



Discover Tulum. Invest in Paradise.

From timeless beauty to long-term growth.

In March, I had the pleasure of staying three unforgettable nights at **Xela**, a stunning oceanfront boutique hotel in **Tulum**, one of the world's most sought-after destinations. Joined by a couple of good friends and partners, it quickly became one of the most memorable and inspiring trips I've taken in years.

We flew into the brand-new **Tulum International Airport**, and let me tell you — it's impressive. Clean, efficient, and well-designed, it reminded me of a scaled-down version of John Wayne Airport. Tulum is clearly ready for what's coming next.

From the moment we arrived at **Xela**, we were immersed in a unique architectural experience I can only describe as “*religious adobe*.” Think smooth, earthy brown concrete from floor to ceiling — in the walls, sinks, showers, and even the bathtubs. The aesthetic is calming, grounding, and elegant, made even more beautiful by the placement of old-world pottery throughout the property. It's serene, soulful, and deeply relaxing.

The **hospitality at Xela** was exceptional. The staff was attentive and welcoming, the food was fresh and flavorful, and the margaritas... well, let's just say they were perfect and plentiful. The beachfront location offered powdery white sand and clear turquoise waters — nature's reset button.

We also took time to explore the famous **Mayan ruins** nearby, known as *The Castle*. I've always been intrigued by the rich legacy of the Mayan civilization — 800+ years of culture, architecture, and innovation. A new **Mayan Train** is currently under construction to connect key ruins across the region, making cultural exploration easier than ever. The contrast with the U.S.'s 250-year history really puts things into perspective.

The Vision: Xela Residences

Now, here's where it gets exciting.



Royalty Farms is proud to be partnering on the **development of Xela Residences**, just a few properties up the beach from Xela. The original property — formerly known as Xela Residences — is owned by James and Alex (yes, “Xela” is “Alex” spelled backward), the same visionaries behind the boutique hotel.

With Royalty Farms providing capital, this project is entering an exciting new phase:

- A **five-story boutique hotel** structure
- A **rooftop viewing bar** that spans the width of the property
- A brand-new **pool area**
- A fully upgraded **restaurant**

Xela has earned a **five-star reputation** as one of the top boutique hotels in Tulum, and the new project will carry forward that legacy. The same architectural team and builders are bringing the magic of Xela to this expanded vision, ensuring a consistent look, feel, and experience.

We’re thrilled to be involved in this opportunity alongside incredible partners with deep local knowledge and a strong track record. Beyond Xela, they also own **6.2 acres of prime Tulum real estate**, including **three cenotes** — natural freshwater pools that are increasingly rare and highly valued.

This isn’t just a development — it’s a contribution to the evolution of **Tulum’s luxury experience**. It’s an honor to be part of something so meaningful in such a remarkable location. We believe in **great timing** and a little **good luck** — and right now, we’re enjoying both.

P.S. Tulum just officially overtook Cancun as the top travel hotspot in Mexico.

Warm regards,

John Powell

CEO

Royalty Farms