

XELA

TULUM

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THE STORY



Hidden amidst the swaying palms on the shores of Tulum Beach lies XELA, a serene haven of laid-back luxury featuring 12 spacious en-suite bedrooms poised at the threshold of the wild and authentic. A secluded retreat that echoes the essence of a private coastal villa, XELA emanates an atmosphere of effortless tranquility and exclusivity. Guided by the gentle murmurs of the sea, XELA's essence pays homage to those seeking a soulful escape—the adventurers, travelers, and like-minded spirits immersed in the heart of the Mexican Caribbean, where guests can find a place that feels like home.

As part of the Namron Hospitality Collection, XELA has been operated by Namron Hospitality since 2023, ensuring the highest standards of service and luxury.





THE PROPERTY

WHERE PARADISE AWAITS

With a serene and inviting aura, XELA offers the quintessential beachside escape to a place that seems almost familiar. This natural ease permeates every detail, from architectural design to attentive service and thoughtful amenities throughout its 12 suites. Standing apart in harmony with Tulum's spirit—unhurried and gracefully accessible—XELA beckons guests to savor unhurried mornings, relaxed beach lounging, and specialty cocktails amidst swaying palms. To enter XELA is to feel the spirit of a beach villa, a welcoming extension of the home where the ambiance mirrors a friend's inviting beach house filled with the best kind of memories that one cherishes forever.



TULUM

There is something about Tulum that is truly magical, a palpable spirit of place enriched by the colorful souls who visit, and its remarkable natural beauty. Tulum is home to one of the most beautiful white sandy beaches in the world, the planet's second-largest coral reef, and an extensive underground system of freshwater sacred cenote pools. Its lush jungles and the Sian Ka'an Biosphere are home to sea turtles, jaguars, and ancient Mayan temples.

Coexisting here is a group of dreamers, artists, healers, chefs, and entrepreneurs from all over the world who have sought to co-create an endless array of soul-expanding, nurturing, transformative, fun, relaxing, and delicious happenings from dawn to dusk.

Here you can rise with the sun, choose from a variety of yoga sessions by the sea, bike to the ruins, relax in the shade, and float in our jungle pool all day before attending a sound healing or cacao ceremony. End the day with gypsy jazz cocktails, coconuts, or both, before enjoying a candlelight jungle dinner scented with copal.





DESIGN



XELA unveils a meticulously crafted realm where tranquil living seamlessly intertwines with minimalist architecture, blending indoor and outdoor spaces effortlessly. Central to XELA's essence is an open-air living room and two pools enveloped by a leisurely expanse of sun chairs and loungers. This area exudes a chic ambiance, seamlessly weaving a design-forward aesthetic into the serene beachscape, forming a unified whole—warm colors and inviting textures cocoon guests with a true sense of belonging.

Soft sand-like hues, and oranges, along with pleasing textures, orchestrate a sensory journey that soothes the mind. Every suite is thoughtfully oriented toward the sea, offering beachfront vistas or captivating sea-view scenes stretching across the entire property. With each suite distinct in its design and interior decor, the spaces carry the heritage and memory of the property with names that tap into the original property and authentic Tulum.



SUSTAINABILITY

INSPIRING THE CONSCIOUS TRAVELER

No matter how exceptional our service or furnishings are, what truly makes XELA Tulum special is our location. We are blessed to be located in one of the world's most bio-diverse, beautiful, and unique natural habitats.

In gratitude and respect to our beaches, sea, air, jungle, and fauna friends, sustainability is at the forefront of our culture and guest experience. Our spaces are designed to foster a connection between our guests and the beauty of their natural surroundings. We prohibit single-use plastics on our premises, compost our waste, recycle what we can, and source local ingredients for our restaurant. We also offer ecologically friendly toiletries, repellent, and reef-friendly sunscreen. In a commitment to protect and preserve the beauty of Tulum so that future residents and visitors can enjoy it, we ask all of our guests to sign our Tulum Pledge, a promise to mindfully leave Tulum even better than they found it.

www.tulumpledge.com





OUR PROPERTY & ROOMS



Our luxury boutique hotel offers 12 spacious en-suite bedrooms, each meticulously designed to ensure unparalleled comfort and relaxation. Inspired by a lifetime of travel, each room features a unique style and curation. XELA's design aesthetic effortlessly merges organic architecture with beach house minimalism.

- Daily complimentary breakfast
- Daily housekeeping
- King-size beds
- Private bathrooms with all-natural toiletries
- In-room safe
- Hairdryer
- Beach towels provided
- 24-hour air conditioning
- 24-hour concierge service
- Restaurant & beach service
- Full-service SPA
- WiFi access
- Parking facilities
- Bicycles for guest use

MASTER SUITE



XELA SUITE

Basking in front-row views of the Mexican Caribbean, the Xela Suite boasts earth-toned interiors with unique accents. The bedroom opens to a balcony, ideal for serene afternoons by the sea. A private office and living room adorned with bespoke furniture create distinct work and living spaces. The bathroom features a chukum-walled, freestanding bathtub.





BEACHFRONT SUITE UPPER



COCO SUITE

The Coco Suite presents unending breathtaking sea views just beyond a cozy living room area and an upper balcony over the coconut trees. From this vantage point, guests can behold the sea's beauty right from the coziness of their bed, relish the invigorating sea breeze, and savor the soothing sounds of waves lapping against the shore.

BEACHFRONT SUITE LOWER



CARACOL SUITE

Step directly from the beachfront onto the pristine white sand beach and make your way toward the enchanting azure expanse of the Caribbean Sea. The Caracol Suite seamlessly merges with its natural surroundings, embodying the essence of indoor/outdoor living and fostering a harmonious connection between its spaces.





GARDEN APARTMENT



CASA LAHA

Casa Laha extends a heartfelt invitation through meticulous craftsmanship, paying homage to its original name. A king-sized bed, fully-equipped kitchen, and living room peek through the lush flora in the distance, all oriented toward the sea. This room is embraced by a quiet and peaceful atmosphere, accompanied by birdsong and the swaying of the trees in the warm, humid air.

OCEAN SUITE



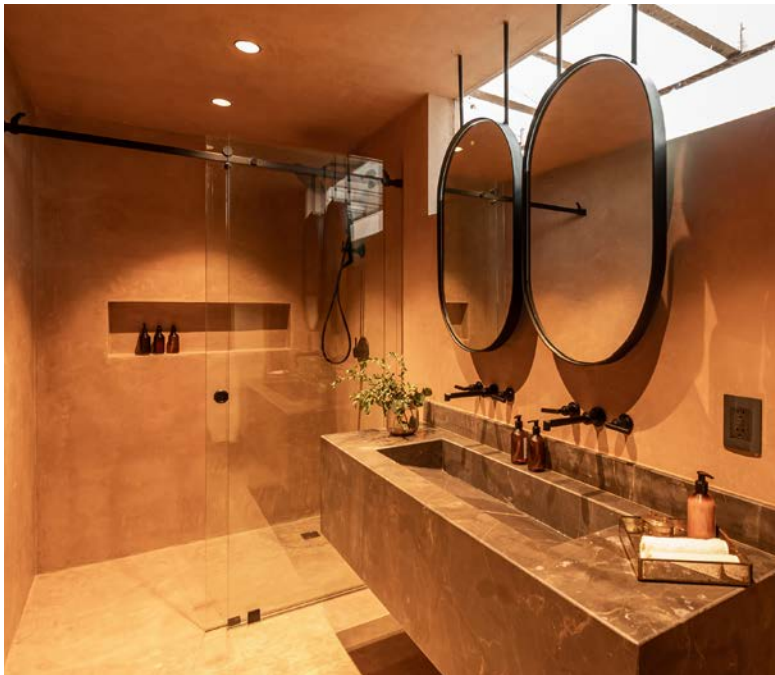
CASA PLAYA

The Casa Playa Suite, a name that resonates with the essence of the property, becomes a living embodiment of the sea itself. With its veranda extending directly to the Caribbean expanse, it graciously ushers the sea into its essence. In this design, we are prompted to recall the very reasons that the early inhabitants of Tulum were drawn to establish their abode here: the grandeur of the sea, an ever-present majesty before us.





OCEAN SUITE UPPER



COQUI SUITE

Honoring the legacy of an iconic Tulum Beach property, the Coqui Suite offers a remarkable sanctuary where bliss intertwines with the symphony of nature. Infused with poetic elegance and fervor, this suite is bathed in golden tones, caressed by sea breezes, and serenaded by birdsongs. Drawing from nature's own harmonies, it provides a haven of unbounded serenity, with expansive ocean vistas awaiting discovery from its balcony.

JUNIOR OCEAN ROOM



VENUS SUITE

The sea lies just beyond your grasp, right outside the window of the Venus Suite. Here, you can feel the gentle caress of the sea breeze on your skin, relish the myriad shades of ocean blues, and also find solace in the embrace of the lush jungle framed by swaying palm trees and vibrant tropical foliage.





UPPER OCEAN ROOMS



SIAN & ZAMA SUITES

Secluded tranquility and a seamless connection to the natural environment define the essence of the ocean view suites: Sian and Zama, embraced by the lush canopy of tropical flora and fauna. Immerse yourself in a spectrum of verdant hues and let the melodic symphony of the sea serenade you as you retreat to the intimate upper ocean-view suites.

GARDEN ROOM UPPER



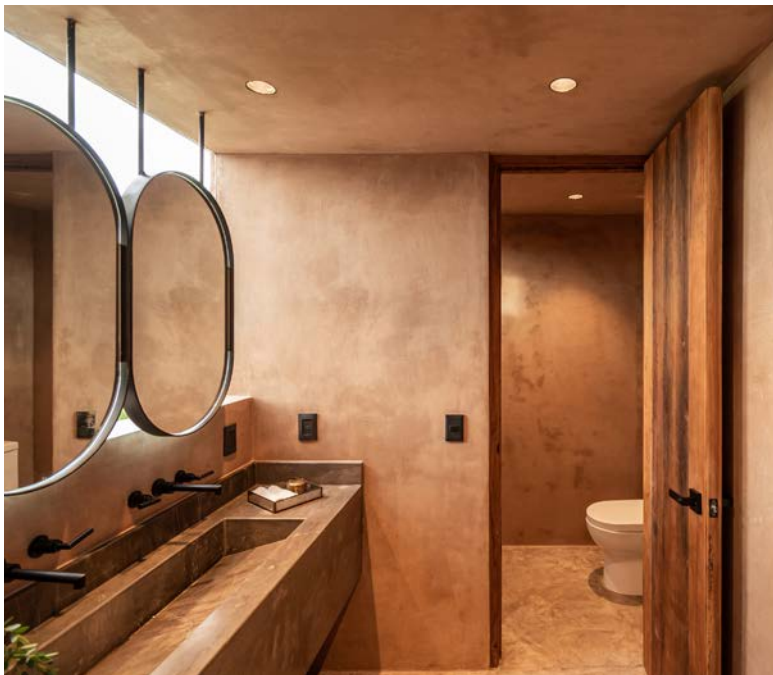
PALMAS SUITE

Nestled within the lush green embrace of the second level, the Palmas Suite captures a sense of tranquil delight, ensconced beneath the canopy of indigenous palm trees. Its most distinctive feature is a personal plunge pool, offering an ideal vantage point for gazing upon the boundless panoramas of lush greenery.





GARDEN ROOM LOWER



SELVA SUITE

Housed on the lower level, the Selva Suite continuously inspires us. The suite evokes an atmosphere of lightness and relaxation with meticulously placed elements, including a small inner courtyard with garden features and an outdoor daybed. Each element facilitates room access and offers a seamless indoor-outdoor experience.

GARDEN STUDIO



ÍCARO SUITE

Venturing onto the patio unveils Ícaro, the creative force behind this studio, and their distinctive nature-inspired melody. This composition embodies our resilience and human spirit, resonating with the gentle dance of palm trees and the distant rhythm of the sea.







OUR PRIVATE BEACH



At XELA Tulum, your haven of tranquility, we offer a pristine private beach exclusively for our cherished guests. Experience relaxation at its finest as you step onto our secluded shores. By day, bask in the coastal charm beneath our beach palapas, savoring local flavors and refreshing cocktails. As the sun dips below the horizon, immerse yourself in the serene evening ambiance. Gaze at the stars and let the gentle ocean breeze carry away your cares, wrapping you in the embrace of a tranquil coastal night.



ROOFTOP



360-DEGREE VIEWS: SWOON-WORTHY PANORAMA

Ascend to our rooftop at Tulum Beach and behold the uninterrupted 360-degree panorama of the Mayan Jungle and the Caribbean Sea. From our rooftop, guests witness the sun casting its golden spell upon the turquoise waters of the Caribbean Sea in the east, while the lush green jungle stretches out as far as the eye can see in the west. Whether you're seeking sunrise serenity or sunset splendor, our rooftop promises an enchanting vista for every moment of the day. Escape to our rooftop oasis and create memories that will last a lifetime.



POOL & GYM CENTER



Elevate your wellness journey within our discreet yet meticulously appointed gym center. Tailored for the discerning traveler, our gym offers a refined space to invigorate your body. Embrace the opportunity to maintain your active lifestyle during your XELA retreat with our thoughtfully curated selection of premium fitness equipment.



EXPERIENCES

Providing meaningful experiences for our guests and the occasional pampering is paramount to our vision of impeccable service. Here at Xela, we custom design and curate a selection of experiences for the body, mind, and soul. Guests can choose from various adventures, classes, SPA treatments, and ceremonies such as a healing mud ceremony, restorative verbena massage, or Sian Ka'an Safari, just to name a few.

EXPERIENCE SPOTLIGHT - MUD CEREMONY

The renowned Mud Ceremony Ritual led by Rosana Ortube helps guests rejoin their spirit to the natural energy of the earth, as they detoxify the body with volcanic mud, and engage in a sensorial experience to connect with inner harmony and outward joy.

[SEE OUR EXPERIENCE MENU HERE](#)

WELLNESS & SPA SERVICE

Indulge in our unique treatments at La Valise SPA, our sister property dedicated to providing individualized experiences that rejuvenate your body, mind, and soul. Immerse yourself in a sensorial journey with Mayan-inspired treatments using natural ingredients and superfoods.

For the ultimate relaxation, on-site wellness treatments are available, either in the hotel or within the comfort of your suite.

[SEE OUR SPA MENU HERE](#)



OUR RESTAURANTS

XELA IN HOUSE DINING

Elevate your senses with a delightful journey into modern Mexican cuisine, artfully blended with local inspiration, at our in-house restaurant. Whether you're on your private deck or basking in the sun's warm embrace by the sea, our menu features captivating flavors designed to delight you at every moment of the day, paired with unique signature cocktails.

LOS BOWLS DE GUADALUPE - ALL-DAY HEALTHY DINING

Nestled within a stylish roadside shack next to NEST, Los Bowls de Guadalupe offers healthy delicious, organic bites, smoothies, and bowls, all perfect for a refreshing snack or a meal.

[VISIT OUR MENU HERE](#)

NÜ TULUM - LOCAL VIBRANT FLAVORS

Alchemizing diverse and rare ingredients from the Caribbean sea and Mayan jungle, NÜ Tulum creates vibrant local cuisine. Its team is deeply committed to sourcing the freshest ingredients, preserving sustainable methods of cooking, and continuously innovating flavor creations, earning NÜ recognition as one of the five best restaurants in Yucatan by Travel + Leisure. Our impressive jungle setting also houses a lush garden accommodating the finest curation of live music, art, and cultural gatherings in Tulum.

[VISIT OUR MENU HERE](#)



RESTAURANTER & HOTELIER YVES NAMAN



Yves Naman's tireless imagination and passion for travel inspired him to create the ultimate boutique hotel experience. Today he is the founder and CEO of Namron, a hospitality group reinventing authentic travel and dining experiences in coveted destinations in Mexico with artful decor, luxury amenities, and genuine service that leaves no detail unturned.

He also ignited a grassroots movement to inspire conscious low-impact travel called the Tulum Pledge. A serial entrepreneur, he is also the founder and investor in various ventures. For him, the best part of being a hotelier is sharing travel experiences with his wife Wendy, daughter Naomi and son Aaron.



MEDIA SUMMARY / STATS



+200K Followers
50-100 likes per image

Since its opening, XELA has earned its place as one of Tulum's beloved hotels, cherished for its authenticity and welcoming atmosphere. It has consistently drawn a devoted clientele in search of their personal piece of paradise. Combining luxury and warmth in perfect balance, XELA Tulum has evolved into a distinctive boutique hotel renowned for its unparalleled tranquility.

As seen in...



Recognized by...





ABOUT NAMRON HOSPITALITY GROUP

Namron Hospitality, founded by Yves Naman, redefines luxury boutique hospitality with exceptional design, genuine hospitality, and a deep commitment to sustainability. Our properties are sanctuaries of privacy, luxury, and inspiration, each offering personalized services, attention to detail, and outstanding accommodations. Our commitment to excellence and sustainability has earned us recognition on prestigious platforms like Small Luxury Hotels of the World and the Michelin Guide, along with features in renowned international media outlets such as Vogue, Travel+Leisure, Forbes, and Conde Nast Traveler. With a strong presence on social media, our properties collectively engage with over a million followers, sharing captivating content.

As a dynamic and rapidly expanding luxury boutique hospitality company, Namron Hospitality stands as a trendsetter in the industry. We embrace the essence of each locale and adapt to evolving cultural landscapes through our core principles, setting a precedent for unparalleled experiences that resonate with discerning travelers.

PRESS CONTACT

For more information about XELA, or to speak with a press contact from the property, please contact: press@namronhospitality.com

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