



BETWEEN DESERT AND SEA: AMANVARI OPENS ON BAJA'S EAST CAPE, MEXICO

3 August 2026– Amanvari has opened its doors on the shores of Baja's East Cape, welcoming guests to experience Aman's hallmarks of peace, privacy and intuitive service in one of Mexico's most beguiling and untouched settings for the very first time. Set within the exclusive Costa Palmas community, where the Sea of Cortés shapes an extraordinary coastal landscape, the intimate 18-Casita sanctuary – offering exceptional privacy and personalized service, and limited collection of Aman-branded residences – marks a significant milestone in Aman's continued expansion in the Americas.

Combining the Sanskrit words for 'peace' and 'water,' Amanvari finds home where sea, desert and estuary converge in the shadows of the majestic Sierra de la Laguna mountains. With initial contribution from Heah & Co., the resort was designed by Elastic Architects and conceived as an architectural response to its setting, tracing a natural pathway from arrival to the central lagoon and stretch of sand beyond. This contrast, between desert and water, became a defining principle, alongside creating spaces that framed the vastness of the sea and sky, infinite on the horizon.

Speaking about the opening, Vlad Doronin, Chairman and CEO of Aman Group, said: *"The opening of Amanvari is a significant milestone in Aman's continued expansion in the Americas. The resort, Aman-branded residences and amenities bring the Aman lifestyle to one of Mexico's most exceptional coastal locations for the first time. Combining a unique setting, thoughtful design and architecture, generosity of space and the unparalleled service synonymous with Aman, Amanvari establishes a new benchmark for hospitality on Baja's East Cape."*

True to this design DNA, Amanvari's 18 standalone Casitas are carefully positioned at the water's edge, some elevated above the landscape by the estuary and others closer to the shore. The intimate scale of the resort ensures that privacy is paramount and service is highly personalised, while double-storey casitas capture sweeping views across the estuary, Sea of Cortés and surrounding landscape. At 82 square metres (883 square feet) in size, each Casita also features an expansive terrace spanning up to 200 square meters (1,700 square feet) which includes a private heated pool measuring 10 metres (32 feet) in length and an outdoor shower and fireplace, creating a seamless connection between indoors and out. An earthy palette of wood and stone allows nature to flow through effortlessly, while fair-faced white concrete, hand-applied by master artisans, nods to Aman's restrained yet locally led approach.

Across the resort, dining celebrates both the seasonal bounty of Baja and Aman's global culinary outlook. On the shore, Luma draws on Mexican coastal traditions and elemental, open-fire cooking, while the Lounge Bar and The Pool offer relaxed venues for all-day nourishment, with produce sourced from regional farms and local fisheries and seasonal ingredients purveyed across Baja California Sur. Elsewhere, signature venue, Arva, sees Italian dishes rooted in fresh, seasonal ingredients shared around the convivial table, while Sesui offers an authentic Japanese dining experience with a 10-seat omakase counter alongside an intimate dining room where dishes can be ordered à la carte.

Elsewhere, the Aman Spa and Wellness centre brings the brand's wellness philosophy to the East Cape, weaving its holistic offering with Mexico's ancestral healing rituals to purify the body and release the mind. At its heart is a contemporary interpretation of the *Temazcal* (sweat lodge) – stylistically reimagined through a contemporary lens and the first of its kind for Aman – complemented by two signature hydrotherapy facilities featuring a traditional banya and hammam, six private treatment rooms, a 24-hour fitness centre, complete with multifunctional studio, beauty salon with head spa, outdoor relaxation areas and open-air yoga pavilion.

Further connecting guests to the spirit of the resort's setting, exclusive experiences include journeying into the Sierra de la Laguna mountains and horseback riding across coastal, estuary and desert landscapes. Other experiences include ocean exploration by private boat, as well as uncovering the coral reefs of Cabo Pulmo National Marine Park and seasonal whale watching. As part of the private Costa Palmas community, Amanvari also provides access to a 1,500-acre estate encompassing 18 acres of organic farms and orchards, three miles of swimmable beachfront, a Robert Trent Jones II-designed golf course, and a deep-water marina and yacht club.

For those seeking a more permanent connection to Baja's East Cape, Amanvari includes a collection of Aman-branded Residences. Designed to embrace the surrounding desert and sea, they combine seamless indoor-outdoor living, expansive views and a profound sense of privacy with the highly personalised service and exclusive benefits synonymous with the Aman lifestyle.

With its opening, Amanvari marks a significant milestone in the brand's expansion in the region with forthcoming developments including Aman Miami Beach, Aman Beverly Hills, Amancaya in the Exuma Islands, the Bahamas and Amansanu in Texas Hill Country set to follow closely behind. Reservations are available now via email (amanvari.res@aman.com) or phone (+52 624 124 1400).

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ABOUT AMAN GROUP

Aman was founded in 1988 with the vision of building a collection of intimate retreats with the unassuming, warm hospitality of a gracious private home. The first, Amanpuri (place of peace), in Phuket, Thailand, introduced the concept and, since then, Aman has grown to

encompass 36 exquisitely serene hotels, resorts and branded residences, ranging from the urban to the remote, in 21 destinations across the globe. Aman has a robust pipeline of future projects under construction including Aman at Sea.

In recent years, Aman Group has grown to offer its coveted lifestyle beyond the parameters of its havens including Aman Skincare (2018), supplement range Sva (2020), Aman Fine Fragrance (2020), ready-to-wear collection The Essentials by Aman (2021), performance skincare line Aman Essential Skin (2023) and Aman Interiors (2023) offering bespoke designed furniture items inspired by the world of Aman.

With innovation a cornerstone of the brand's philosophy, in 2020 Aman introduced a new hotel brand, Janu – meaning 'soul' in Sanskrit. Janu energises and inspires with transformative spaces, innovative dining destinations and state-of-the-art wellness facilities at unprecedented scale, offering a new expression of hospitality. In March 2024, Janu's inaugural hotel, Janu Tokyo, opened its doors and several forthcoming Janu hotels and branded residences are already in development.

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