

N A M R O N
H O S P I T A L I T Y

OUR STORY	3
THE NAMRON WAY	4
TRANSFORMATIVE EXPERIENCES	6
LOCAL & SUSTAINABLE	7
BOUTIQUE & PERSONALIZED	8
HUMAN-LED TECHNOLOGY	9
OUR PROPERTIES	11
RESTAURANTS	25
MEMBERSHIP	29
TEAM	30
VISION	32
MEDIA SUMMARY & STATS	33





OUR STORY



Namron Hospitality is a collection of locally-rooted boutique hotels and restaurants that are thoughtfully designed to offer privacy, laid-back luxury, and inspiration. Our spaces are carefully crafted to create an atmosphere of relaxation, exploration, and wonder, allowing our guests to connect with the beauty of both their inner and outer landscapes. Each property offers a unique and personalized experience, ensuring that our guests receive exceptional service that is tailored to their individual needs and preferences. By working together as a group, each Namron property can offer an extensive range of enriching experiences and amenities for the body, mind, and soul, exceeding what is typically found in small hotels. Our team consists of a collective of creative minds with a shared vision of bringing intentionality to hospitality. We are committed to sustainability, and it is at the core of all our practices. Our goal is to inspire intentional travel, one guest at a time.



THE NAMRON WAY



Our properties are intentionally small, which enables us to provide personalized attention to each guest and cater to their unique desires, whims, and dreams. We strive to make every guest feel like an old friend by taking the time to master how they prefer their morning coffee or afternoon cocktail, and anticipate their every need.

*A collection of boutique
hotels that together deliver
the ultimate boutique
hotel experience.*





TRANSFORMATIVE EXPERIENCES



Our collection of properties works together to curate and design a robust offering of enriching experiences that serve as spiritual, wellness, adventure, culinary, and cultural journeys. From sailing the Caribbean, Pre-Hispanic sound healings, and jungle excursions to rehabilitate jaguars, our wide array of unique experiences seek to be transformative for our guests, while also giving back to our local community.



LOCAL & SUSTAINABLE



Although each property has its own unique design, they all share a spirit of place and a sense of laid-back luxury that encourages relaxation, exploration, and inspiration while showcasing local craftsmanship and art. At Namron, we prioritize sustainability by prohibiting single-use plastics on our premises, composting our waste, recycling whenever possible, and sourcing local ingredients for our restaurants. We are proud to have been awarded the prestigious Oceanic Standard Certification, which recognizes our commitment to sustainable practices.



BOUTIQUE & PERSONALIZED



We believe that hospitality is an art that must be adaptable and tailored to each property and guest. Our approach is grounded in training and experience from leading innovators in luxury hospitality. Each of our properties has its own unique personality, and we strive to offer the utmost privacy and the highest level of personalized service to make our guests feel at home while enjoying the added benefits of hotel-pampering and luxury services.



HUMAN-LED TECHNOLOGY



We take pride in offering a human-led, customized technology platform that seamlessly integrates booking, communications, and operations for our guests' convenience and to deliver a level of professionalism that is uncommon in boutique hotels.





LA VALISE HOTELS



Namron Hospitality's flagship brand, La Valise, with its evocative name meaning "suitcase" in French, embodies the essence of travel at its core. Just as opening a suitcase unveils a world of unique treasures, La Valise promises a one-of-a-kind journey. La Valise invites cultured and curious souls to embrace the spirit of exploration. It is a sanctuary where each traveler finds their own narrative, immersed in meticulously designed spaces and exceptional guest services.

As a luxury brand of intimate boutique hotels, we curate stays that are truly #AsUniqueAsOurGuests. From our properties in Mexico City, Tulum, and San Miguel de Allende, we offer elevated offerings and personalized service, reflecting our commitment to providing a curated experience. La Valise has been recognized by prestigious travel media and is proud to be part of the highly esteemed Small Luxury Hotels of the World accreditation.

LA VALISE MEXICO CITY



La Valise Mexico City, the first property of Namron Hospitality and the inception of the La Valise brand, is a visionary haven in Mexico City's trendiest neighborhood, La Roma. Our intimate 3-suite colonial gem, nestled within a discreet 1920s French-style townhouse, exudes cultured charm and artistic allure. Upon entering through the unmarked doors of our intimate property, guests are immediately enveloped by the feeling of being welcomed into a home.

In Summer 2023, five additional luxury suites will be added, further establishing La Valise Mexico City as the ultimate destination in the heart of the city. Founded by Yves Naman in 2014, this boutique hotel radiates the essence of royalty and poetic inspiration, transforming every moment into a masterpiece. With an average ADR of \$371 USD, each suite offers privacy and inspiration for sophisticated travelers seeking a space to rest, explore and create.





HOTEL TYPE: **HIGH-LUXURY LIFESTYLE**
 AVERAGE ADR: **\$371 USD**

_ AS UNIQUE,
*as our **GUESTS.***

CATEGORY	UNITS	AREA (M²)	MAX. CAPACITY	VIEW	ADDITIONAL AMENITIES
La Terraza	1	100 m2	2	panoramic urban	rolling king bed, outdoor private terrace, bathtub
La Luna	1	100 m2	2	panoramic urban	spacious living room, bathtub
El Patio	1	100 m2	2	urban	outdoor patio, bathtub

LA VALISE SAN MIGUEL DE ALLENDE



La Valise San Miguel de Allende, located in Mexico's charming colonial city in the Mexican Highlands, embodies the eccentric charm, whimsical design, and luxurious service that define the La Valise brand. Nestled amidst winding cobblestone streets and intricate ironwork, La Valise captivates with its central downtown location on Jesús 17.

Drawing inspiration from the Anahuacalli Museum, the property boasts six ornate suites adorned with colonial art, artisanal textiles, artifacts, and Mexican contemporary furniture. Step into the urban garden oasis at the rear of the property, where a spacious patio and pool offer a tranquil escape overlooking a captivating artwork by renowned surrealist Mexican artist Pedro Friedeberg.

La Valise San Miguel is a high-luxury lifestyle hotel with an average ADR of \$515 USD, appealing to sophisticated and cultured travelers.





HOTEL TYPE: **LUXURY LIFESTYLE**
 AVERAGE ADR: **\$515 USD**

_ AS UNIQUE,
*as our **GUESTS.***

CATEGORY	UNITS	AREA (M²)	MAX. CAPACITY	VIEW	ADDITIONAL AMENITIES
Master Suite	1	72 m2	2	garden	living room, fireplace, spa shower & bathtub
Aura Suite	1	24 m2	2	city, garden and pool	private terrace, shower & outdoor bathtub (separate)
Cóatl Suite	1	47 m2	2	city and garden	fireplace, spa shower & bathtub
Genesis Suite	1	63 m2	2	pool	spa shower & bathtub
Ollin Suite	1	36 m2	2	garden	spa shower & bathtub
Alma Suite	1	42 m2	2	garden	ornate monkey mural, shower & bathtub

LA VALISE TULUM



After the successful launch of La Valise Mexico City, Tulum captivated the heart of hotelier Yves Naman. In this wild and raw paradise, Yves found unrivaled inspiration, driving him to create the ultimate boutique hotel experience. In 2017, he acquired a small beach house, transforming it into the exquisite 11-room boutique hotel known as La Valise Tulum. With unwavering determination, Yves crafted a unique and unforgettable haven, where guests would discover a world of unparalleled hospitality. In 2022, we expanded to include 11 additional jungle suites, La Valise SPA, and La Valise Store, enhancing the overall guest experience. La Valise Tulum now spans two wings, a beachfront, and a jungle sanctuary, allowing guests to immerse themselves in Tulum's most private enclave.

Our high-luxury lifestyle hotel, with an average ADR of \$786 USD, appeals to discerning international guests seeking a blend of luxury, art, design, and unparalleled uniqueness.





HOTEL TYPE: **HIGH-LUXURY LIFESTYLE**
 AVERAGE ADR: **\$786 USD**

AS UNIQUE,
*as our **GUESTS.***

LA VALISE BEACHFRONT

CATEGORY	UNITS	AREA (M ²)	MAX. CAPACITY	VIEW	ADDITIONAL AMENITIES
Beachfront Master Suite	1	95 m ²	2	ocean	rolling king bed, private terrace, shower & bathtub
Beachfront Upper	2	40 m ²	2	ocean	private terrace, shower & bathtub
Beachfront Lower	2	40 m ²	2	ocean	private beachfront deck, shower & bathtub
Garden Suite Upper	1	60 m ²	2	garden	private terrace, shower & bathtub (separate), seating area
Garden Suite Lower	1	60 m ²	2	garden	private terrace, plunge pool, seating area
Garden View Rooms	4	30 m ²	2	garden	outdoor deck



HOTEL TYPE: **HIGH-LUXURY LIFESTYLE**
 AVERAGE ADR: **\$786 USD**

_ AS UNIQUE,
*as our **GUESTS.***

LA VALISE JUNGLE SIDE

CATEGORY	UNITS	AREA (M ²)	MAX. CAPACITY	VIEW	ADDITIONAL AMENITIES
Cenote Master Suite	1	60 m2	2	jungle cenote	rolling king bed, private terrace, rooftop terrace with plunge pool, living room, shower & bathtub
Signature Suite Upper	3	60 m2	2	jungle	rolling king bed, private terrace, mezzanine lounge, shower & bathtub
Jungle Suite Upper	1	50 m2	2	pool	rolling king bed, private terrace, shower & bathtub
Cenote Suite Lower	1	60 m2	2	jungle cenote	private deck with plunge pool, living room, shower & bathtub
Jungle Suite Lower	1	72 m2	2	jungle garden	living room, shower & bathtub
Signature Suite Lower	1	80 m2	2	jungle	living room, shower & bathtub
Jungle View Room	3	25 m2	2	jungle garden	private rooftop terrace, patio with plunge pool, shower & bathtub

LA VALISE SPA



La Valise offers an immersive concept that extends beyond the hotel, with additional brands like La Valise SPA and La Valise Store in Tulum.

Located in the heart of the Mayan Jungle, La Valise SPA is the new wellness destination in Tulum. Our wellness space is designed to provide personalized experiences that invite you to immerse yourself in a unique sensory experience. Inspired by the sacred landscape of the Mayan culture, our treatments combine natural ingredients and superfoods from the lush Mayan jungle.



LA VALISE STORE



La Valise was always conceived as a hotel for travelers, as if you were opening a suitcase full of international treasures brought from exotic adventures. Now we have materialized this idea in La Valise Store, where you will find a wide selection of artwork, clothing, and design elements from artisanal designers from all over Mexico. So take a souvenir of our land and its wisdom from La Valise Store.



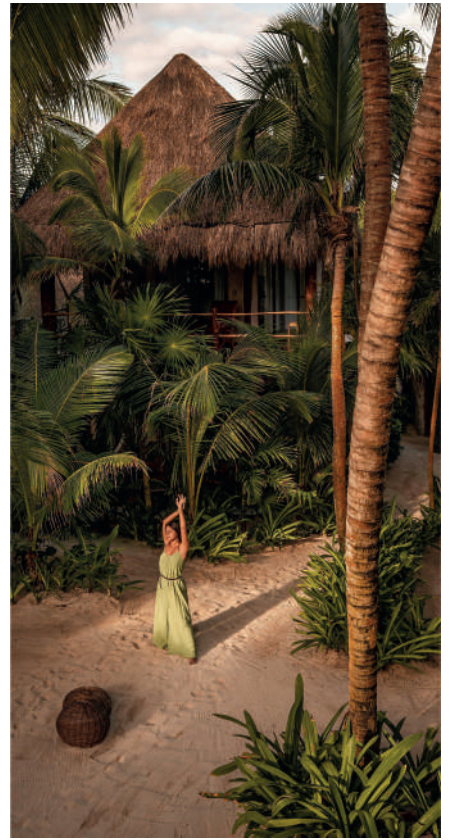
ENCANTADA



Encantada, one of Tulum's original boutique hotels, embraces its native roots and offers understated luxury amidst the lush jungle gardens overlooking the Caribbean Sea. With just eight spacious rooms adorned with traditional thatched roofs, tropical woods, and billowing white linens, it provides a private paradise for guests looking for understated luxury and a peaceful retreat. Preserving its natural habitat, Encantada invites seekers of peace and romance to indulge in a haven of tranquility and seclusion. The property boasts a restaurant, private beach club, yoga deck, and convenient proximity to La Valise SPA. In-room treatments are also available.

Encantada is a luxury lifestyle hotel with an average ADR of \$609 USD, attracting laid-back travelers who prefer to fly under the radar. Our guests value privacy, peace, comfort, and personalized service.





HOTEL TYPE: **LUXURY LIFESTYLE**
 AVERAGE ADR: **\$609 USD**

— YOUR PRIVATE
PARADISE.

CATEGORY	UNITS	AREA (M²)	MAX. CAPACITY	VIEW	ADDITIONAL AMENITIES
Beachfront Upper	2	60 m2	2	ocean	private terrace
Beachfront Lower	2	60 m2	2	ocean	private deck
Ocean View	2	60 m2	2	partial ocean	private deck
Garden View	2	60 m2	2	garden	private patio

NEST



Originally a private residence, NEST Tulum carries a captivating tale woven by nature. Overlooking the Caribbean Sea, it served as a sanctuary for sea turtle nests, symbolizing retreat, rest, and preparation for life. Inspired by this connection, we transformed the house into a luxury boutique hotel, carefully adding twelve rooms around the original home and lush gardens. In 2018, NEST emerged as a luxury boutique hotel, inviting travelers to immerse themselves in the marvels of natural simplicity. As one of the original properties on Tulum Beach, NEST's minimalist design pays homage to the vibrant history of the region.

With 12 guest rooms and a private 4-bedroom villa, NEST offers an intimate luxury beachfront retreat for those who seek enriching experiences within a close-knit community, and appreciate life's simple pleasures along with a laid-back luxury experience and personalized service.





HOTEL TYPE: **LUXURY LIFESTYLE**
 AVERAGE ADR: **\$555 USD**

_ **NATURAL SIMPLICITY.**

CATEGORY	UNITS	AREA (M ²)	MAX. CAPACITY	VIEW	ADDITIONAL AMENITIES
Villa	1	m2	12	ocean	4 beds, 3 bathrooms, common areas, 1 kitchen, palapa terrace, expansive gardens, oceanfront patio & lounge area
Ocean Room	2	30 m2	2	ocean	private deck, bathtub
Tower Upper	1	30 m2	2	partial ocean	unique circular room
Tower Lower	1	35 m2	2	garden	private patio
Garden Suite	1	50 m2	2	garden	hammock loft, outdoor terrace, bathtub
Garden Room	2	25 m2	2	garden	garden seating area
Jungle Room	2	30 m2	2	jungle	terrace
Tulik Suite	1	40 m2	2	jungle	floor te ceiling windows
Tulik Room	2	20 m2	2	jungle	floor te ceiling windows

RADHOO



Radhoo Tulum embodies the ancient Mayan spirit, evoking wisdom, spirituality, and mysticism. Our space connects guests to the region's rich cultural heritage. Nestled within the captivating embrace of the Mayan Biosphere, Radhoo is a haven of enchantment and natural splendor, on the jungle side of Tulum's main road.

With 14 meticulously curated rooms, our boutique property captures the bohemian essence and sensuous allure of Tulum, blending exotic luxury with unparalleled comfort. At the heart of Radhoo lies Tulum Beach's largest swimming pool, embraced by the lush jungle surroundings.

The bohemian-luxury, lifestyle hotel has an average ADR of \$302 USD and caters to younger travelers seeking adventure, community, and bohemian aesthetics. They are predominantly represented by millennials working in creative fields.





HOTEL TYPE: **LUXURY LIFESTYLE**
 AVERAGE ADR: **\$302 USD**

LUSH BOHEMIAN
LUXURY.

CATEGORY	UNITS	AREA (M²)	MAX. CAPACITY	VIEW	ADDITIONAL AMENITIES
Standard	1	22 m2	2	jungle	
Junior Suite Garden	4	21 m2	2	pool & jungle	unique circular room
Suite Deluxe	5	40 m2	2	pool & jungle	hammock loft, outdoor terrace
Junior Suite Deluxe	4	35 m2	2	pool & jungle	private terrace & hammock lounge

XELA



Chic Seaside Escape

Hidden amidst the swaying palms on the shores of Tulum Beach lies XELA, a serene haven of laid-back luxury hospitality with 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 soulful escape—the adventurers, the wanderers, and the like-minded spirits immersed in the heart of the Mexican Caribbean, where guests can find a place that feels like home.





HOTEL TYPE: **LUXURY LIFESTYLE**
 AVERAGE ADR: **\$630 USD**

_ CHIC SEASIDE
ESCAPE.

CATEGORY	UNITS	AREA (M ²)	MAX. CAPACITY	VIEW	ADDITIONAL AMENITIES
Master Suite	1	75 m2	2	ocean	bed king, shower & bathtub, private work room, living room & balcony
Beachfront Suite Upper	1	42 m2	2	ocean	bed king, shower & bathtub, private living room, direct beach access
Beachfront Suite Lower	1	43 m2	2	ocean	bed king, shower & bathtub, private living room, direct beach access
Garden Apartment	1	47 m2	2	garden	bed king, shower & bathtub, and balcony
Ocean Suite	1	48 m2	2	ocean	bed king, shower & bathtub, private living room, balcony
Ocean Suite Upper	1	47 m2	2	ocean	bed king, shower, private living room, balcony
Junior Ocean Room	1	29 m2	2	ocean	bed king, shower, private terrace, outdoor bathtub
Upper Ocean Room	2	27 m2	2	ocean	bed king, shower, private balcony
Garden Room Upper	1	20 m2	2	garden	bed king, shower, private plunge pool 5 m2, private terrace
Garden Room Lower	1	20 m2	2	garden	bed king, shower, private patio
Garden Studio	1	18 m2	2	garden	bed king, shower, private living space & kitchen





RESTAURANTS



We believe in curating exceptional hospitality experiences that go beyond accommodation. Namron Hospitality not only designs and manages hotels but also restaurants such as NÜ Tulum & Los Bowls de Guadalupe, offering unforgettable culinary journeys for our guests and the local community.

NÜ TULUM



NÜ Tulum offers vibrant local cuisine by alchemizing diverse and rare ingredients from the Caribbean sea and Mayan jungle. Led by Chef Luis Aguilar, the team is deeply committed to sourcing the freshest ingredients, preserving sustainable methods of cooking, and continuously innovating flavor creations. NÜ has been recognized as one of the top five restaurants in the Yucatan by Travel + Leisure. The impressive jungle setting also houses a lush garden for live music, art, and cultural gatherings in Tulum. Guests can enjoy hand-crafted cocktails while dancing under the stars.

_ A CULINARY
ADVENTURE.



LOS BOWLS DE GUADALUPE



Founded by friends captivated by Tulum's charm in 2019, Los Bowls de Guadalupe has blossomed from a humble kitchen project into a beloved eatery cherished by locals and visitors worldwide. We're dedicated to serving nourishing, organic bowls in a convivial setting that celebrates genuine human connection. Our carefully curated bowls, born out of a passion for exceptional ingredients, bring people together to enjoy nature's finest flavors. At Los Bowls de Guadalupe, we embody the free-spirited essence of Tulum, offering colorful and delicious bowls, smoothies, elixirs, and more—all crafted with love and sourced from the highest quality ingredients.





TEAM



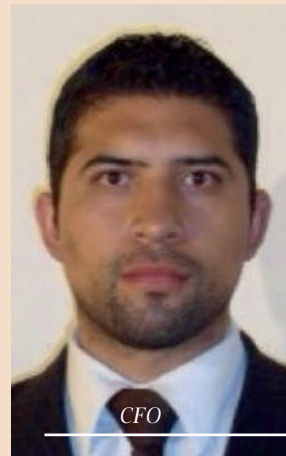
The Namron Hospitality Group's executive team collectively holds 75+ years of experience in Hospitality Service & Operations, more importantly, they're passionate about what they do.



*FOUNDER & CEO
NAMRON GROUP*

YVES

Yves' 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.



CFO

ISRAEL ABRAJÁN PÉREZ

Israel brings vast financial experience from leading positions at renowned firms like Habitas, Uber, EY, and Deloitte. He's overseen corporate finance activities for entities across LATAM and directed sizable teams. His notable achievements include the recovery of significant revenues at Uber and the successful implementation of financial controls globally. With a keen ability to spearhead complex projects across various industries, he is a proven leader in financial strategy and operations.

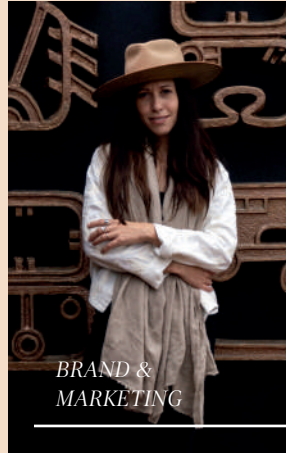
TEAM



DIRECTOR OF OPERATIONS

BENJAMIN STEPHAN

With a career that began in the vibrant hospitality scene of London, Benjamin's unwavering passion for travel and adventure propelled him to St. Barth's, where he honed his expertise as the Manager of the esteemed Le Ti St. Barth restaurant and bar for a remarkable 8 years. Seeking new horizons, he later embarked on a journey to Miami, assuming the role of Director at Marion, an exciting culinary destination within the esteemed Bâoli group. Ben's profound knowledge and passion for wines also shine through as he serves as a consulting sommelier, complementing his role as Operational Director across our diverse projects.



BRAND & MARKETING

AURELIE LELOUP

Aurelie, a Parisian native, knew she was destined to roam the world seeking new inspiration to nourish her creative spirit. After receiving her Master's degree in Marketing and working for Pernod Ricard, she left Paris to explore North Africa and India, before relocating to the Caribbean island of St. Barths. Aurelie brings more than 10 years of experience working in the hospitality industry throughout the Caribbean and Miami. She currently resides in Tulum, a place near and dear to her heart for its bohemian mystique and rich local culture, where she acts as Head of Marketing for Namron Group.



HEAD OF DESIGN

ROBERTO AYALA

Roberto Ayala, Director and Interior Design. Roberto studied international trade but since he was a child was very moved by cityscapes with their buildings, concrete, rhythms and sounds, and how they create a unique atmosphere for people, whether that be a stadium or a library. He's always had a passion for order, symmetry, the color green, architecture, and design. He leads interior design for Namron, and also is the Director of La Valise Mexico City and San Miguel de Allende.



CREATIVE DIRECTOR

MATHILDE OIRY

Originally from Nantes, France, Mathilde mastered plastic arts at ECV, School of Visual Communication. She then showcased her creative prowess as a Junior Artistic Director at NEO, a renowned Parisian agency, managing illustrious accounts such as L'Oréal, Boucheeron, and Givenchy. In 2020, she took the reins of creative direction for Namron, where she has since been the driving force behind the group's branding and design.



VISION



At Namron, we are constantly seeking to elevate the boutique hotel experience by inspiring intentional travel and creating unforgettable moments for our guests. To expand our offering of enriching experiences, we are excited to announce our plans to open new boutique hotels in emerging market destinations, urban areas, and weekend getaways. Our expansion includes new properties across Mexico, as well as extensions of our existing properties in 2023. Join us on our journey to curate unique and transformative experiences for every guest.

*Working to inspire intentional
travel, one guest at a time.*



MEDIA SUMMARY & STATS

As seen in...



Recognized by...



LA VALISE SAN MIGUEL

39/100 of the World's Best Hotels
in the 2023 Travel+Leisure IT List

21/24 of the World's Best City Hotels
in the 2023 Travel+Leisure IT List



INSTAGRAM...



Namron Hospitality brands have
+ 350k collective special followers.



www.namronhospitality.com