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GNV Group Marks Major Milestone with Groundbreaking of SLS Punta del Este Hotel & Residences.



Punta del Este’s urban evolution reaches a new milestone with the start of construction on an international-scale development at Playa Brava. The project combines private residences with hotel-level services, signaling a new chapter in the city’s growth.

Punta del Este, February 2026

One year after its official launch, **SLS Punta del Este Hotel & Residences** has formally begun construction as of January 12, marking a significant milestone in the city’s high-end real estate landscape.

The start of construction confirms tangible progress on one of the most relevant developments shaping Punta del Este’s new urban phase, and introduces the concept of branded residences with luxury hotel services to the city for the first time.

This milestone comes at a moment when Punta del Este continues to strengthen its standing as one of the region’s most dynamic premium real estate markets. Uruguay’s institutional stability, economic predictability, attractive tax incentives and internationally recognized quality of life have all contributed to this sustained momentum.

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Within this context, the launch of construction at SLS Punta del Este represents not only the advancement of a landmark project, but also the consolidation of a broader trend that is redefining the city's urban profile toward a more permanent, integrated model aligned with international standards.

Located in Playa Brava at Stop 10, along Avenida del Mar, the project will feature two 24-story towers comprising 266 one- to three-bedroom residences and 80 hotel rooms, seamlessly combining residential living with the operation of an international hospitality brand. Construction is estimated to take 36 months.

Developed by GNV Group, SLS Punta del Este is a landmark residential destination delivered in partnership with Ennismore, a global lifestyle collective of entrepreneurial and founder-built brands with creativity and purpose at their heart.

“We are introducing the city's first hotel-branded residences, offering a level of services and amenities that responds to a new profile of residents and users. The start of construction confirms the project's long-term commitment to Punta del Este and its urban development,” said **Alejandro Ginevra, President of GNV Group.**

A project taking shape

As part of this key moment, two fully completed hotel model units are already available, offering a tangible preview of the architectural concept, design approach and lifestyle proposed by SLS Punta del Este.

In addition, the showroom located on Avenida del Mar features a virtual reality experience developed by Yupix, allowing visitors to explore the future building and visualize its integration with the urban and natural surroundings of Playa Brava.

A new way of living the city

SLS Punta del Este proposes a residential experience that blends privacy, hotel-style services and access to a global network through Accor One Living, Accor's residential ecosystem.

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Future residents and guests will enjoy a curated selection of amenities, including signature dining concepts, a rooftop bar with panoramic views, spa, fitness center with meditation rooms, outdoor training areas, paddle court, kids club and spaces designed for private events. Services such as housekeeping, concierge and room service will also be available.

Investment and urban development

The option to integrate residences into a rental program managed by the hotel operator aligns with a market that continues to show strong demand for high-end real estate in Punta del Este, driven by investors from the United States, Europe and Latin America.

GNV Group's commitment to Uruguay

With more than five decades of experience, GNV Group is behind large-scale urban developments across the region, including the Madero Harbour district in Buenos Aires. After years of commercial presence in Punta del Este, the group now reinforces its commitment to Uruguay with a project that is already under construction and designed to integrate into the city's sustained growth.

About GNV Group

Led by Alejandro Ginevra, GNV Group has been dedicated for over 60 years to the comprehensive management and development of real estate projects. The company is known for delivering quality and innovation in each development, with the goal of creating environments that foster living, working and leisure, while maintaining a strong commitment to environmental care. More information: [www.gnvgroup.com](<http://www.gnvgroup.com>)

Image download link [HERE](#)

About SLS Hotels & Residences

SLS is crafted with the luxury and elegance of a grand hotel, and delivered with an extravagance and mischief that sets the stage for extraordinary experiences. Culinary artistry, theatrical interiors, and VIP treatment are at the heart of each SLS property, creating indulgent

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wonderlands that surprise and delight through collaborations with leading architects, aesthetes, artists, and chefs. At all times a place to see and be seen, SLS is located in some of the world's most glamorous destinations across Beverly Hills, Miami, Bahamas, Cancun, Playa Mujeres, Barcelona, Dubai, Saudi Arabia, and Buenos Aires, with upcoming openings in Madrid and Punta del Este, Uruguay. [SLSHotels.com](https://slshotels.com)

SLS is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Formed in 2021, Ennismore is a joint venture with Accor, which holds a majority shareholding. ennismore.com

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