



New Luxury for 2016

As I prepared this issue of The \$nob, I came across a newer destination in Cancun. Opened in 2013, Nizuc Resort & Spa is a 29-acre private beach-front escape. Pouring over the press materials, I looked at them blankly and with more than a healthy bit of skepticism. Located just 15 minutes from the Cancun airport, Nizuc is an appellation amongst massive resort properties (some with more than 1,000 rooms) looking to cater to either the spring break or generic crowd. Good for it, family vacationers. You see, Nizuc is focused in its efforts to cater to the more genteel and sophisticated travelers. And by that I mean Snobs like us.

Located on land that was once a base station for Mayan astronomers and later a presidential retreat for world leaders, Nizuc Resort & Spa is a place of heavenly surroundings. The decor that greets visitors is a blend of modern conveniences with a spirit deeply set in the Mayan culture. Unlike other properties who unashamedly take Mexican and Mayan iconography to ridiculous measures, Nizuc has a differential treatment for the way it treats those who came before. It is also clearly evident throughout the property's 274 suites and villas that details and meticulous splash matter. A property, even Nizuc, is only as good as the accoutrements they offer travelers. The resort therefore has an extensive collection of amenities for those seeking just about any adventure. With multiple pools, a stunning 30,000 square-foot

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By Jeffrey Goveas

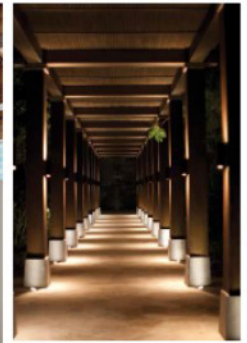


A Smart Oasis in Cancun



I've been to Cancun... several times. And it is always the same, just a packed tourist destination filled with little substance and a heap of commercialization. It's good revenue for the local economy and such great. But I'm selfish and I want something more when I visit. I've explored regions beyond the tourist traps. I've taken a rental car to Mirich, Chichén Itzá, Yulum and other towns. Now that's an adventurous stay. It's all the same. Nothing excites me to go back. The last time I went was for a wedding and it was fun and romantic (for the couple, not me). But Cancun always leaves me bored. There is something wanting to the place that I just can't put my finger on.

Below: A suite with modern touches at Nizuc Resort & Spa. Right: Flavorful and fun food at one of the property's 6 world class restaurants.



Left & Above: Stunning architecture is both modern and native in its presentation.

ESPA facility with dedicated hydrotherapy rooms, as well as six world-class restaurants including Mexican, Peruvian, Italian, Asian and La Punta Grill & Lounge. Nizuc has you covered. Set apart from more major properties, Nizuc hosts two secluded white sand beaches with on-site water sports, and is surrounded by the region's natural wonders, archaeological sites and amazing attractions including the world's first Underwater Art Museum. It seems 2016 will have me traveling to Cancun once more. This time though, I will have a bull.