



MEXICO HAS IT ALL





## Why Mexico?

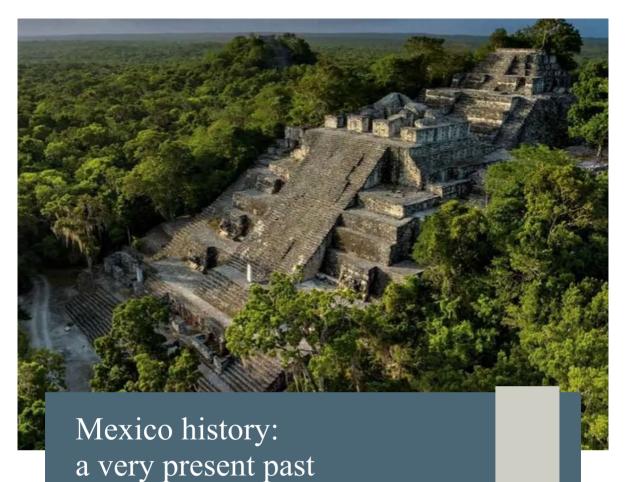
#### The attraction is infinite

Start with the fact the country has just about everything. And we love it! The UN has named it a "megadiverse nation" that occupies just one percent of the world's total landmass but is home to 10% of the planet's total biodiversity.

Mexico's famed beaches are just one part of the nation's widely diverse ecosystems that range from the loftiest mountain summits to the deepest parts of the sea. Rivers, lakes, the ocean, reefs, islets, forests and jungles, deserts, mountains and mountain ranges, even volcanoes... Imagine the thrill of these breathtaking natural landscapes, colored by flowers and up-close wildlife, and, not least of all, blessed by Mexico's notably varied but typically temperate climates.



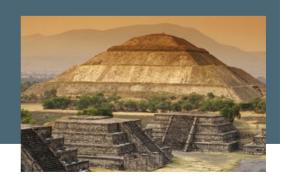
Mexico nature is a spectacle you can enjoy for meditation, exploration and a variety of Xtreme and other outdoor sports. Perfect for your wild side.



Mexicans take great pride in their roots. The nation's archaeological zones contain pre-Hispanic artifacts whose heritage is tangible to the present day.

Standout sites include Chichén Itzá, on the Yucatán Peninsula, the

legendary Maya city UNESCO named a World Heritage Site in 1988 and that also acquired "Wonder of the World" status in 2007; or Teotihuacán, a pre-Hispanic city in Mexico State, itself declared UNESCO World Heritage in 1987.



TMany of Mexico's innumerable museums—located all over the country—bear witness to the nation's centuries-long history. Without the past as a context, we couldn't understand the present—and Mexico overflows with the present, to be sure!

Is there anyone who doesn't love Mexican food? Its combination of colors, flavors, aromas, textures and cultures almost defies description. Every state in the nation has its set of unique recipes and all together the options range is as varied as you could ever imagine.





https://www.onu.org.mx/diversidad-biologica/ http://www.yucatan.gob.mx

Whether it's sweet, savory or a little of both, spicy or not, get your palate ready for a culinary sensation that stirs all the senses. And then you've got the beverages: rich, fine coffees, kicky artisanal beers, fruit ades called aguas frescas featuring almost anything you could pick from a tree or vine. And don't forget to try drinks like pulque, mezcal and tequila. The list goes on and on.



## MEXICO FOR AUTHENTIC TRAVELERS

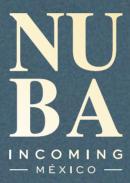
The dazzling, very real Mexico you discover with NUBA is something you've got to live. You won't find it in guidebooks and it doesn't download. And it's so much more than sand and souvenirs.

NO MATTER HOW FAR AFIELD, NUBA ATTENDS TO EVERY PLAN



When you cross over to NUBA's Mexico, you're immediately seduced by a civilization with three millennia of history and seven centuries of urban sophistication. Mexico is mountains and coasts, canyons and creeks; there's always a life-changing adventure right around the corner. Diverse, delicious dishes like no other spot on earth, from haute cuisine to down-home comforts. Far from the beaten path, you live the most authentic Mexico of all—its people, its hues, its moments—chance meetings

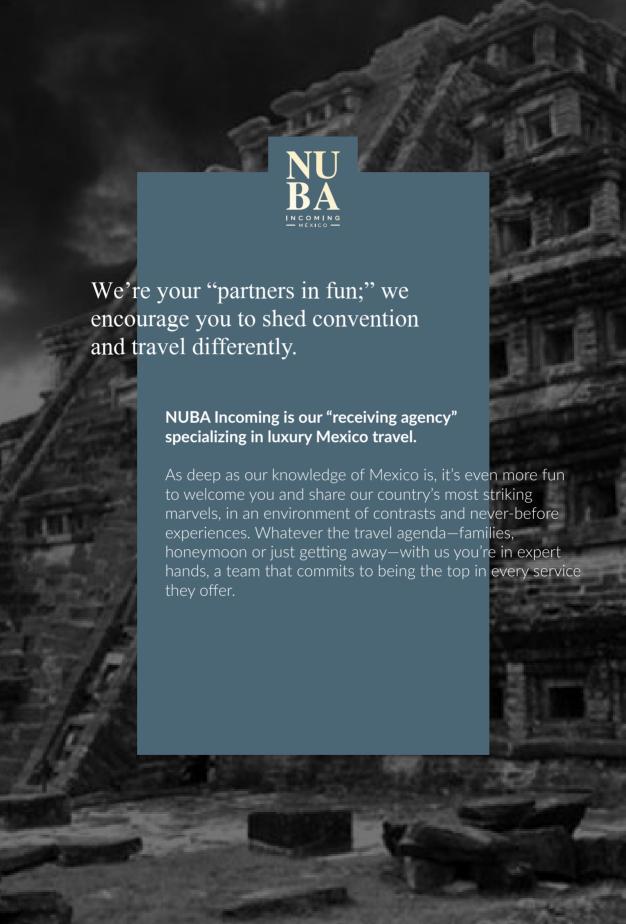


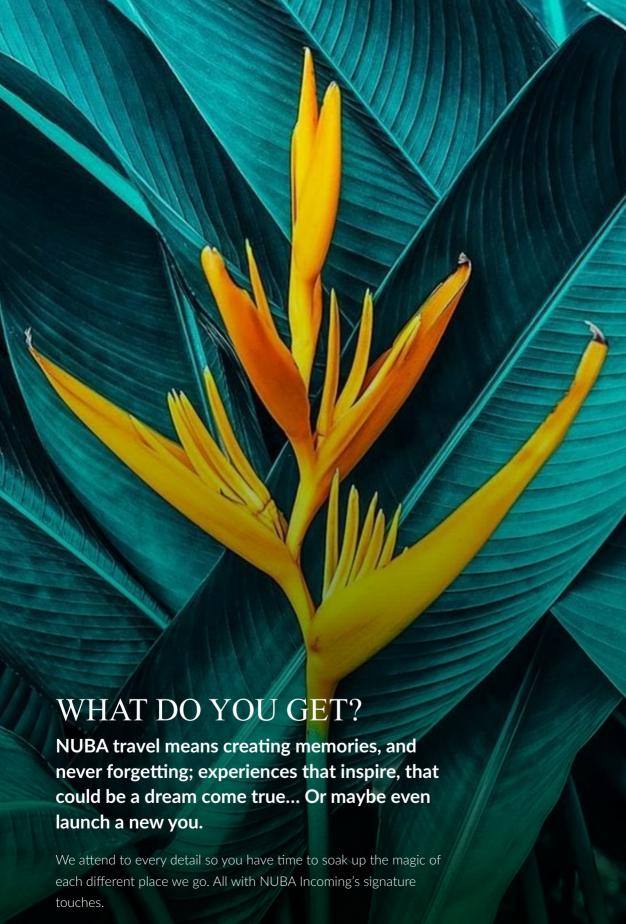


#### WHO WE ARE

**NUBA** is an alternative for more original, exclusive and personalized travel services that guarantee clients the peace-of-mind and safety they demand when they trust us to travel the world.

With our more than four decades' global experience in bespoke luxury travel, we do what we love best: surprise and delight our clients. Our passion is putting together adventures like no others, through five-sense experiences that leave you absorbed with the essence of every destination.







#### • PERSONAL JOURNEYS

If like people, every trip is different, why would you do the same thing as everyone else? We know Mexico better than anyone else and we're eager to show it to you in all the country's facets. You journey is entirely custom-designed based on your most eager interests, your overall style and how fast—or slow— you like to go. Mexico is not just something you casually know; instead, you use all five senses to live Mexico. Rare, moving, sensorial experiences are the big surprise with NUBA.



#### PRIVATE PROPERTIES AND VILLAS

The place you're staying is just as important as any place you'll visit. No DUMA lodging is ever anything less than airtight safe, peaceful, comfortable and strikingly beautiful. In any corner of Mexico we're on the lookout for the most extraordinary properties that mean your stay is as splendid as possible. You'll discover harmonies between the mega-deluxe and an easygoing vibe; between architectural assertions and good-old Mother Nature; settings that enrich an already perfect journey. It's no surprise you'll linger just to experience all the amenities and services, surrounded by a private staff's smiles and support.







Check out the complete Private Properties and Villas list, plus availability, here. A little piece of heaven, just for you and the ones you love.



#### • EXPERT BILINGUAL GUIDES

We're proud to have you meet our teams. More than just guides, they are travel allies. Whether it's history, culture or customs, NUBA guides are true experts, disarmingly passionate about their specialties. We think they know more about places than even local residents. With them, everything takes on new meaning. Besides just speaking your language, NUBA guides draw attention to and keep you from missing what you might otherwise not notice, right in front of your eyes.

They take on a genuine concern for your interests and tastes, so you'll hit the best places to eat; snag VIP seats and tables; guides show you lesser-known, better outlooks; show you the best places for photojournalism (and amateur shutterbugs too); or present you to the region's most interesting personalities. They've got everything buttoned down and they're three steps ahead so you relax and forget there was ever such a thing as hassle or SNAFU.



#### • FLEXIBLE, EFFICIENT MOBILITY

We're ready whenever you are. Whether by air, land or sea, we're always there with private transportation that gets you to your destination in grand, elegant style; your comfort is always paramount from beginning to end. On-road experience, discretion, chop-chop punctuality and excellent services are what you'll often hear about NUBA people who handle this key logistic that avoids turbulence and bumps in the road.



#### SERVICES THE BEST TRAVELERS DEMAND

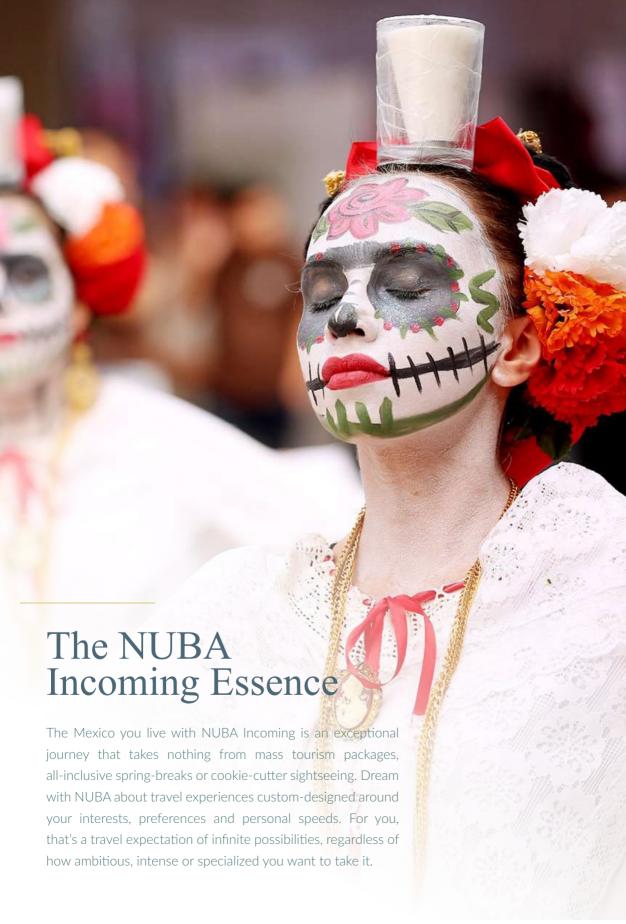
We don't just want to call you by name. Teams can't resist an interest in who you really are as a better approach to serving. Cookie-cutter tourists content themselves with pre-packaged tours. But you've always traveled well and this time it's with NUBA Incoming. We're specialists in the fine art of wayfaring and doing things right, and there's only one way—your way. With NUBA you enjoy exclusive benefits and VIP treatment; we anticipate your needs for unparalleled service at any hour of the day or night.



#### MUCH LIES IN THE DETAILS

The obvious is always expected, but many extraordinary surprises emerge from NUBA details. They're those peculiar, seemingly unimportant elements that turn itineraries into amusing tales, give rise to smiles and feeling special, important, maybe a tiny bit spoiled. You'll remember them long after travel ends.

Our pledge is to go beyond your expectations. We think it has a lot to do with an unceasing attention and excellence when it comes to the little things, too.



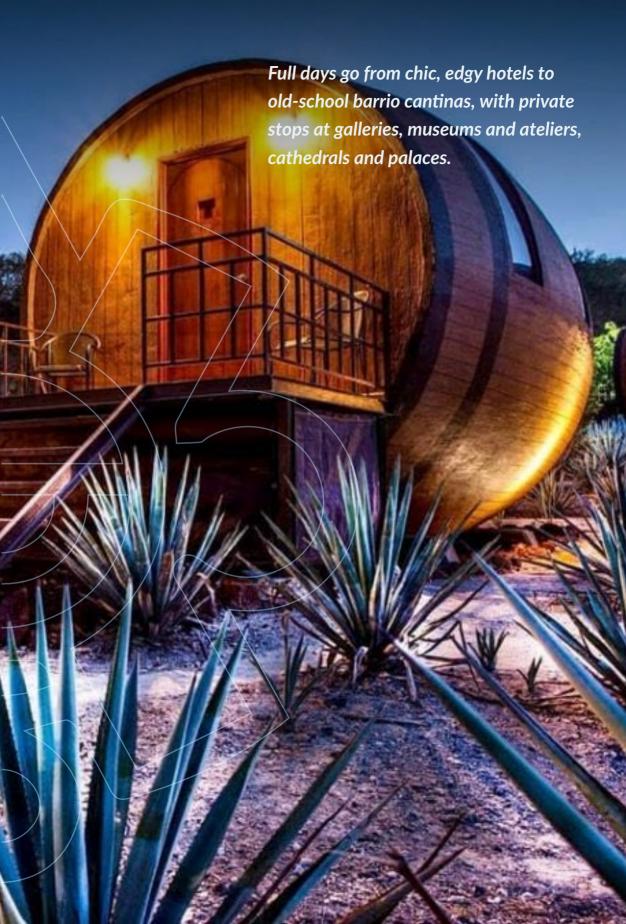


Your private guide, entirely bilingual, takes care of reservations, internal connections and yes, the unforeseen hiccups. Guides introduce you to experts; score the best tables or lead you to beautiful, hidden spots even Mexicans don't know. Like the great friend you never knew you had, they understand your travel expectations and make them a reality. Whether your trip requires tents, haciendas or five-star hotels, everything NUBA provides all along the way will be exceptional, chosen specifically to enrich your bespoke Mexico experience.



## NUBA personally connects to agents, concierges, expert guides and notable personalities on the local scene.





## Why you should travel with NUBA Incoming?

Make the jump from must-sees to lived experience

#### \* NO PACKAGE DEALS

Every NUBA itinerary is designed from scratch, in line with your vision and interests; how fast you like going; and anything else you need to travel..

#### \* NO TWO JOURNEYS ARE THE SAME

Adventure without misadventure! Local, Spanish-English bilingual guides and connections are available every day, around the clock, to handle situations and are always looking to enrich your travel experience.

#### \* NO RUSH

NUBA arranges door-to-door transportation on land, in the air and on rivers and oceans; on horseback or even private helicopter; whenever you're ready to move.

#### \* THE PERSONAL TOUCH

NUBA stays close to agents, concierges, expert guides and truly impressive local personalities who open doors, snag priority event tickets or reserve the most perfect restaurant table in town, wherever you are.



#### PRACTICAL AND AGILE

Deep knowledge of the places you've dreamed of seeing is a distinct advantage. We tailor options that support travel goals and go with your tastes and interests. Our expertise in the game means we can quickly reduce lag time and quickly execute your design for true travel. Tell us about the dream and we'll make it a reality.



#### • SMART, CIVILIZED TRAVEL

True luxuries go beyond any price and provide extraordinary comfort, fewer crowds and more focus on you. That these experiences are for you and your party alone is one of the very best parts of the journey; you'll feel the emotional value when you get much more than what you simply paid. Our priority isn't our gain; it's yours.



#### STICKLERS FOR DETAIL

NUBA focuses on its travelers' total satisfaction. First-hand experience has taught us what people need.

When we collaborate with customers on NUBA itineraries, you get of feeling for an extraordinary commitment to what we know best: quality and excellence, with intelligent attention paid to details that transform travel into something much more profound and moving.







#### Archaeological Adventure

Making time for the plazas and palaces of Mexico's pre-Hispanic civilizations connects you humanity's earliest roots, offering an infinite reflection on current-day life. Whether its checking off "greatest hit" must-sees or diving deep into cities and forests never fully explored, NUBA is the ideal companion. Expert archaeologist guides lend new life and interest to classic sites like Chichén Itzá or Tulum as they figure ways to reach exclusive panoramas overlooking splendid yet enigmatic settlements at Tikal, Palenque and dozens more urban ruins.

Along the way, you'll enjoy private hacienda stays, refreshing plunges into mysterious sinkholes known as cenotes and encounters with living cultures little changed over the millennia. If you're going to travel back twenty-five centuries, well, you'd better come down from the bus!









## MEXICO'S best big cities

The discovery of silver deposits transformed Mexico into Spain's richest colonial possession. Even today a golden sun pours down on opulent cities like Guanajuato, Zacatecas, San Miguel de Allende and Morelia, inviting civilized travelers to slow down and live the most amenable Mexico of all. Explore imposing churches' deep silence. Or pop into thriving artisanal workshops; then stroll twisting, hilly lanes that always lead to peaceful, verdant plazas. Have a long, decadent restaurant lunch, slip into cutting-edge galleries or a warm, small-town cantina before returning to your impeccable hotel or colonial-era hacienda. In southern Mexico, irresistible places like Puebla, Oaxaca and San Cristóbal de las Casas—as well as pueblos mágicos and other small towns most Mexicans never visited—love showing off exuberant hues and heady perfumes with a vibe both delicate and majestic. Each of Mexico's colonial cities evinces a singular architecture, tradition and cuisine you won't find anywhere else. Old Mexico's heart seduces with a musical pulse that was centuries in the making.

Next it's on to Guadalajara and Monterrey. You can sleep when you get home.





## MEXICO FOR THE SENSES



### COMPLEX, INFINITE EATING

Mexico's intangibles are as important as its cities, history and nature. NUBA takes you on a immersion into the nation's regional spirit, on agendas that seduce all five senses. Delicate tastes captivate the palate on tours with globally-renowned chefs; in traditional markets or at edgy, au courant kitchens at city-center or perched beside the nation's most splendid landscapes. Visit wine cellars, tequila distilleries or coffee plantations; take cooking classes in ancient hacienda kitchens or simply slide into the cutting-edge groove in modern downtown dining rooms. Whether it's Mexico City, Oaxaca or Puebla, the Bajío highlands in central Mexico, the far-off Yucatán or practically any other Mexico locality, sublime sensations and enduring memories await.



Visit wine cellars, tequila distilleries or coffee plantations; learn to cook at a centuries-old hacienda.



#### **Ecoadventures**

## Experts and beginners: Get ready for outdoor adventure as you like it—yet always with NUBA's signature authenticity.

Whether it's Chihuahua's silent cliff-stones at Barranca del Cobre or high-adrenaline rafting in Sumidero Canyon, Chiapas; hobnobbing with Holbox flamingoes in the Yucatán or ziplining jungles replete with shrill monkey-cries; rock-climbing or spelunking beneath thousands of drowsy bats; you can always count on expert guides, private transportation and zero travel headaches







After dark, options range from luxury hotels and cabanas to pitching camp or even eco-hotels nestled into magnificent treetops. NUBA handles getting you all the gear you need, so you can focus on going higher, faster and further, the path to your personal best.







# N U B A'S "BESPOKE" BEACHES

MÉXICO



You say you've "done" Mexico's beaches? Then you've never been to beaches only NUBA knows. It's a custom-designed seaside holiday far different from the typical all-inclusive. Start out at gorgeous Pacific or Caribbean shores you may have heard about—then move to other beaches no one knows, making the most of adorable seaside bungalows, private villas or even aboard full-crew yachts.



Silence reigns on these total checkouts. As always, NUBA handles the infrastructure: expert instructors in diving, surfing and sport-fishing; restaurant advice or even private chefs that refute notions you can't eat well at the beach. Drivers are always on call when it comes to reaching nightlife in nearby cities and towns.

# Now do you remember how much you love the beach?

## Honeymoons NUBA style





Wedding chaos has finally ended. Now it's time for just you two, on the most significant holiday you'll ever take. Custom-designed NUBA honeymoons maximize privacy, romance and fun exactly as you and your partner want to live them. That's anything from a hidden beach vacation no other couple ever had to an easygoing immersion into small-town life, complete with birdsongs and venerable cathedral bells...or even a big-city rejuvenation that still feels intimate and sexy. It's the perfect start to the biggest life adventure of them all.

Custom-designed NUBA honeymoons maximize privacy, romance and fun.



#### MEXICO HAS IT ALL





