The ATELIER · ESTUDIO Playa Mujeres hotel complex celebrated its official opening ceremony with a spectacular program of events.

Thursday 31 October, 2019

- **The ATELIER and ESTUDIO Playa Mujeres officially opened their doors during the Cancun Travel Mart 2019 welcome party, one of the most important tourism events in Mexico, organized by the Hotel Association of Cancun, Puerto Morelos and Isla Mujeres**
- **Authorities from the three government levels attended the event, along with 600 guests from the Mexican and international tourism industry, along with famous personalities and business partners.**

ATELIER de Hoteles, the ground-breaking and innovative Mexican hotel chain, with contemporary Mexican art setting it apart and acting as the common denominator for its concepts, officially inaugurated its impressive ATELIER · **ESTUDIO Playa Mujeres** hotel complex.

With the Caribbean Sea as special "guest of honor", the inaugural ribbon cutting ceremony was headed by **Carlos Joaquin Gonzalez, State Governor; Miguel Torruco, Federal Secretary of Tourism; Juan Carrillo Soberanis**, **Mayor of Isla Mujeres; Marisol Vanegas, Quintana Roo State Secretary of Tourism; and special hosts, Lolita Ulloa de García; Francisco García Zalvidea, President of Grupo BD; Oliver Reinhart and Mascia Nadin, CEO of ATELIER de Hoteles and Director of Operations, respectively, of the ATELIER de Hoteles Mexican hotel chain.**

"In the Grupo BD hotel business section, we are proud that the official opening of our ***ATELIER · ESTUDIO Playa Mujeres***
resort took place during the ***Cancun Travel Mart 2019****, in the presence of important authorities, special guests and both our Mexican and international business partners. This important investment undoubtedly shows our confidence and commitment to the development of Quintana Roo and the tourism sector in our country", stated* **Francisco Garcia Zalvidea**, **President of Grupo BD.**

ATELIER · ESTUDIO Playa Mujeres is a 5+ Star, all inclusive "All Suites" resort, for adults and guests over 16 years in **ATELIER,** and families in **ESTUDIO**. Both hotels, located in the same complex, offer a fantastic concept inspired by Mexican contemporary art and design. Their relaxed, luxurious atmosphere is in harmony with the idyllic natural landscape that can be found on the continental area of Isla Mujeres, framed by the Caribbean Sea and the magnificent 18-hole Greg Norman designed golf course.

"The ground-breaking concept of ***ATELIER · ESTUDIO Playa Mujeres*** *is already becoming a benchmark among all inclusive hotels, not only in the destination, but also in Mexico and the Caribbean, both for its facilities, the quality of its food and beverage and technological features, and for its service standards. We express our common denominator in contemporary art through a captivating architectural design and our four conceptual pillars:* ***Handmade Hospitality®****,* ***Addictive Service®****,* ***Surrounding Technology®*** *and* ***Eco-social Awareness®****, a combination of concepts that have captured the imagination of our business partners, colleagues and, of course, our guests, who confirm their satisfaction through the Best Day, Tripadvisor, Expedia, Booking and other websites", mentioned* **Oliver Reinhart, CEO of ATELIER de Hoteles.**

Those attending the event, representatives from the tourism sector in at least 20 countries, including Mexico, United States, Russia, Canada, India, Ecuador, Peru and Korea, had the chance to tour the facilities of **ATELIER · ESTUDIO Playa Mujeres,** which have areas designed to satisfy all tastes in its 593 luxurious suites and 26 dining options, including restaurants, bars and cafeterias. They were also able to enjoy the grand events held in the 4,500 m2 (48,437 sq. ft.) convention center, with a capacity for 1,650 people, equipped with state-of-the-art technology premises.

The **Cancun Travel Mart 2019** began with a spectacular celebration prepared by the "Arteliers", the nickname proudly given to staff at the **ATELIER · ESTUDIO Playa Mujeres**, which included exhibitions and development of works of art by renowned photographer Pepe Soho and painter Leo Tezcucano; interactive activities, such as virtual reality painting, as well as gastronomy, music, technology and fireworks that surprised the attendees for more than 4 hours. The event's grand finale was a performance by famous Mexican band MATUTE, which entertained the attendees until the early hours of the morning.

Media:











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ATELIER de Hoteles is an innovative and ground-breaking Mexican hotel chain born in 2015, with contemporary Mexican art setting it apart and acting as the common denominator in its concepts, which include strategy, passion and commitment. ATELIER de Hoteles offers in its four brands, ATELIER, ESTUDIO, ÓLEO and MET, relaxed luxury with the highest in service standards in its properties, currently located in the Hotel Zone and Playa Mujeres, both in Cancun, Quintana Roo, and with openings planned in the near future for the most important beach and business destinations in Mexico.

Company Contact:

ATELIER de Hoteles

T. +52 (998) 884 4668
E. sandra.cruz@adh.com
W. https://atelierdehoteles.com

Additional Contact(s):
Sandra Cruz

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