



## PUEBLO BONITO VANTAGE

SAN MIGUEL DE ALLENDE

**PUEBLO BONITO VANTAGE SAN MIGUEL DE ALLENDE TO OPEN IN LATE 2023**  
*Hospitality firm debuts new luxury brand in one of Mexico's most beautiful cities*



**San Miguel de Allende, Mexico (March 23, 2023)** – Pueblo Bonito Golf and Spa Resorts will unveil its new luxury brand with the opening of Pueblo Bonito Vantage San Miguel de Allende, slated for mid-November. Pueblo Bonito Vantage hotels will unite local traditions with exclusivity, technological comforts, singular experiences, and high-end service.

Designated by UNESCO as a World Heritage Site in 2008, San Miguel de Allende—named the world's best city and most enchanting destination by *Travel+Leisure*—has been charming visitors for nearly 500 years. The city is renowned for its baroque Spanish architecture, thriving arts scene, culinary experiences, and cultural celebrations.

Pueblo Bonito Vantage San Miguel de Allende is being built in homage to the city's architectural heritage while accentuating guest comfort. Its hacienda-style buildings will comprise 111 well-appointed guest rooms and suites in one wing; and 45 privately-owned villas and multi-bedroom condominiums in another. All rooms and residences, designed in a neo-colonial style, will feature terraces with outstanding views of the city's historic downtown. The hotel also will offer banquet space for groups and a beautiful terrace area for weddings and events

overlooking the city's magnificent landmark neo-Gothic church—Parroquia de San Miguel Arcángel.

The hotel is situated in the District Corazón (the Heart District) in a traffic-free zone in front of Zeferino Gutierrez Park and is a quick stroll from the historic center. From the hotel's rooftop bar and terrace, which offers a stunning view of the emblematic San Miguel Parish, guests will feel the magic of San Miguel de Allende.

Pueblo Bonito Resorts already has eight properties in Los Cabos and Mazatlán, including several that have been recognized by *Condé Nast Traveler* and *Travel+Leisure*.

"This is our first urban property, and we're creating a totally different ambience for the Vantage brand," said Alberto Coppel, CEO, Pueblo Bonito Resorts. "Guests will be immersed in elegance and a refined atmosphere, with a residential component and resort-style amenities."

In-room amenities will include L'Occitane bath amenities (Bulgari amenities in suites), plush bathrobes, a luxurious pillow menu, Nespresso coffee machine, electric kettle, and Bose Bluetooth speaker.

Positioned as a luxury leader, the San Miguel de Allende property will feature a full-service spa, offering lavish holistic care with facials, massages, and full-body treatments, single and double treatment rooms, a hydrothermal circuit area, and locker areas for men and women. Other facilities include a wellness center, fitness center, beauty salon, bridal suite, and retail shop.

Among the hotel's dining options will be a LaFrida restaurant serving gourmet Mexican cuisine; the rooftop bar serving drinks, tapas, and snacks; and 24-hour room service.

In San Miguel and at other Pueblo Bonito Vantage properties, the V Life program—a collection of unique experiences in which guests and residents may immerse themselves—will be offered. Based around four pillars—gastronomy, culture/art, history, and nature/lifestyle—V Life activities range from language immersion, vineyard visits in Central Mexico's exceptional wine region, art classes, to guided cultural walks. Tours to landmarks in San Miguel de Allende and vicinity also will be offered, including Guanajuato, Querétaro, and the Pueblo Mágico ("magic town") of Dolores Hidalgo (24 miles away).

For more information or to place your name on the reservation waiting list for a stay at Pueblo Bonito Vantage San Miguel de Allende, visit <https://www.pueblobonito.com/introducing-pueblo-bonito-vantage>.

###

**About Pueblo Bonito Golf & Spa Resorts**

Pueblo Bonito Golf & Spa Resorts include eight award-winning properties in two destinations, Cabo San Lucas and Mazatlán, all offering luxury all-inclusive options. Each of the properties has its own personality, design, and ambience, yet all share the same high level of impeccable quality and distinguished atmosphere.

In Cabo San Lucas, the adults-only Pueblo Bonito Pacifica Golf & Spa Resort is the ideal setting for a romantic getaway, while Pueblo Bonito Sunset Beach Golf & Spa Resort, with its large, all ocean-view suites, is perfect for families. Pueblo Bonito Rosé Resort & Spa and Pueblo Bonito Los Cabos, both located on El Médano beach, have the best to offer vacationers looking to be right in the middle of all the Cabo action. In Mazatlán, the elegant jewel Pueblo Bonito Emerald Bay Resort & Spa overlooks the Pacific Ocean and a private beach, while the charming Pueblo Bonito Mazatlán, is located in the famous Golden Zone. Both resorts are great for family vacations and romantic getaways. For more information visit [www.pueblobonito.com](http://www.pueblobonito.com), find us on Facebook at [www.facebook.com/pueblobonitoresort](https://www.facebook.com/pueblobonitoresort) and follow us on Instagram @pueblobonito

### **About Pueblo Bonito Vantage**

The upscale brand of Pueblo Bonito Resorts, Vantage is positioned for the discerning, experienced traveler who seeks superior service, high-end design, and unique experiences. Pueblo Bonito Vantage offers a refined hospitality experience, one which includes upscale accommodations, oversized suites, enhanced amenities, impeccable, 24-hour butler service, and authentic experiences. The first property under the Vantage flag, Pueblo Bonito Vantage San Miguel de Allende, opens in late 2023.

### **Media Contacts**

Karen Moraghan  
Hunter Public Relations  
908/963-6013  
[kmoraghan@hunter-pr.com](mailto:kmoraghan@hunter-pr.com)

Mary van den Heuvel  
Pueblo Bonito Golf & Spa Resorts  
1/800-990-8250  
[mary@pueblobonito.com](mailto:mary@pueblobonito.com)