



TULUM DAILY LIVING

A Premier Investment Opportunity



But is it for you?



IMAGINE WAKING UP TO WAVES ON PLAYA PARAISO

Followed by a morning run through the trails of Parque Nacional Tulum.

Start your day with paddleball at Aldea Zama or pickleball at the Tulum Sports Center, surrounded by a community that shares your passion for staying fit and engaged. With iconic spots like Cenote Calavera and Casa Cenote for swimming and cycling, and the annual Ironman Cozumel just a short ferry ride away,

Tulum's energy feels genuinely alive.

STABLE REAL ESTATE INVESTMENT

For the original mind and free spirit that feel ready to blaze their own trail

Tulum's real estate market has experienced consistent growth, with property values appreciating by approximately **23% annually since 2020**, driven by increasing demand for vacation homes and commercial ventures.

Tulum Real Estate and Tourism Growth (2020-2024)

Year	Property Value Increase (%)	Annual Tourism Growth (%)	Infrastructure Investment (Million USD)
2020	15	8	500
2021	18	10	700
2022	20	12	900
2023	22	14	1200
2024	23	16	1500

Analysts predict that property values in Tulum could increase by 8-10% per year over the next decade, indicating strong potential for long-term investment returns.



According to a recent report by the *National Association of Realtors (NAR)*, Tulum's real estate market has experienced significant growth in recent years. The average price per square meter has increased by **15%** in the last year alone, with luxury properties seeing even higher appreciation rates.

BUT IT'S NOT ABOUT THE MONEY.

FIND YOUR TRIBE...



Tulum isn't just a destination—it's a lifestyle.

A hotspot for active people of all ages who thrive on movement, adventure, connection, and sustainable living.

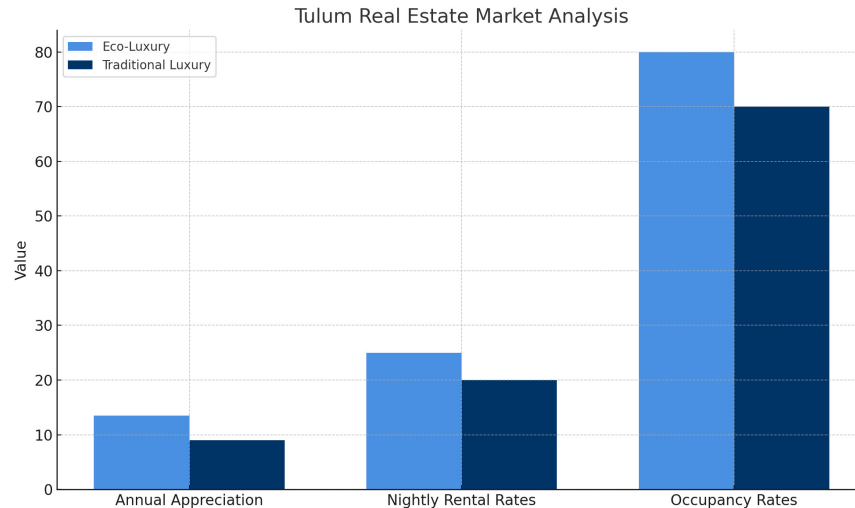
Whether you're seeking an escape from the ordinary or looking to immerse yourself in a vibrant, like-minded community, Tulum is where life stays exciting and purposeful, blending luxury with vitality in a way few places can match. During the busy season, incredible humans of all ages congregate here with a shared drive to live life to the fullest. Whether it's sunrise yoga on the beach at [Ahau Tulum](#), guided meditation at [Holistika Tulum](#), or revitalizing spa experiences at [Yaan Wellness Energy Healing Spa](#),



Tulum's wellness scene attracts those seeking harmony and rejuvenation from around the world. It's where wellness and eco-consciousness go hand in hand—modern developments are thoughtfully designed with sustainable architecture, solar energy, and low-impact construction practices.

ECO-CONSCIOUS & SUSTAINABILITY

Eco-luxury real estate in Tulum has demonstrated strong appreciation rates and attractive rental returns. Recent data shows:



In a collaborative endeavor to combat deforestation, local residents and organizations have launched an ambitious reforestation project aiming to plant 50,000 trees by 2025. This initiative not only addresses climate concerns but also fosters community engagement and enhances biodiversity.

By 2026, it is projected that 40% of new residential projects in Tulum will incorporate eco-friendly and sustainable building practices. Developers are increasingly utilizing local materials and energy-efficient designs, reflecting a commitment to environmental responsibility.

Additionally, the Mexican government has implemented incentives for sustainable development, including tax benefits for energy-efficient properties, further increasing the attractiveness of eco-conscious real estate investments.



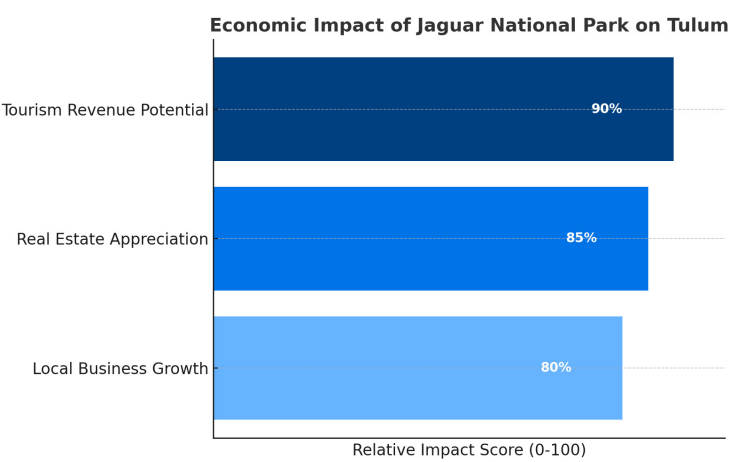
Sian Ka'an Biosphere Reserve

Established in 1986 and recognized as a UNESCO World Heritage Site, the Sian Ka'an Biosphere Reserve spans over 5,280 square kilometers. This protected area is home to diverse flora and fauna, underscoring Tulum's dedication to conserving its natural heritage.

JAGUAR NATIONAL PARK

A Cornerstone of Tulum's Cultural and Economic Landscape

Inaugurated in September 2024, Jaguar National Park stands as both a tribute to Tulum's deep reverence for nature and a cornerstone of its long-term sustainable growth. Spanning nearly 3,000 hectares, the park protects lush jungle, coastal ecosystems, and the iconic Tulum archaeological zone. To the people of Tulum, it is more than a conservation effort—it is a cultural sanctuary that honors their Mayan roots and embodies a legacy of environmental stewardship. Named after the region's sacred jaguar, the park reflects a shared commitment to biodiversity, eco-tourism, and the preservation of ancestral lands—inviting the world to experience Tulum's rare beauty in a way that is both meaningful and sustainable.



The Mexican government has shown a strong and deliberate commitment to protecting Jaguar National Park through both strategic investment and coordinated policy. A total of 2.5 billion pesos (approximately \$140 million USD) has been dedicated to the park's development, with a focus on sustainable infrastructure and environmental conservation. Major improvements include the modernization of beachfront access points, the construction of administrative facilities, upgraded pathways to the archaeological zone, and the addition of bike paths—each designed to support eco-tourism while preserving the natural landscape. This effort is the result of collaboration between key federal agencies, including the Secretariat of Environment and Natural Resources (SEMARNAT) and the National Institute of Anthropology and History (INAH), ensuring that both the ecological integrity and cultural significance of the area remain protected for generations to come.

The creation of **Jaguar National Park** has become a powerful economic catalyst for Tulum, drawing increased interest from both tourists and investors.



With over 1.3 million annual visitors to nearby archaeological zones, the park is expected to further boost tourism revenue. Property values in areas surrounding the park have already seen appreciation, especially for developments focused on sustainability. The growing number of visitors is also stimulating local business growth, particularly in hospitality, wellness, and retail. For investors, Jaguar Park presents a rare opportunity to align with eco-conscious development while tapping into one of Mexico's fastest-growing destinations.

TULUM’S SOCIAL SCENE IS MAGNETIC WITHOUT BEING OVERLY PRETENTIOUS.

Dining at Ilios and Rosa Negra is as inviting as it is refined, while nightlife at Gitano Jungle and beachfront parties at Papaya Playa Project strike the right balance of sophistication and spontaneity.

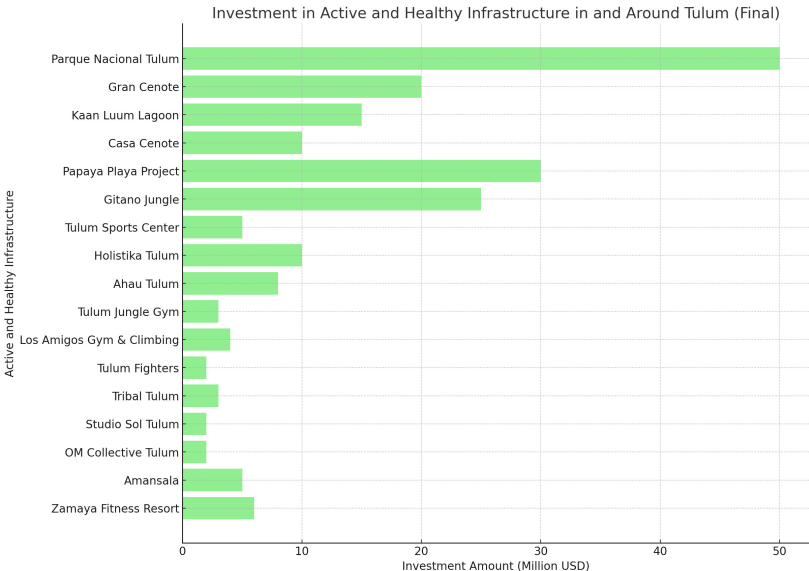
When night falls, Tulum offers a nightlife experience that’s both stylish and refreshingly unpretentious. The energy is laid-back but magnetic—attracting athletes, creatives, travelers, and free spirits from around the world. Here, parties don’t feel manufactured—they unfold naturally in beautiful settings, blending good music, great company, and the magic only the tulum landscape can offer.

Whether it’s dancing under the stars at Zamna, catching a live set at Papaya Playa Project, or sharing cocktails at Casa Jaguar, the nights here strike that rare balance of being both relaxed and unforgettable. It’s a social scene built on intention, not excess.

There’s really only one Tulum. The way the nightlife flows with the environment, the people, and the rhythm of the place—it’s something you won’t quite find anywhere else.



It’s not just a place to live—it’s a choice to live differently, valuing quality and connection over mere material wealth. The truth is, Tulum draws a certain type of person—someone who knows that real luxury is about feeling alive and staying vibrant. It’s about being part of a forward-thinking, eco-conscious community that sees sustainability as a way of life. Not everyone will get it—and that’s okay.

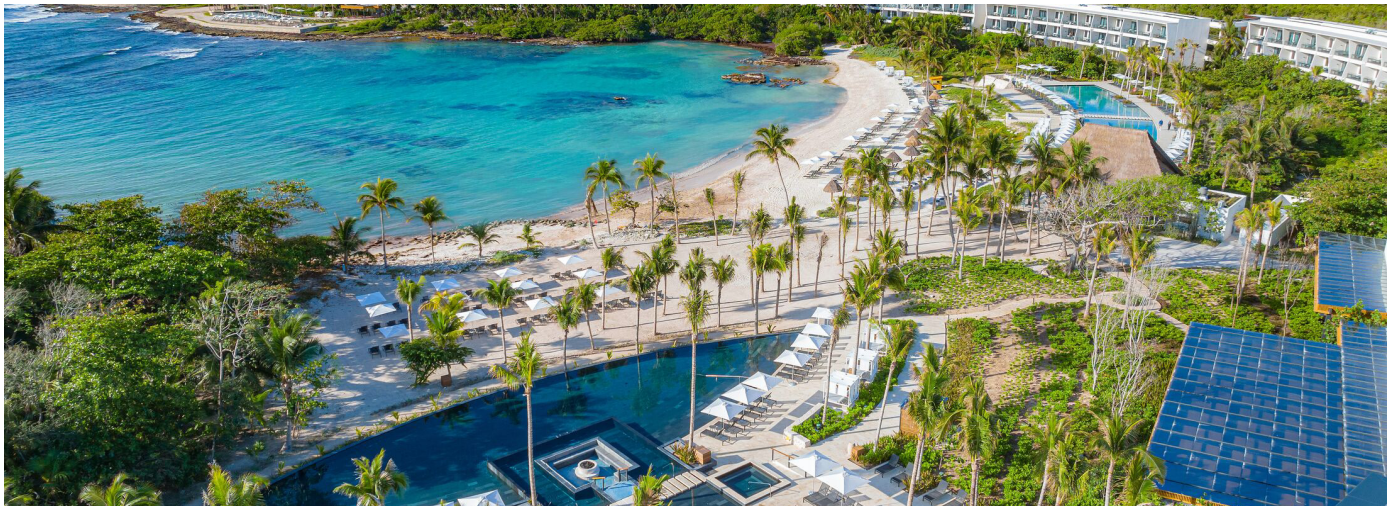


HIGH VALUE LUXURY

Major hotel chains such as Hilton and Marriott are establishing high-end residential and hospitality projects, enhancing Tulum's appeal to affluent travelers and investors.

Tulum's luxury hotel scene offers an array of exceptional accommodations that seamlessly blend opulent amenities with the area's natural beauty and cultural heritage. These establishments provide gourmet dining, pristine beach access, and a host of upscale facilities, making them attractive to discerning travelers and potential property investors.

Proximity to Tulum's famed beaches is a hallmark of its luxury accommodations. La Valise Tulum offers guests private beach access, allowing for an exclusive seaside experience. Conrad Tulum Riviera Maya is situated in a secluded cove, providing guests with a private beachfront amidst lush mangroves. Additionally, Nômade Tulum's beachfront location allows guests to enjoy the Caribbean's white sands and turquoise waters



Conrad Tulum

Tulum's luxury hotels have garnered significant recognition from esteemed travel publications and organizations. La Casa de la Playa achieved a Five-Star rating from Forbes Travel Guide in 2025 and was named the Best Hotel in Mexico by Travel + Leisure's World's Best Awards in 2024. Nômade Tulum was highlighted by Architectural Digest as a top hotel, praised for its boho-chic design and wellness focus. Additionally, Forbes recognized Hotel Esencia as the Best High-End Hotel in Tulum, noting its secluded location and luxurious amenities.

The prominence of luxury hotels in Tulum underscores the area's appeal to high-net-worth individuals and affluent travelers. This trend indicates a robust demand for upscale accommodations and experiences, suggesting a favorable environment for luxury condo and apartment developments. Investors can capitalize on this demand by offering properties that align with the high standards set by Tulum's top hotels, focusing on premium amenities, wellness facilities, and proximity to natural attractions. The consistent industry recognition and awards garnered by these hotels further validate Tulum's position as a premier luxury destination, enhancing its attractiveness for real estate investment.

INFRASTRUCTURE DEVELOPMENT

Where Tulum's Organic Allure Meets the Smart Infrastructure of a Global City.

Tulum International Airport, officially known as Felipe Carrillo Puerto International Airport, has experienced remarkable growth since its inauguration on December 1, 2023. Surpassing initial projections, the airport welcomed its one-millionth passenger within just 11 months of operation, highlighting its rapid ascent as a key travel hub in the region.

Tulum Airport: Just Getting Started

Houston (IAH)

Atlanta (ATL)

Dallas/Fort Worth (DFW)

New York (JFK/EWR)

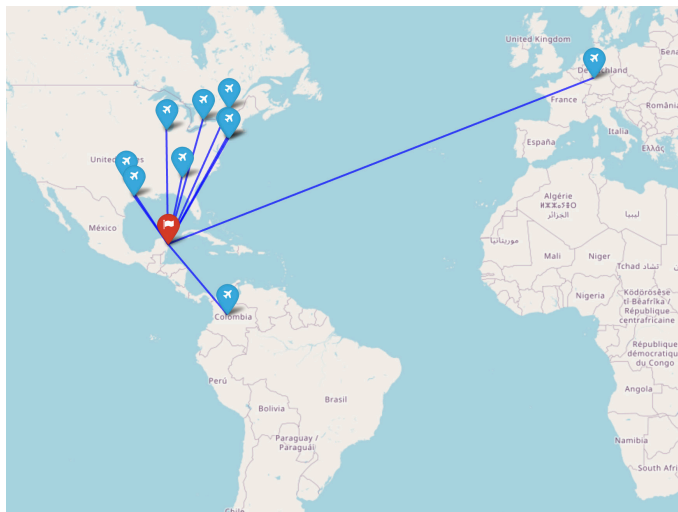
Chicago (ORD)

Bogotá (BOG)

Toronto (YYZ)

Montreal (YUL)

Frankfurt (FRA)



The airport has already surpassed expectations, welcoming over 1 million passengers in its first year—well above the 700,000 initially projected. Designed to handle 5.5 million annually and soon connected to the Maya Train, it's fast becoming a key gateway to the Riviera Maya.

Tourism is growing, the airport is nowhere near capacity—this place is only going up.

Furthermore, the airport's infrastructure is designed to accommodate future expansion, with 12 gates and a 12,000-foot runway, positioning it to handle increasing passenger demand and larger aircraft.



TREN MAYA PROJECT

In 2023, Tulum welcomed over **1.6 million tourists**. With the operation of the Tren Maya and the new Tulum airport, projections indicate that tourist arrivals could surpass **2.2 million** by 2025. This represents an increase of more than **600,000 visitors**, equating to a **10% annual growth** in tourism.



The introduction of the **Tren Maya** is poised to significantly enhance Tulum's connectivity, leading to notable growth in tourism and real estate sectors. This development is expected to make Tulum more accessible to both international and domestic travelers, with a particular emphasis on increasing visits from Mexican nationals.



*New projects include pedestrian walkways connecting the **Tulum Hotel District** to the **Tren Maya station**, ensuring safe and convenient navigation for residents and tourists alike.*

FOREIGN INVESTMENT APPEAL

Investors from the **United States, Canada, and Europe** continue to dominate Tulum's real estate market, drawn by the region's natural beauty, cultural richness, and exceptional investment potential.

The government of Quintana Roo and tourism boards have made targeted efforts to reach Asian markets. In 2024, Tulum participated in the **Tokyo Tourism Expo (JATA)** to promote infrastructure developments and eco-conscious tourism initiatives. These efforts have paid off — China ranked as the 10th highest source of international visitors to Mexico, contributing **187,726 travelers** in 2024, which represents a **38.8% increase**

Over 2023. Hyatt's Acquisition of Standard International: In late 2024, Hyatt Hotels Corporation completed the acquisition of Standard International, encompassing brands like The Standard and Bunkhouse Hotels. This acquisition includes The Standard Residences under development in Tulum, reflecting Hyatt's commitment to

expanding its footprint in the region.

Aimbridge Hospitality's Expansion: Aimbridge Hospitality, a prominent third-party hotel operator, acquired Grupo Hotelero Prisma, adding 42 properties with over **7,500 rooms** to its portfolio. This acquisition includes notable properties such as the

TributeTulum, highlighting the strategic interest in Tulum's hospitality market.

Surge in Hospitality Investments: According to the Mexican Ministry of Tourism (SECTUR), Tulum received \$1.2 billion in new hospitality investments in 2023, marking a 95% increase over 2021. This significant influx of capital highlights the area's growing

prominence in the global tourism market.

A 2024 survey by CBRE revealed that over 50% of hotel investors plan to increase their acquisitions, with particular interest in regions like Mexico and the Caribbean. This



Boutique Hotel Investments

La Valise Tulum: Belgian hotelier Yves Naman opened La Valise Tulum in January 2018, transforming a small beach house using traditional building techniques and collaborating with local craftsmen to create custom furnishings. This boutique retreat exemplifies the trend of personalized, culturally immersive hospitality experiences in

trend indicates a robust confidence in the area's potential for returns on investment. This growing international diversity not only boosts Tulum's status as a world-class destination but also opens the door for broader investment opportunities, ranging from short-term

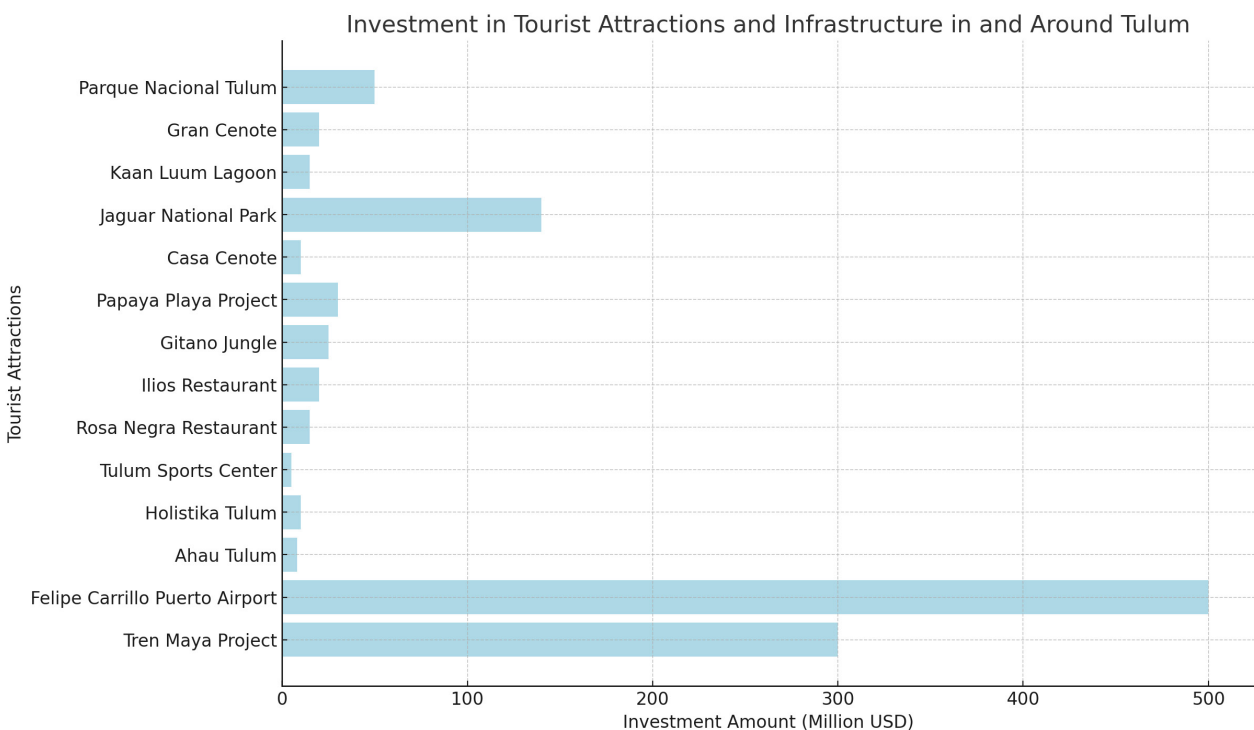
ECONOMIC INDICATORS & INVESTMENT CLIMATE

Tourism and Hospitality Boom: Tulum has experienced a significant surge in tourism, leading to impressive hotel occupancy rates. In Akumal, a locality within the municipality of Tulum, hotel occupancy reached 82.8% during the first half of 2024. This high demand extends beyond hotels, with the short-term rental market thriving, evidenced by approximately 5,000 properties listed. Such robust occupancy rates underscore the area's popularity among travelers, indicating a lucrative opportunity for investors interested in vacation rentals and hospitality ventures.

Economic Growth Rate: Quintana Roo, the state encompassing Tulum, has consistently outpaced Mexico's national economic growth. In the last quarter of 2023, the state registered a remarkable 10.7% increase in economic activity, significantly higher than the national average. This growth is largely driven by tourism and real estate development, highlighting the region's economic vitality and its potential for sustained expansion.

Job Creation: The real estate boom in Tulum has led to substantial job creation, particularly in the construction sector. Since 2022, construction employment in the region has grown by 18%, providing numerous opportunities for skilled laborers and artisans. This influx of employment opportunities not only boosts the local economy but also fosters community well-being, making Tulum an even more attractive location for investment.

Government Support: The Mexican government actively promotes investment through various incentives and infrastructure projects. A notable example is the executive order issued on October 11, 2023, providing nationwide tax incentives aimed at encouraging nearshoring investments. Additionally, the government has implemented programs offering tax credits for research and development expenses, further bolstering economic prospects and investor confidence.



LEGAL ASPECTS OF BUYING PROPERTY IN TULUM

It's actually a lot more standard than you think.



Foreign Ownership and the “Restricted Zone”

Tulum is located within Mexico’s Restricted Zone—an area 50 km (about 31 miles) from the coast or 100 km from international borders—where foreigners cannot directly own land. However, foreign buyers can legally purchase property in this area through a Fideicomiso.

What is a Fideicomiso?

A Fideicomiso is a bank trust that allows foreigners to buy and hold property in the Restricted Zone. A Mexican bank holds the title to the property on behalf of the buyer. The buyer (beneficiary) retains full rights to use, rent, sell, or will the property.

Property Taxes in Mexico

Mexico offers relatively low property taxes. Annual property tax is called Predial. It's calculated based on the assessed value of the property, typically 0.1% to 0.3%. It is paid annually or semi-annually and is often under a few hundred dollars for residential properties.

The Closing Process

The closing process in Mexico includes:

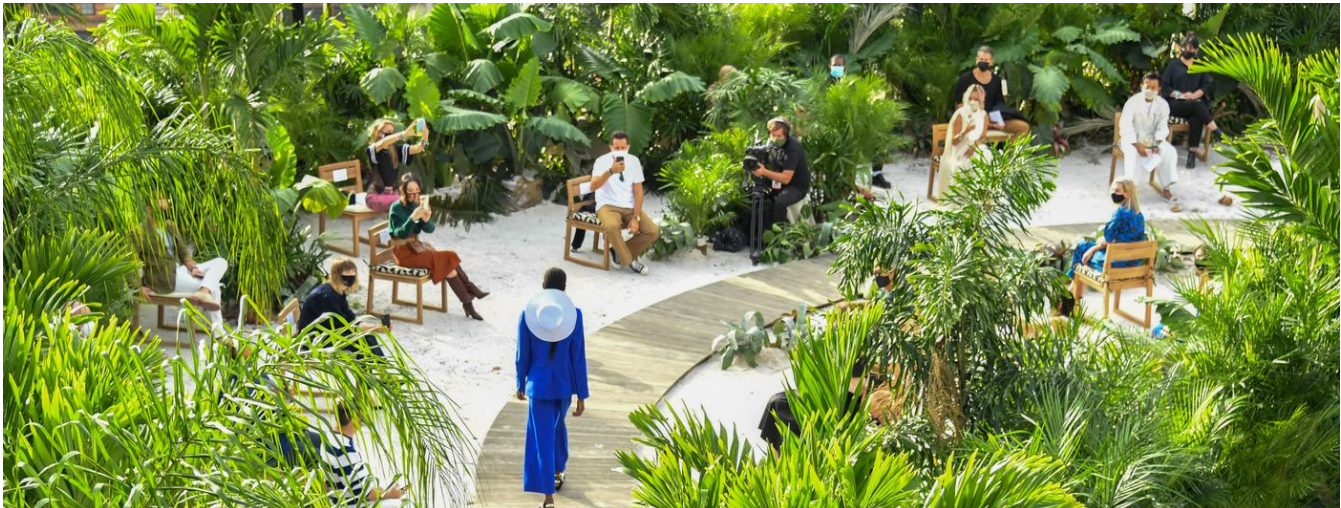
- Due diligence by your lawyer (checking land title, debts, permits).
- Opening a bank trust (Fideicomiso) if needed.
- Escrow setup for the funds.
- Final signing before a Notary Public, who will issue the new deed (Escritura Pública).
- Registration of the new deed with the Public Registry of Property.

For international buyers, the fideicomiso—a bank trust that allows foreigners to legally own property in Tulum—is an important part of the process. While it opens the door to incredible investment opportunities, setting it up can take 60 to 90 days. That means there may be a short wait before you can start earning rental income, so it's smart to keep this in mind when planning your timeline and strategy

KEY DATES

TULUM FASHION WEEK

Held annually in the spring, Tulum Fashion Week showcases sustainable and innovative fashion from designers worldwide. Set against Tulum's picturesque backdrop, it merges style with environmental consciousness.



TULUM FOOD, SPIRITS & WINE FESTIVAL



Scheduled for November, this culinary event celebrates Tulum's rich gastronomy. It features renowned chefs, mixologists, and sommeliers, offering tastings, workshops, and dinners that highlight local and international flavors.

COMPETITORS

We Know the Landscape. And We Still Bet on Tulum.

As global real estate investors expand their search for high-value lifestyle properties, several markets continue to emerge with strong appeal—including Cancún, Playa del Carmen, Puerto Vallarta, and Medellín, Colombia. Each has its merits—but when you zoom in, Tulum consistently outpaces them in long-term value, cultural depth, and investor opportunity.

DESTINATION	AVG. APARTMENT PRICE (USD)	CULTURE	KEY DRAWBACKS
TULUM	\$180K- \$400K	Bohemian, eco-luxury, wellness-centric	Less developed infrastructure
CANCUN	\$220K-\$500K	Mass tourism, resort-heavy	Oversaturated, less community-focused
PLAYA DEL CARMEN	\$160K-\$350K	Urban beach town, digital nomad hub	Increasing congestion, higher expat churn
PUERTO VALLARTA	\$200K-\$450K	Classic charm, LGBTQ+ friendly, expat favorite	Older architecture, fewer sustainable builds
MEDELLIN COLOMBIA	\$130K-\$300K	Urban jungle, cultural richness, innovation zone	Foreign ownership hurdles, currency risk



ABOUT US

Arano Investments Group is a leading company in the real estate sector, specializing in the development and promotion of luxury properties in exclusive destinations such as Cancún, Playa del Carmen, Tulum, and Mahahual.

With a vision focused on innovation and a commitment to quality, we create exceptional investment experiences, offering our clients a unique lifestyle through high-end properties.

We're excited to explore a unique collaboration with you to showcase investment opportunities in the Riviera Maya to your community.

