



AUBERGE RESORTS  
COLLECTION

**AUBERGE RESORTS COLLECTION TO MANAGE ETÉREO, AN INTIMATE  
OCEANFRONT SANCTUARY ON MEXICO'S RIVIERA MAYA**

**MILL VALLEY, CALIF.** (March 5, 2019) – [Auberge Resorts Collection](#), a portfolio of award-winning hotels, resorts and residences, is expanding its international presence with a fourth property in Mexico. Today, the company announced that it has been selected by **GIM Desarrollos**, Mexico City, to manage [Etéreo, Auberge Resorts Collection, Riviera Maya](#).

The Riviera Maya is a coastal paradise, renowned for its mangroves and lagoons, ancient Mayan cities, tropical beaches, ecological reserves and the world's second largest coral reef. Etéreo – Spanish for “ethereal” – is located on a timeless and pristine oceanfront site that is remarkable for its lush mangrove gardens and an expansive white-sand beach.

Featuring 75 contemporary guesthouses, an Auberge Spa and two dining venues, the resort is a collection of patinaed coral stone structures designed with modern Mayan references and elevated to seemingly float like islands among fields of dense tropical vegetation. The different areas of the resort are laced together by a series of wooden boardwalks and pathways. The enclave, which will have a highly residential feel, will tread lightly on the land and offer stunning ocean views.

“This new resort will complement our international collection of award-winning properties and further build Auberge Resorts Collection’s reputation as the brand renowned for the best-loved resorts across three continents,” said Dan Friedkin, Chairman, Auberge Resorts Collection. “We are pleased to collaborate with GIM Desarrollos on this extraordinary project.”

“The entire focus of the design and experience of the resort will be crafted to enhance our guests’ connection with nature and with one another and escape in perfect comfort and seclusion,” said Craig Reid, Chief Executive Officer, Auberge Resorts Collection. “The natural environment of

this spectacular ocean-front site has inspired us to create a resort of exceptional beauty and intimacy. We are delighted to bring something different and very special to the Riviera Maya.”

“GIM Desarrollos is pleased to partner with Auberge Resorts Collection to create Etéreo, the premier resort destination on Mexico’s Riviera Maya,” said Abraham Metta Cohen, CEO at GIM. “With Auberge’s reverence for the destination, excellence in service, culinary and wellness, Etéreo will be a compelling luxury experience for guests looking to be immersed in the best the Riviera Maya has to offer.”

Each of the guesthouses at Etéreo will have dramatic ocean views of the turquoise waters of the Caribbean Sea and offer floor-to-ceiling windows, large terraces, private plunge pools and expansive sliding doors for extraordinary indoor-outdoor living. Both the architecture and interiors will juxtapose contemporary materials with regionally inspired design elements and natural materials.

The resort will offer several intriguing dining venues, notably, a world-class restaurant, a cornerstone of every Auberge resort, featuring a modern interpretation of artisanal Mexican dishes in a relaxed setting overlooking the ocean. At the water’s edge will be a beach club with a long infinity-edge swimming pool and a casual beachside bar.

The Auberge Spa will be located in a unique and memorable island setting overlooking a sea of mangroves and accessed by an elevated walkway. Treatment rooms will feature private gardens with outdoor showers and baths, and fitness and yoga pavilions will be integrated into the natural environment. Spa treatments will take their inspiration from local healing traditions and the Mayan reverence for the celestial.

Situated on the eastern coast of Mexico’s Yucatan Peninsula, and surrounded by the natural beauty of the Mayan Riviera's lush lagoons and pristine mangroves, Etéreo is located just 24 miles from Cancun International Airport and six miles from Playa del Carmen. Plans call for Etéreo to open in 2021. For more information, please visit <https://aubegeresorts.com/etereo/>.

### **About Auberge Resorts Collection**

Auberge Resorts Collection is a portfolio of extraordinary hotels, resorts, residences and private clubs. While each Auberge property possesses a unique individuality, all share a crafted approach to luxury that is expressed through captivating design, exceptional cuisine and spas, and gracious yet unobtrusive service. Properties in the Auberge Resorts Collection include: Auberge du Soleil, Calistoga Ranch and Solage, Napa Valley; Esperanza and Chileno Bay, Los Cabos, Mexico; Hotel Jerome, Aspen; Malliouhana, Anguilla; Nanuku, Fiji; Madeline Hotel and Element 52, Telluride, Colorado; Hacienda AltaGracia, Costa Rica; the Mayflower Inn & Spa, Washington, Conn.; White Barn Inn & Spa, Kennebunk, Maine; the Vanderbilt Hotel, Newport, R.I.; Grace Santorini and Mykonos, Greece; Auberge Beach Residences and Spa, Fort Lauderdale; The Lodge at Blue Sky, Park City, Utah (opening May 2019); Mauna Lani, Hawaii (opening late 2019); Bishop's Lodge, Santa Fe, New Mexico; Commodore Perry Estate, Austin; Mukul, Guacalito, Nicaragua; and Susurros del Corazon, Punta de Mita, Mexico (opening 2020) and Étéreo, Riviera Maya with several others in development. For more information about Auberge Resorts Collection, please visit [www.aubergeresorts.com](http://www.aubergeresorts.com). Follow Auberge Resorts Collection on Facebook at [facebook.com/AubergeResorts](https://www.facebook.com/AubergeResorts) and on Twitter and Instagram at @AubergeResorts and #AlwaysAuberge.

### **About The Friedkin Group**

The Friedkin Group is comprised of a consortium of automotive, hospitality, entertainment, golf and adventure companies. These organizations include: Gulf States Toyota, GSFSGroup, GSM, US AutoLogistics, Ascent Automotive Group, Auberge Resorts Collection, Imperative Entertainment, 30WEST, NEON, Diamond Creek Golf Club, Congaree and Legendary Adventures. The Friedkin Group is led by Chairman and CEO Dan Friedkin. For more information, visit [www.friedkin.com](http://www.friedkin.com).

### **About GIM Desarrollos**

GIM Desarrollos is Mexico's leading group of companies dedicated to the conception, design, planning, execution, marketing, owning and operating of all kinds of real estate developments. Established in the 70s, this family group was originally focused mainly on the construction and operations of office buildings located in Mexico City. In the mid-80s, the group diversified their activities towards all sorts of Real Estate Developments within Mexico City and eight states: Mexico, Morelos, Querétaro, Quintana Roo, Hidalgo, Puebla, Jalisco and Baja California Sur. GIM's vertical, professionally integrated divisions allow it to diversify its investments with high levels of quality and performance, all based on a coherent and innovative business philosophy. GIM works in seven specialized business areas: Residential and Middle-income Housing, Social housing, Industrial Parks, Corporate Offices, Shopping Malls, Hospitality and Touristic Developments, and Architecture with its very own Migdal Arquitectos.

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