



PRESS RELEASE
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ENNISMORE SIGNS THE FIRST ALL-INCLUSIVE SLS RESORT IN MEXICO'S PLAYA MUJERES

SLS Playa Mujeres, located in the private beach destination north of Cancún, will be Ennismore's first all-inclusive resort in the Americas.

SLS Playa Mujeres Cancún will open on November 1st and introduce a new kind of all-inclusive to Mexico, offering guests an elevated and luxurious experience.



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Ennismore, the fastest-growing lifestyle and leisure hospitality company, is delighted to announce the signing of **SLS Playa Mujeres Cancún**, the SLS brand's first step into the all-inclusive resort experience, opening on November 1st. This signing also marks the first all-inclusive destination for Ennismore in the Americas as part of Ennismore's rapid growth strategy in the all-inclusive market.

Situated amidst the verdant, natural coastline of Mexico's Yucatán Peninsula on 400m of exclusive seafront, **SLS Playa Mujeres Cancún** will feature 498 guest rooms and suites in 16 categories ranging from the 50 sqm Delight guestroom to the 560 sqm 3-bedroom suite, The Envy. The opening will also mark the debut of the all-new *Elite* category, which grants guests exclusive access to VIP dining and entertainment experiences and an array of bespoke amenities and benefits. Inviting guests to bid farewell to the ordinary, each suite will be designed with a luxe, playful and theatrical palette, complemented by the vibrant colours of the surrounding Chacmucuch Nature Reserve and the sparkling Caribbean Sea beyond.



SLS Playa Mujeres Cancún will have 18 distinctive restaurant and bar concepts, including the much-loved marquee destinations Fi'lia, Cleo and Privilege, familiar to regular guests of SLS hotels and resorts, that will immerse guests in extraordinary experiences. The singular setting and scale of the resort have enabled the creation of a veritable SLS wonderland, featuring a cinema, outdoor theatre, kids' zone and playroom, as well as state-of-the-art wellness facilities, including a serene spa, fully equipped gym and workout studios. A lavish alternative to cookie-cutter conference and events venues, the property will also offer 2217 sqm of event space with seven flexible rooms primed to host events of any size and occasion. The arrival of SLS Playa Mujeres Cancún will mark an evolution in the all-inclusive market, bringing with it a much more luxury experience and highly programmed resort, introducing guests to a new elevated all-inclusive model in Mexico.

Just a few miles north of Cancún, Playa Mujeres is a private gated beach destination on the continental coast of Isla Mujeres. One of the most desirable coastlines in the Mexican Caribbean, it offers uncrowded white-sand beaches with clear waters, a tropical rainforest environment, and easy access to the Great Mayan Reef – the second largest in the world – via the resort's marina. Intrepid adventurers can also discover the rich history and culture of the Mayan civilisation with day trips to ancient Mayan sites of Chichen Itza, Tulum or Coba. Additionally, Playa Mujeres Golf Club is an ecologically friendly championship 18-hole golf course designed by Greg Norman and located just five minutes from the hotel.

Phil Zrihen, Head of Americas for Ennismore, said, *"We are thrilled to announce the signing of SLS's first all-inclusive resort and Ennismore's first all-inclusive resort in the Americas under any brand, marking a major milestone in our global growth strategy. Culinary artistry, theatrical interiors, and VIP treatment are hallmarks of the SLS brand, which provides a truly unparalleled and unforgettable experience for its guests. We look forward to bringing SLS's unique brand of luxury lifestyle hospitality to the all-inclusive segment."*

SLS Playa Mujeres is part of Ennismore's ALL Inclusive Collection, a digital platform that allows guests to discover a highly curated selection of all-inclusive resorts in some of the world's most exciting destinations. The platform brings together over 35 breathtaking resorts, challenging the historical perception of all-inclusive holidays by creating memorable luxury experiences with exceptional and varied culinary offers and high-quality entertainment. ALL Inclusive Collection builds on the success of Rixos – a leader in the all-inclusive market. The "all-inclusive, all-exclusive" concept by Rixos forms the foundations of the ALL Inclusive Collection's experience pillars, which help to ensure each resort delivers an exceptional quality



experience every time. All aspects of a guest's stay, from food and drink to activities and entertainment, are included in the booking price – a key differentiator from others in the market.

SLS currently operates seven hotels, including Miami, Dubai, and the Bahamas. It has five hotels in the pipeline, including its first European flagship, SLS Barcelona, which is set to open later in 2024.

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ABOUT ENNISMORE

Ennismore is a global collective of entrepreneurial and founder-built brands with purpose at their heart. Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating a new autonomous entity and the fastest-growing lifestyle hospitality company, with Accor holding a majority shareholding. Ennismore comprises three business units: lifestyle collective rooted in culture and community, immersive resorts creating havens for escapism and entertainment led by Rixos, and iconic luxury venues pioneering the art of French hospitality by Paris Society.

Ennismore has an unrivalled ecosystem of 17 brands with over 145 operating hotels and resorts*, over 100 in the pipeline, 77 iconic venues, and over 400 restaurants and nightlife destinations. Ennismore operates hotels in over 35 countries with over 30,000 team members. Ennismore has four dedicated in-house studios, including Carte Blanché, F&B concepts; AIME Studios, interior & graphic design; a Digital Product & Tech Innovation Lab; and the Partnerships Studio. Dis-loyalty is Ennismore's travel and food membership dedicated to lifestyle. Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places it calls home. **ennismore.com** **Figures as of the end of December 2023.*