District) in a traffic-free zone in front of Zeferino Gutierrez Park, is a quick stroll from the historic center. From the hotel's rooftop bar and terrace, which offer a stunning view of the emblematic San Miguel Parish, guests will feel the magic of San Miguel de Allende.

Pueblo Bonito Resorts already has eight properties in Los Cabos and Mazatlán, including several that have been recognized by *Condé Nast Traveler* and *Travel + Leisure*.

“Guests will be immersed in elegance and a refined atmosphere, with a residential component and resort-style amenities,” said Luz “Lucy” Ruiz, General Manager, Pueblo Bonito Vantage San Miguel de Allende. “We are creating opportunities for our guests to create new memories every time they enter the hotel,” she said, adding that she and her staff will engage “all five senses” of every visitor while channeling the city’s remarkable culture and history.

The hacienda-style property showcases the elegance of contemporary Mexican design of the highest style in every room and space. Multicolored, with a Moorish influence, the boutique hotel features beautiful fabrics, hand-crafted furniture and exquisite details intended to completely envelope guests and visitors.

The hotel’s entry hall and its spectacular wooden gates, when opened, will create a “visual layering” effect and a “wow” factor. Guests will see through and beyond the gates to the spires of the city’s iconic church, with more than a dozen of the historic city’s domes grouped below it.

The guest rooms, comfortable and sophisticated, feature luxury elements such as custom furniture, handmade ceramics, high-tech lighting fixtures and a state-of-the-art Bose sound system. In-room amenities include L’Occitane bath amenities (Bulgari amenities in suites), plush bathrobes, a luxurious pillow menu, Nespresso coffee machine and electric kettle.

Positioned as a luxury leader, the San Miguel de Allende property will feature a full-service Armonia Spa, offering lavish holistic care with facials, massages, full-body treatments, single and double treatment rooms, a hydrothermal circuit area, and locker areas for men and women. Other facilities include a wellness center, fitness center, beauty salon, bridal suite, and retail shop.

LaFrida, the hotel’s gourmet Mexican restaurant, will provide an unparalleled gastronomic experience, offering a show in coals and fire as well as top-of-the-line wines and cocktails in a stylish environment. The dining room is a celebration of color, with indigo blue and raspberry-colored walls accented by antique Venetian mirrors. The hotel will also feature a rooftop bar serving drinks, tapas and snacks; and 24-hour room service.

In San Miguel and at other Pueblo Bonito Vantage properties, the V Life program—a collection of unique experiences in which guests and residents may immerse themselves—will be offered. Based around four pillars—gastronomy, culture/art, history, and nature/lifestyle—V Life activities range from language immersion, vineyard visits to the state of Guanajuato’s exceptional wine region, art classes and guided cultural walks. Tours to landmarks in San Miguel de Allende and vicinity also will be offered, including the city of Guanajuato, Querétaro, and the Pueblo Mágico (“magic town”) of Dolores Hidalgo (24 miles away).

For more information or to place your name on the reservation waiting list for a stay at Pueblo Bonito Vantage San Miguel de Allende, visit <https://www.pueblobonito.com/introducing-pueblo-bonito-vantage>.

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#### **About Pueblo Bonito Vantage**

The upscale brand of Pueblo Bonito Resorts, Vantage is positioned for the discerning, experienced traveler who seeks superior service, high-end design, and unique experiences. Pueblo Bonito Vantage offers a refined hospitality experience, one which includes upscale accommodations, oversized suites, enhanced amenities, impeccable, 24-hour butler service, and authentic experiences. The first property under the Vantage flag, Pueblo Bonito Vantage San Miguel de Allende, opens in Spring 2024.

#### **About Pueblo Bonito Golf & Spa Resorts**

Pueblo Bonito Golf & Spa Resorts include eight award-winning properties in two destinations, Cabo San Lucas and Mazatlán, all offering luxury all-inclusive options. Each of the properties has its own personality, design, and ambience, yet all share the same high level of impeccable quality and distinguished atmosphere.

In Cabo San Lucas, the adults-only Pueblo Bonito Pacifica Golf & Spa Resort is the ideal setting for a romantic getaway, while Pueblo Bonito Sunset Beach Golf & Spa Resort, with its large, all ocean-view suites, is perfect for families. Pueblo Bonito Rosé Resort & Spa and Pueblo Bonito Los Cabos, both located on El Médano beach, have the best to offer vacationers looking to be right in the middle of all the Cabo action. In Mazatlán, the elegant jewel Pueblo Bonito Emerald Bay Resort & Spa overlooks the Pacific Ocean and a private beach, while the charming Pueblo Bonito Mazatlán, is located in the famous Golden Zone. Both resorts are great for family vacations and romantic getaways. For more information visit [www.pueblobonito.com](http://www.pueblobonito.com), find us on Facebook at [www.facebook.com/pueblobonitoresort](https://www.facebook.com/pueblobonitoresort) and follow us on Instagram @pueblobonito

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