



LET THE GOOD TIMES ROLL BOCA CHICA OPENS IN ACAPULCO, MEXICO

Berlin, 6 April 2010 – Good times don't come much better than at Boca Chica! The newest project from Grupo HABITA and architect Fernando Romero opened its doors on 15 March. The 36-room striking building was formerly the famous Hotel Boca Chica, located in Acapulco, the 1950's playground of the Hollywood elite. Carlos Couturier and brothers Rafael, Moisés and Jaime Micha, founders of Grupo HABITA, have lovingly restored the 1950s interior, creating a hotel with vintage charm and a chic contemporary design. Just steps from an idyllic cove in Acapulco the hotel is ideal for anyone looking to have a little fun Acapulco style. Complete with an in-house disco and pool terrace the hotel offers round-the-clock service and a laid back ambience. Ground floor rooms come with landscaped gardens whilst other rooms come with balconies and open air terraces with hammocks.

Couturier from Grupo HABITA says: "Acapulco is back and sexier than ever! For the well travelled crowd, Acapulco is the equivalent of mixing together Tel Aviv, Rio, Miami and Punta del Este in one single destination. The Boca Chica already has a vibrant history and so our re-invention of it will play up Acapulco's 1950s flair. It is not only about creating trends – it's about building a hotel that can outlive a generation."

The Experience

Arriving by water taxi at Boca Chica offers a spectacular prelude to the experience within. Guests can check in at the hotel's sea level 'Club de Mar' fresh water pool area. A grand entrance reception leads to a landscaped garden and ground floor where there is a gym with views across the bay to Roqueta Island, a protected natural reserve. There are also poolside massage cabanas, a therapy area where a team of trained experts offer a range of body and facial treatments and, on the second and third floors, a full SPA & Baths. After dark the hotel takes on a retro glam vibe with its open air bar overlooking the bay. At the disco, Coco Wash, guests are transported back in time, and can enjoy the perfect cocktail or just have a boogie. The hotel's main restaurant is headed by master sushi chef Keisuke Harada, former chef of New York and Miami's much-loved Bond St. sushi restaurants. The restaurant serves raw, fresh and inviting dishes using local ingredients including catches of the day from the Acapulco area.

The Interior

A former hotspot in the 1950s, Boca Chica still maintains its famous vintage exterior although inside the refurbished interior is anything but old-school. The A-list design team, including designers Frida Escobedo and Jose Rojas, has created a hotel with chic design elements and an atmosphere of laid back tropical luxury. The original features such as the brick lattice 'celosia' brickwork have been maintained along with the cool white and iconic Boca Chica aqua green hues.

The Rooms

The hotel's developer and owner Architect Fernando Romero, a pre-eminent Mexican architect, had a vision to create a hotel with 30 spacious rooms and 6 suites with original features and furniture from the 1950s building. The elegant and vibrant rooms come with private terraces and hammocks. Some of the rooms lead into private gardens and three of the suites have separate living rooms. There are also organic and fair-trade Dr. Bronner Magic Soaps, free wireless WiFi and 24-hour room service for all round indulgence.

The Location

Boca Chica is located in an old yacht club neighbourhood in Acapulco away from the high-rise hotels on a small peninsula adjacent to Caletilla beach. The hotel is close to quiet and clean waters ideal for scuba diving, snorkelling or just swimming. It is situated just half an hour flight from Mexico City.



Acapulco is known as Mexico's first and most well-known beach resort. The area reached its prominence in the 1950s when it was a getaway for Hollywood stars and millionaires. Boca Chica's former guests include Frank Sinatra, Elton John and John Wayne. Acapulco is known for its nightlife with many bars and clubs open until dawn.

In addition to Boca Chica, Grupo HABITA also manages nine other lifestyle hotels in Mexico:

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DISTRITO CAPITAL, Mexico City
Deseo [Hotel + Lounge], Playa del Carmen
Hotel Básico, Playa del Carmen
Hotel AZUCAR, Veracruz
La Purificadora, Puebla
HABITA Monterrey
Maison Couturier, Veracruz

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