

CENOTE

ULUMI

RESIDENCIAL

YUC

VALLADOLID

MEX

CENOTE ULUM  
WHERE HUMANKIND RETURNS  
TO ITS ROOTS



RESIDENCIAL  
VALLADOLID MEX

# WHERE HUMANITY RETURNS TO ITS ORIGINS.

IN THE HEART OF YUCATÁN, WHERE THE WIND WHISPERS ANCIENT  
STORIES AND THE LAND STILL BREATHES WISDOM, ULUM IS BORN.  
HERE, THE HUMAN BEING RETURNS TO THEIR ROOTS,  
RECONNECTING WITH THE PURE ESSENCE OF LIFE: WATER, EARTH,  
AND THE HEALING POWER OF SILENCE.

This is a refuge where modernity is wrapped in nature, where every space invites  
purposeful living, harmony, and respect for everything that surrounds us.

Ulum is not just a place to live, but a way of coexisting; a call to build a  
sustainable future without forgetting who we are or where we come from. Here,  
every home flourishes alongside the land that sustains it.



VALLADOLID



YUCATÁN

TRADITION, MAGIC, AND CONNECTIVITY

Valladolid, recognized as one of Mexico's most beautiful Pueblos Mágicos and one of the oldest cities in the peninsula, is today one of the seven Pueblos Mágicos of Yucatán. This destination offers a peaceful and sophisticated lifestyle, where history, culture, and tranquility coexist in perfect harmony.





## YALLADOLID YUCATÁN

Strategically located in the heart of the state, Valladolid offers excellent connectivity to international airports and the region's main archaeological sites. It is the ideal meeting point between the serenity of a town with a strong sense of identity and the dynamism of a world-class tourist destination. Here, calm, tradition, and human warmth can be felt in every corner.

The hospitality of its residents, proud of their roots, creates an authentic experience that invites not only a visit, but a lasting connection and the opportunity to become part of this unique place. Valladolid is an emerging market with high appreciation potential, combining growth with an exceptional quality of life.



# WHY INVEST IN VALLADOLID?

## PRICE

Valladolid is currently under development, which means prices are still accessible.

## PROPERTY APPRECIATION

Valladolid is set to become the next major Mexican tourist destination, representing a great opportunity to invest and achieve strong capital gains.

## TOURIST FLOW AND OCCUPANCY

Located just 20 minutes from Chichén Itzá, one of the Seven Wonders of the World, Valladolid enjoys consistent tourism throughout the year.

## ACCOMMODATION PRICES

Valladolid is currently undergoing development, which means its lodging supply is limited and prices are high.



## VALLADOLID: THE PENINSULA'S NEW INVESTMENT HUB.

In recent years, the market has begun to mature at an accelerated pace, driven by the arrival of new infrastructure, national and international tourism, and real estate capital seeking destinations with authenticity, safety, and strong growth potential.

Valladolid is regarded by investors and developers as Mexico's next major colonial destination, with a narrative similar to that of boutique destinations that transformed their value over time—a frequent benchmark is San Miguel de Allende: a cultural, walkable city, attractive to high-net-worth visitors and supported by sustained demand.

“VALLADOLID IS CONSIDERED BY INVESTORS TO BE THE SOUTHEAST'S NEXT SAN MIGUEL DE ALLENDE.”

# INTERNATIONAL DEMAND AND SUSTAINED GROWTH

Valladolid is experiencing a growing influx of visitors and investors from Canada, the United States, and Europe. In particular, so-called snowbirds—individuals who spend extended periods away from North America during the winter—are discovering Valladolid as an ideal place to vacation, invest, and settle, attracted by:

- A pleasant year-round climate
- A calm and authentic lifestyle
- A rich cultural and historical setting
- Safety and quality of life
- Proximity to major tourist destinations

This phenomenon strengthens long-term real estate demand and positions Valladolid as an emerging market with international projection.



# SAFETY, STABILITY, AND QUALITY OF LIFE

Valladolid stands out as a peaceful city, highly valued by those seeking safety and stability. For long-term, wealth-focused investors, this translates into a reliable destination with orderly growth and a genuine base of demand, both tourist and residential.

In addition, Valladolid's urban evolution is supported by an environment of improved planning and legal certainty—key factors that strengthen investor confidence and long-term

# CULTURE, GASTRONOMY, AND A BOUTIQUE DESTINATION

Valladolid is a cultural jewel of the eastern Maya region: colonial architecture, living traditions, historic haciendas, museums, and a vibrant identity felt in every street. Added to this is a key attribute of premium tourism—its regional gastronomy, recognized as one of the most important in Mexico.

The combination of culture, cuisine, history, and nature is positioning Valladolid as a boutique destination for travelers seeking authentic, high-value experiences, driving demand for hospitality, housing, and differentiated residential products.



# KEY GROWTH DRIVERS

Valladolid's growth outlook is being accelerated by several strategic drivers:

1. The Maya Train and its station in Valladolid
2. Road connectivity to the Riviera Maya and Mérida
3. Access to three international airports (Cancún, Tulum, and Mérida)
4. Proximity to world-class attractions such as Chichén Itzá and cenote routes



Additionally, the region is attracting the attention of major groups and investors, consolidating Valladolid as an increasingly visible destination on the tourism and real estate map.

ULUM lies within the direct sphere of influence of these drivers, capturing their impact through appreciation and sustained demand.



# WHY INVEST IN ULUM?

YUC

ULUM is the only residential development in Valladolid featuring two cenotes—one open-air and one cave-style—located just 8 minutes from the city center.

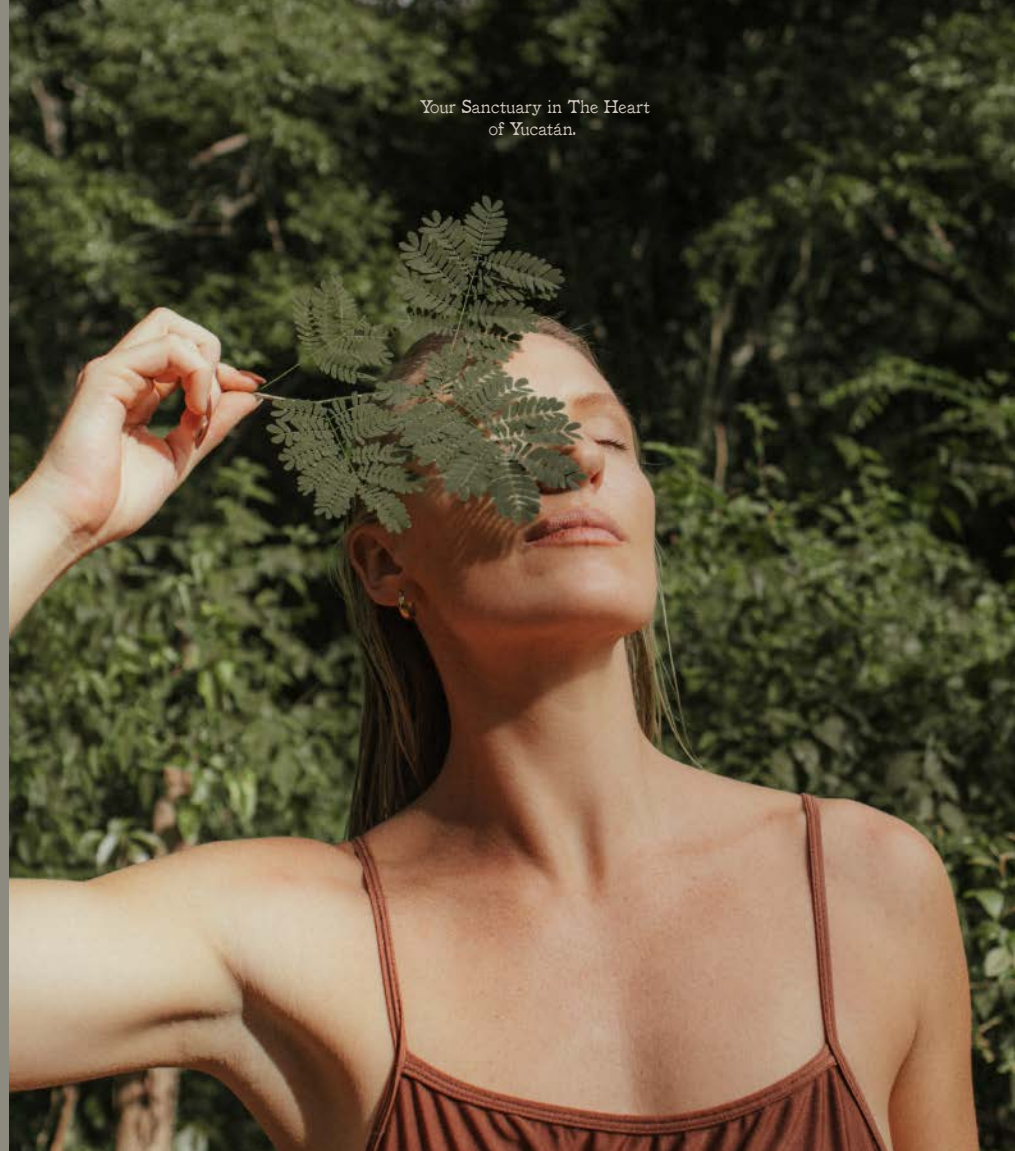
Its design was created under a clear vision of:

- True nature
- Well-being
- Exclusivity
- Purpose

With only 170 lots, the project preserves its exclusive character and protects the value of each investment. This is not about volume, but about quality, experience, environment, and long-term vision. In an expanding market, low density is one of the strongest safeguards of value.

MEX

Your Sanctuary in The Heart  
of Yucatán.

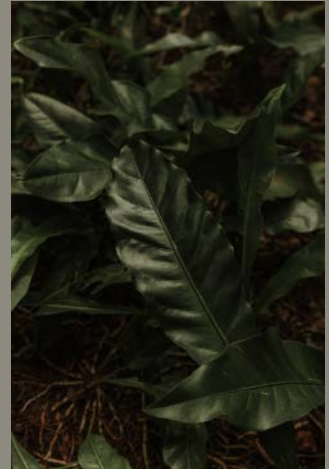




# ULUM IS A DEVELOPMENT ROOTED IN THE IDEA OF LIVING WITHOUT ARTIFICIAL BARRIERS.

It encourages a deep connection with the surrounding environment through organic design and materials such as wood, Mayan stone, chukum, as well as local sands and clays. The lifestyle it promotes prioritizes experiences and simplicity, moving away from a fast-paced rhythm.

Ulum seeks to balance well-being, functionality, and harmony with nature, embracing the philosophy that sometimes, less is more.



# THE VALUE OF ENTERING AT AN EARLY STAGE

In well-planned real estate projects, the greatest value growth occurs during the early stages—when the brand is being established, infrastructure is developed, and amenities begin to come online.

As ULUM advances in roads, utilities, clubhouse, wellness areas, and the integration of its cenotes, the project continues to strengthen and its value becomes more firmly established.

Investing today means entering before the development reaches full maturity.



ULUM adapts to different owner profiles:

- Primary residence
- Second home
- High-end vacation rental

Consistent tourism demand, the limited supply of boutique experiences, and Valladolid's natural appeal create a solid foundation for those seeking to enjoy their asset while maintaining flexibility of use.

## AN ASSET YOU CAN LIVE IN, ENJOY, OR RENT

# THE MAGIC OF NATURE.

IN THE HEART OF YUCATÁN, WHERE THE WIND  
WHISPERS ANCIENT STORIES AND THE LAND STILL  
BREATHES WISDOM, ULUM IS BORN.

DWELL WITH PURPOSE  
CENOTE  
ULUM MEX  
RESIDENCIAL



VALLADOLID, YUCATÁN

# STRATEGIC LOCATION



**AIRPORTS**

Tulum Airport	2:00 hrs
Cancún Airport	1:50 hrs
Mérida Airport	2:00 hrs

**CIUDADES Y POBLADOS CERCANOS**

Downtown Valladolid	8 min	Cancún	1:50 hrs
Tulum	1:30 hrs	Mérida	1:50 hrs
Playa del Carmén	1:40 hrs	Lagartos River	1:30 hrs

**ATTRACTIONS / TREN MAYA**

Chichén Itzá	25 min
Tren Maya Station	10 min

MÉRIDA  
HIGHWAY

TREN MAYA  
STATION

RIVIERA MAYA  
HIGHWAY

ANILLO  
PERIFÉRICO

DOWNTOWN  
VALLADOLID

ULUM



# THE DEVELOPMENT IS LOCATED IN VALLADOLID, YUCATÁN.

ULUM is immersed in nature, yet only 8 minutes from downtown Valladolid, with excellent connectivity to the region's main tourist and service destinations.

Its location makes it a strategic point for living, investing and enjoying the area, with access to international airports, archaeological sites, and key destinations across the peninsula.

2 hours from Tulum  
International Airport

1:40 hours  
from Playa del Carmen

2:20 hours  
from El Cuyo

1:50 hours from Cancún  
International Airport

1:50 hours  
from Cancún

25 minutes  
from Chichén Itzá

2 hours from Mérida  
International Airport

1:50 hours  
from Mérida

10 minutes  
from the Valladolid  
Tren Maya Station

1:30 hours  
from Tulum

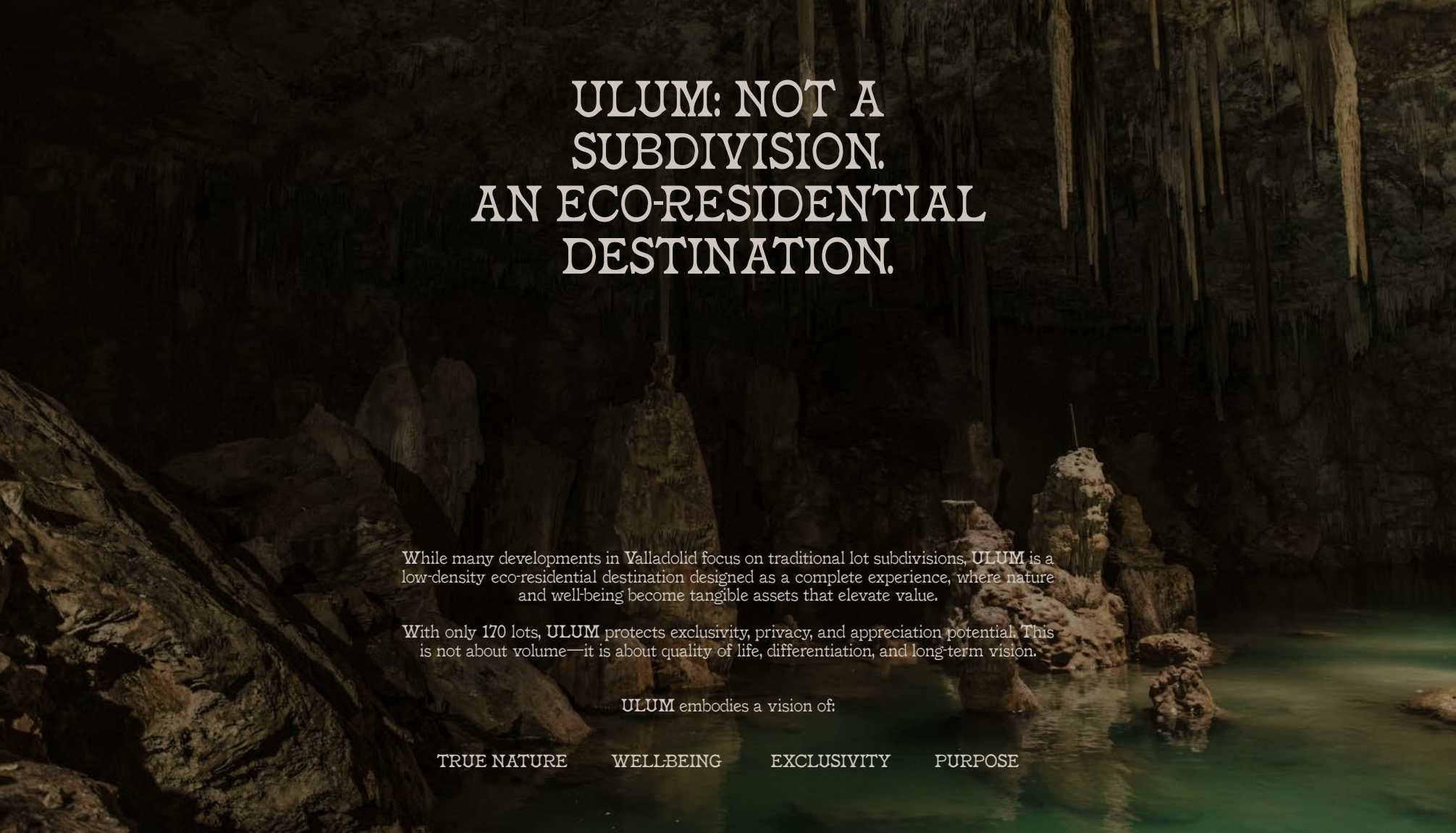
1:30 hours  
from Río Lagartos

90 minutes from  
the peninsula's most  
important medical  
center in Mérida



# CONCEPT

Un lugar donde la naturaleza y el alma coexisten.  
WHERE NATURE AND THE SOUL LIVE AS ONE



# ULUM: NOT A SUBDIVISION. AN ECO-RESIDENTIAL DESTINATION.

While many developments in Valladolid focus on traditional lot subdivisions, **ULUM** is a low-density eco-residential destination designed as a complete experience, where nature and well-being become tangible assets that elevate value.

With only 170 lots, **ULUM** protects exclusivity, privacy, and appreciation potential. This is not about volume—it is about quality of life, differentiation, and long-term vision.

**ULUM** embodies a vision of:

TRUE NATURE

WELLBEING

EXCLUSIVITY

PURPOSE

FULFILLING

# LIFESTYLE

LIFESTYLE



Imagine waking up surrounded by nature, enjoying afternoons with family, and experiencing the tranquility of living in a community designed for comfort. At Cenote Ulum Residencial, every detail is designed with you in mind.

CENOTE ULUM RESIDENCIAL



# MASTER PLAN



GRILL AREA

VILLAS

COURTS - PADDLE & PICKLEBALL

CLUBHOUSE

SWIMMING POOLS

OPEN CENOTE

FIRE PIT

KIDS PARK

PET PARK

KIDS PARK

CEIBA FOREST

CLOSED CENOTE

YOGA PAVILION

SPA / WELLNESS

KIDS PARK

TEMAZCAL

VILLAS

VIEWPOINT

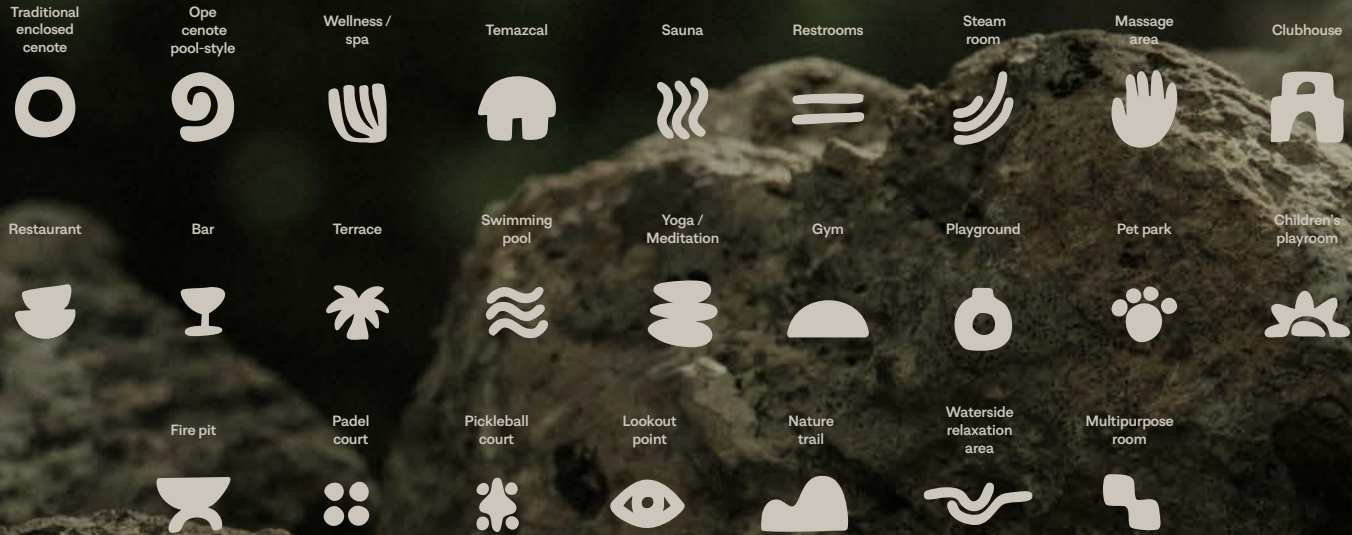
MINI MARKET

MAIN ACCESS

SERVICES



ULUM has been designed as a full-experience development, offering amenities typically associated with high-end resorts. The combination of private cenotes, wellness, sports, and nature creates a truly unique and differentiated proposal in Valladolid.



# AMENITIES

The master plan proposes a reconnection with the four elements through sensory experiences. Water flows through the cenote and natural pools; earth is explored through trails and



parks nestled within the Mayan jungle. Air circulates freely through open, naturally ventilated spaces, and fire comes to life in the temazcal and open-air fire pits.

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PERIMETER WALL	ROADS AND INTERNAL	PARKING AREAS
ELECTRICAL POWER AT EACH LOT	CIRCULATION	COMMERCIAL AREA
POTABLE WATER	SIDEWALKS	ADMINISTRATION AREA
RAINWATER WELLS	NATURAL TRAIL	FIBER-OPTIC INTERNET

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# SERVICES



MAIN ENTRANCE



GATED SECURITY  
CHECKPOINT



CLUBHOUSE



ENTRANCE VIEW



CLUB HOUSE  
EXTERIOR VIEW



RESTAURANT  
AND TERRACE



CLUBHOUSE



LOUNGE AND  
BILLIARDS AREA



CLUBHOUSE



VIEWPOINT



WELLNESS



SPA



WELLNESS & SPA



INTERIOR



STEAM ROOM & SAUNA  INTERIOR



CENOTE ACCESS



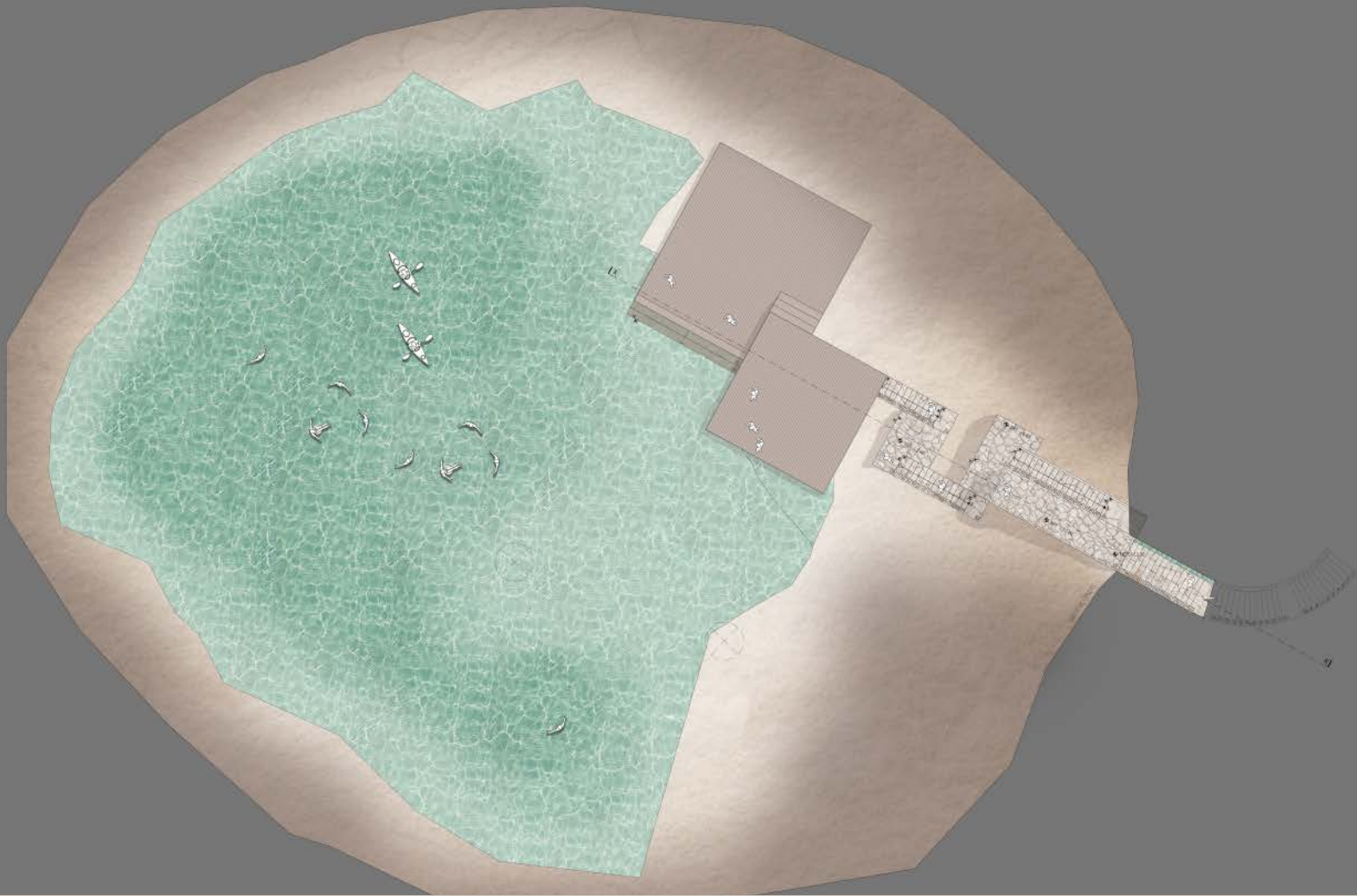
EXTERIOR



CENOTE ACCESS



EXTERIOR



CENOTE CLOSED



PLATFORMS



# VILLAS



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VILLAS  
INTERIOR VIEW



VILLAS  
EXTERIOR VIEW



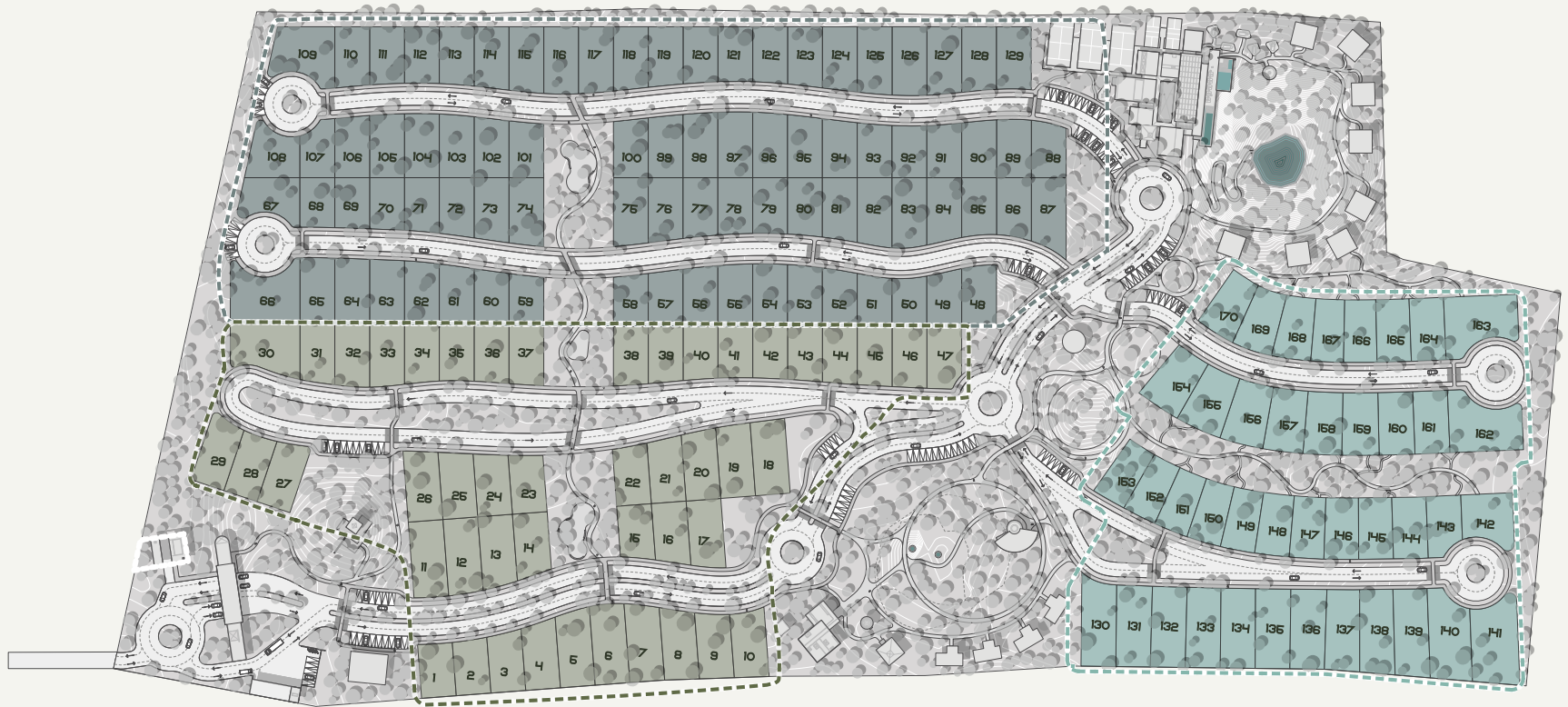
VILLAS  
INTERIOR VIEW

VILLAS  
INTERIOR VIEW





# DEVELOPMENT ZONES AND LOT SUBDIVISION



● "MIRADOR" ZONE

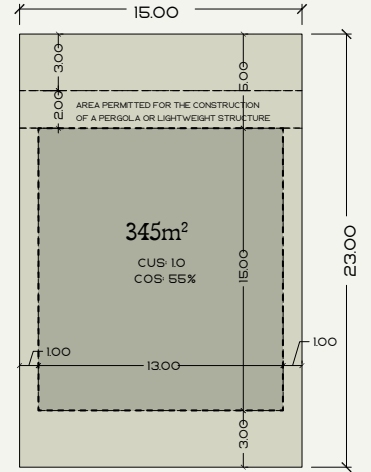
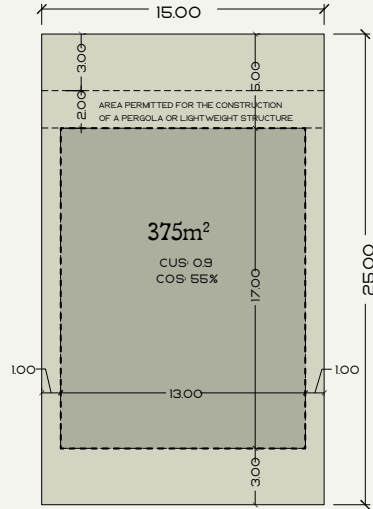
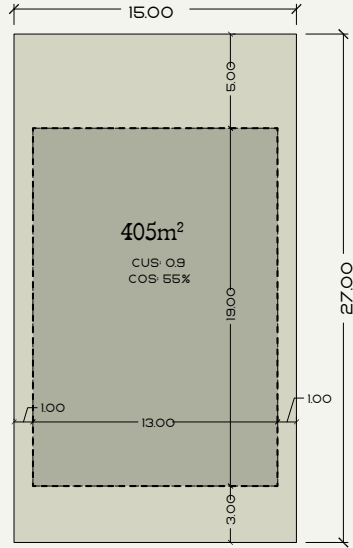
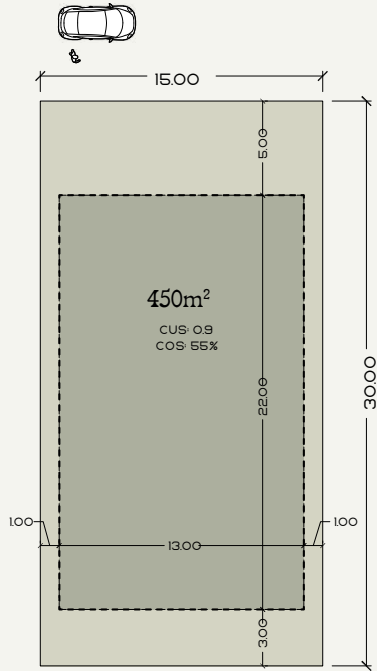
Lots: 1 - 47  
Total: 47 lots

● "PARQUES" ZONE

Lots: 48 - 129  
Total: 82 lots

● "CENOTE" ZONE

Lots: 130 - 170  
Total: 41 lots

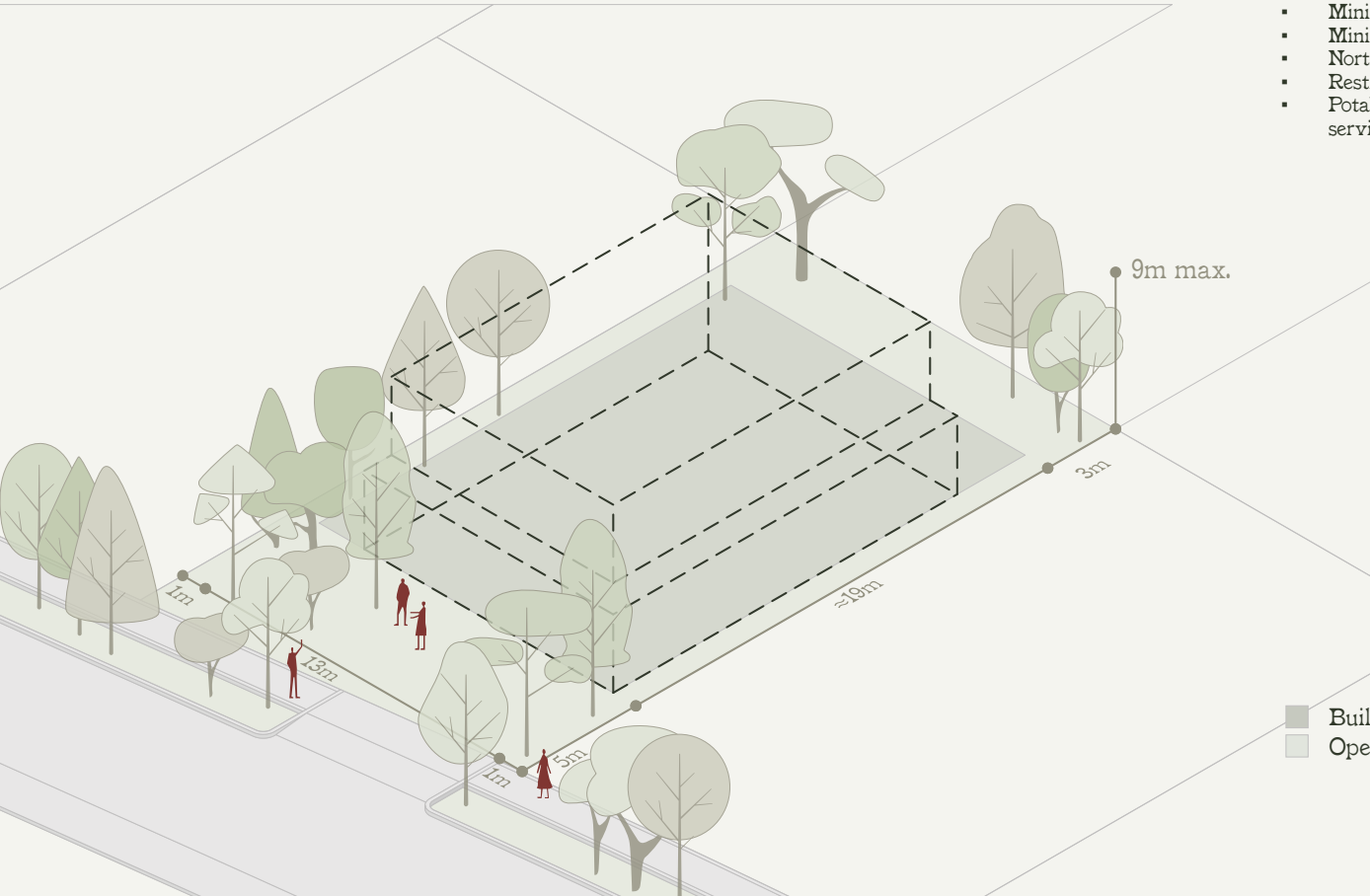


## LOT SIZE RANGE

Between 330 - 380 m <sup>2</sup>	58	34%
Between 380 - 430 m <sup>2</sup>	66	39%
Between 430 - 495 m <sup>2</sup>	28	16%
More than 495 m <sup>2</sup>	18	11%
<b>TOTAL LOTS</b>	<b>170</b>	<b>100%</b>

## LOT FEATURES:

- Minimum 15 m frontage
- Minimum 45% open area
- North-south orientation
- Restrictions that ensure privacy and order
- Potable water, drainage, electricity, and fiber-optic internet services



- Building footprint 55%
- Open area 45%

# WHAT CAN YOU DO WITH YOUR LOT?

- Live
  - Build at your own pace
- Invest for long-term asset growth
- Enjoy it as a second residence
  - Fixed or vacation rental



## INVESTMENT SECURITY

- Authorized land use
- Master-planned project developed in phases
  - Clear property ownership regime
- Services and road infrastructure planned from the start
  - On-site development administration

THE LUXURY

OF SIMPLICITY.

## THE MAGIC OF NATURE


Ulum is not just a place to live, but a way of coexisting; a call to build a sustainable future without forgetting who we are or where we come from.

Here, every home flourishes alongside the land that sustains it.



# WHY IS ULUM BETTER THAN OTHERS?

CONCEPT	ULUM	COMPARISON
Total lots	170	250+
Cenotes	2 Privates	0
Wellness concept	Yes	Limited
Density	Low	Medium / High
Integrated design	Yes	Partial





ULUM IS AN OPPORTUNITY TO BECOME PART OF THE EMERGING DESTINATION WITH THE GREATEST CULTURAL AND NATURAL PROJECTION IN THE PENINSULA, WITHIN A LOW-DENSITY ECO-RESIDENTIAL DEVELOPMENT WITH TRULY IRREPLACEABLE ASSETS.

A project designed to grow over time, protect its value, and offer a way of life in harmony with nature.



## REQUEST AVAILABILITY

ULUM IS COMMERCIALIZED IN PHASES, AND LOT AVAILABILITY IS UPDATED AS THE PROJECT PROGRESSES.