

# Introducing AVA: AIC Hotel Group's Pioneering Luxury All-Inclusive Brand Set to Debut in Cancun

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AIC Hotel Group, renowned for its innovative luxury hospitality offerings, is setting a new standard in the all-inclusive market with the launch of its latest brand, AVA. The flagship property, AVA Resort Cancun, is poised to welcome guests in the summer of 2024, marking a significant milestone in the evolution of luxury travel.

Situated in the heart of Cancun, a destination known for its stunning beaches and vibrant culture, AVA Resort Cancun aims to redefine the all-inclusive experience. The resort will feature an array of guest accommodations, including opulent guestrooms, suites, and villas, all designed to provide breathtaking water views. In addition to its luxurious lodging options, the property is set to introduce groundbreaking amenities such as a high-tech NFT Bar, showcasing the brand's commitment to innovation, and a sustainable 2.8-acre AVA Bay, powered by the cutting-edge Crystal Lagoons technology.

AIC Hotel Group's portfolio, which includes esteemed properties like Nobu Hotel Los Cabos, UNICO 20°87° in Riviera Maya, Eden Roc Miami Beach, and the all-inclusive Hard Rock resorts across Mexico and the Caribbean, reflects its dedication to luxury and excellence. AVA Resort Cancun is expected to follow in this tradition, offering an unparalleled vacation experience that combines the best of modern technology with premium services.

Ash Tembe, AIC Hotel Group's Vice President of Sales and Marketing, emphasized the brand's vision for AVA Resort Cancun, stating that the project is designed to "seamlessly bridge the last few gaps left in the all-inclusive market." The resort is envisioned as a comprehensive vacation destination, providing exclusive experiences and programming that cater to guests of all ages.

The resort will boast an impressive selection of 17 dining options, ranging from a teppanyaki grill and a Mexican street food cantina to a sophisticated five-star French restaurant. Additionally, guests will have access to a variety of bars, craft cocktail lounges, and nightlife venues, along with dedicated clubs for kids and teens. The wellness facilities, sprawling over 22,000 square feet, promise a holistic approach to health and relaxation.

Designed by the acclaimed Cancun-based Boris Pena Architects, AVA Resort Cancun's architecture is expected to complement its luxurious offerings. Its prime location, just 10 minutes from the Cancun International Airport—which is itself undergoing a substantial renovation this year—ensures easy access for international travelers seeking an escape to paradise.

With the introduction of AVA Resort Cancun, AIC Hotel Group is not just launching a new brand but is also creating a benchmark for luxury all-inclusive resorts. As the travel industry looks forward to the summer of 2024, AVA Resort Cancun is poised to become a beacon of innovation, luxury, and unparalleled guest experiences in one of the world's most beloved vacation destinations.

