



ANECDOTES AND LITTLE FACTS THAT AMUSE AND FASCINATE

MAROMA RESORT AND SPA

It took more than four decades for the dream of Maroma to become a reality. A dream of a handcrafted resort, where bohemian luxury would be celebrated, the staff would pamper you like the dearest member of their family and guests would walk away calling it home. Today, the dream is reality and the paradise has grown from a private home to an intimate 64 room hotel that offers wonderful features and is rich with stories:

- Maroma means somersault in English and refers to the waves and how they crash on Punta Maroma right in front of the hotel's beach.
- Temazcal is a unique source of spiritual and physical healing. Herb-infused water is poured over heated volcanic rocks to extract toxins from the body and enhance energy flow from within, as guests form a circle inside a pyramidal structure. Following the Temazcal guests are invited to drink a special tea meant to cleanse the body and seal the experience. The tea is made especially by the Temazcalera using local ingredients including: ginger, hibiscus and melasa.
- At the centre of El Sol's ceiling in the evening dining room is a carving of the Descending God 'Xux Ex'. The God wearing a headdress is shown descending from the heavens. The deity's image can be found on several Maya temples in the region including Tulum and Coba. The Descending God is associated with the 'setting sun', rain, lightning, and with the planet Venus and is also thought to be the bee and corn God. His true identity is not certain.
- Jose Luis Moreno the founder and architect of the property was a great believer in spirituality and the power of energy fields that affect the world we live in. Every building has been aligned to astrological settings to ensure proper energy flow and to create an environment where the body and soul are at peace.
- Maroma was home to a resident artist Bertrand Castelli whose work is on display throughout the hotel. Often referred to as the Paul Gauguin of Maroma, he was also known for his work as the Executive Producer of the original Broadway musical 'Hair'. Of French descent, Mr. Castelli split his time between New York, Paris, and Maroma. The resort currently features his entire first collection of work which celebrates the female form set within regional scenes and images of Maroma as well as his 'Hair' exhibit - a series of interpretive paintings based on his experiences with this legendary musical. Mr. Castelli also discovered Donna Summer and launched her career by casting her in the Berlin production of 'Hair'.
- Room 23 in the main building of the hotel is often favored by visiting celebrities and has been home to Tony Blair, Robert Plant and Prince Charles.
- Approximately 550 yards from the beach is the second largest coral reef in the world after the Great Barrier Reef, named the Great Maya Reef. This marvelous coral reef, also known as the Meso American Reef, starts in Cabo Catoche, north of Quintana Roo and skirts the coasts of Belize, Guatemala and Honduras. The Mexican part measures 300 km, out of a total of over one

thousand kilometers. In many parts, the reef is extremely deep, since the transparency of the water lets in the light which is essential to the growth of coral.

- The entire property, from the founder's home to the final brick in the stone lined pathways, was built by the same family of Maya masons who have embraced the founder's vision. The family of artisans includes three generations and to this day can be seen working around the property.
- The hammocks that are strung from the balconies of many of the suites are handmade from silk that comes from the Yucatan Peninsula.
- El tunel de los deseos is the passageway between the El Sol restaurant and the entertainment room. When an individual stands in the tunnel he can take in the two ecological zones of the ocean and the jungle and will be in harmony. It is in this state where wishes are said to come true.
- During the Temazcal treatment guests are given a wooden bowl filled with water and herbs to ladle over their body. The blend created by the Temazcalera includes rosemary, basil, ruda, eucalyptus leaves, and Bugambilia (Bougainvillea) petals. The Bugambilia petals and the rosemary are grown on property and picked fresh for the treatment. The herbs draw on Maya tradition but are selected based on their medicinal properties. Rosemary relaxes the nervous system and muscles, ruda cleans the energy, basil is perfect for hydrating the skin, and eucalyptus and Bugambilia are used to clean the respiratory system.
- A special mud is also used during the Temazcal treatment. The mud comes from the ecologic reserve of Nanciyaga in Catemaco, Veracruz. Fed by spring water and rich with minerals, the mud relieves muscular pain, rheumatism, sunburn and firms the skin.
- Dinner on the Mirador is a special treat. Guests are lead up a candlelit staircase to a tower where there is a cozy dining room and breathtaking view of the ocean and jungle. Here they dine in complete privacy.
- The furniture featured in the suites and public areas of the hotel are made in Mexico. Many of the hard wood pieces are made from Cedrella and Caoba trees.
- The carved stones found throughout the resort are Cantera Stones, or "Stones of the Gods" which were created ages ago when lava flowed over soft rocks, creating a porous, carvable stone. These stones were used to build sacred cities and temples which still stand today.
- The building of Palapas is a craft passed on from generation to generation. The beach palapas are made from palm xit or zacate and have to be restored every five years due to deterioration from the elements.
- Nancy Aguilar is the Temazcalera, a native of the Yucatan, the ritual of Temazcal was passed on by her Maya grandfather, and she has been practicing for over 14 years.
- Chaya is a native plant that is said to be more nutritious than spinach. This green leafy vegetable is a staple of a healthy Yucatan kitchen. At Maroma, guests can start the morning right with Chaya juice or in the evening can indulge in red snapper with Chaya pesto.
- Mayan Chaya with Pineapple and Cucumber is a special tonic prepared for guests. By combining the "miracle plant" of Chaya with fruits, we maximize its benefits, filling one with essential vitamins, easing digestion and stimulating blood circulation.

- For an experience that is out of this world, a trip to Dos Ojos (Two Eyes), a nearby cenote, will introduce adventurers to an underwater world of sunbeams and awe inspiring visuals of naturally backlit stalactites and stalagmites.
- Maroma Resort and Spa can arrange for private tours to both the well known (Chichen Itza, Tulum, Coba) and little discovered Maya ruins (Chun yaxche).
- Weddings at Maroma have gained popularity a private ceremony on the beach, in the jungle or in the Mirador or the front terrace each provides an exquisite backdrop for a special day.
- Harvested from the Agave plant, Tequila has a long rich history that can be traced back to the 1520s. From the sap of the succulent Agave (a plant related to the lily and amaryllis) comes nectar, which once distilled, has as many subtleties in flavor, bouquet and color as the finest scotch. Tequila Tastings are offered at the hotel where guests experience the nuances of the young blancos, the sharper almost peppery reposados and the smoother, woody aromas of an añejo tequila.
- Every guest room or suite features a hand made tub crafted by Maya masons and adorned with Mexican tiles. No two tubs are alike. Shapes include horseshoes, circles, octagons and diamonds. The largest tub is in suite 7, the tub with the best ocean view is suite 40.
- At turn down house made chocolates are left on a small basket on the bed. These Maroma classics are made from Mexican chocolate and have a hard milk chocolate shell with a milk chocolate soft center. For those who become addicted, a take-home box is available in the boutique.
- Maroma is home to 5 parrots, 2 peacocks, countless wild birds and iguanas as well as the occasional panther that only a fortunate few have been spotted during the morning jungle walk.
- There are only a few parrot species in the world that live in temperate climates. Chris and Laura, two Red Guacamayas (Scarlet Macaws) have moved from the forests of the Yucatan and permanently checked in to their new home at the hotel. They can usually be found snuggling in the courtyard adjacent to the lobby. Scarlet Macaws raise one or two young each season. They love to dine on fruits, nuts, flowers and nectar. Love seems to bloom everywhere at the hotel.
- All guests are greeted with a Maroma margarita this special margarita features Tequila, Cointreau, lemon juice, crushed ice and its defining difference - Xtabentun (a traditional Maya liqueur that combines the flavors of fermented honey and anis).
- Many locals believe in the Aluxes. Similar to fairies or pixies, these mischievous dwarf sized creatures live in the jungle and it is said that whenever you build you must also build a tiny house for the Aluxes. Failure to do so results in much mischief by the creatures, a nearby bridge had continuous problems and was re-built three times. The third time the construction project including a house for the Aluxes and almost magically the project was completed without a hitch. Little houses can be seen throughout the region. Maroma's Aluxes' house is located in a jungle area adjacent to the Peacock crossing.
- Guests of Maroma can not only brush-up on their Spanish through the hotels Spanish immersion program, they can also learn a bit of Maya over 30 percent of the staff's first language is Maya. Contrary to popular belief Maya is not a dialect of Spanish but is believed to be related more closely to Asian languages.

- Flore de vita (Flower of Life) is the name of the flower shaped pool by the floatarium. The flower of life symbol incorporated into the design of the pool is considered sacred among many cultures around the world, both ancient and modern. Within this symbol can be found all the building blocks of the universe and the symbol is often used as a metaphor for the connectedness of all life and spirit within the universe.
- Every sunset nearly 1000 candles are lit and set along winding paths, pools, stone walkways and staircases creating an intoxicating amber glow.
- For the true tequila connoisseur, Don Julio Real is recommended. At \$51 a glass, this tequila has the higher recognition for its quality, age process and well-kept secret preparation. Flights of tequila tasting are offered once a week in the bar, which offers over 100 varieties.
- Instead of terry robes, guest rooms are supplied with 100 percent cotton caftans from Mexico. These flowing garments are perfect for lounging as well the preferred attire enroute to the spa.
- The Maroma Resort and Spa staff have been known to surprise guests with special messages and art on their beds created from flower petals picked from the garden. The messages vary based on the guest and are created from the petals and leaves of wild roses, Bugambilias (Bougainvillea), Tulipanes, Palm, Areca palm.
- Maroma's resident trio band "Alma, Vozy Sentimiento", were so inspired by the beauty of the property that they wrote a song called "Maroma Bonita" in its honor.
- Weddings at Maroma often break from tradition and recently the property hosted a beach front wedding for 400 people. The magical event, which included a buy out of the property, was planned from start to finish by the father of the bride.
- Love is not only for the young. Maroma, known for romance, is also a favored place of couples who have stood the test of time. A 93 year-old gentleman and his 90 year-old wife have been coming to Maroma annually for the last five years.
- The El Sol restaurant and its main entry way were part of the original house. This area served as the living room.
- The talcum white sand on Maroma's Beach often surprises guests because of its silkiness but also because it does not get hot. With a high composition of coral that has been finely ground by the waves, the tiny coral particles hold air and do not heat.
- A special treat for autumn visitors is the sun and moon view from the private Mirador tower and at this time of year the sun can be viewed to the west while simultaneously the moon shines in the east.
- In November of 2006 Maroma Resort and Spa was admitted to the World Heritage Alliance (WHA). The WHA is an industry-leading initiative that was jointly formed by Expedia® and the UN Foundation in 2005 to promote sustainable tourism and awareness of World Heritage sites and communities around the world. Members are admitted based on their dedication to supporting sustainable travel, World Heritage conservation, and local economic development for communities in and around World Heritage sites.

Maroma Resort and Spa / 5

Media Contact:

Kristen Vigrass / Julia Barnes | The Brandman Agency | 212.683.2442 | firstname@brandmanpr.com