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AUTOGRAPH COLLECTION®  
HOTELS

Explore

For those who live with purpose





Alaia is a modern boutique resort rooted in the culture of Belize. Inspired by its surroundings, Alaia curates what is unique and remarkable, elevating it to deliver a lifestyle that is fun, lively, and sophisticated. We are delighted to offer a chic atmosphere infused with sincerity and local character.

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Set along the Caribbean coast of Central America, Belize is a genuine treasure. It is sun and sea, people and culture, nature and history. It has been our family's home for four generations, and we are passionate about sharing its unique beauty. We want Belizeans to experience Alaia, and Alaia's guests to experience Belize.

Andrew Ashcroft  
Founder & Managing Principal  
Alaia Belize

### [Belize: A Genuine Treasure](#)

Belize's relatively undiscovered status has been one of the country's most alluring characteristics for centuries and an ongoing source of fascination. The history of this jewel-like country on the Caribbean coast of Central America stretches back millennia. From ancient civilizations and today's thriving multi-ethnic population to vast marine and terrestrial ecosystems, it is brimming with adventures that seem to be custom-designed for curious souls. Whether your adventure begins right on Alaia's beachfront or further afield, Alaia's Adventure Concierge will arrange and orchestrate every detail so you can pursue your curiosity.

### [Discover Epic Snorkeling and Scuba Diving at Your Doorstep](#)

Alaia is set on Ambergris Caye, a tiny island at the southern end of the Belize Barrier Reef Reserve System (BBRRS). This extraordinary natural attraction – named a UNESCO World Heritage Site in 1996 – is the second largest reef system in the world after Australia's Great Barrier Reef. With approximately 450 sand and mangrove cayes, over 100 hard and soft coral species, 500 species of fish, and hundreds of invertebrate species, BBRRS makes Alaia an epic location for snorkeling and scuba diving. Visitors can dive or snorkel among brilliant coral reefs with colorful exotic fish in BBRRS's protected areas.

Top diving spots include: Bacalar Chico National Park and Marine Reserve, Blue Hole Natural Monument, Half Moon Caye Natural Monument, South Water Caye Marine Reserve, Glover's Reef Marine Reserve, Laughing Bird Caye National Park, and Sapodilla Cayes Marine Reserve.

### [Adventure Further to Pristine Natural Reserves](#)

From Alaia, guests can easily make excursions to many of Belize's land-based parks, reserves, and wildlife sanctuaries. There are more than 5,000 species of plants, and hundreds of species of animals throughout the country. Monkeys, jaguars, and toucans are among the exotic species living in Belizean jungles.

Sites for possible excursions include: Mountain Pine Ridge Reserve, a nature reserve in the Cayo District of southern central Belize with lush rainforests, jungle rivers, and lakes; Rio Bravo Conservation Area, a nature reserve in northwestern Belize that is home to puma, jaguar, ocelot, and over 250 types of orchids. The Crooked Tree Wildlife Sanctuary in northern Belize is a wetland of international importance with over 16,000 acres of lagoons, creeks, logwood swamps, broadleaf forest, and pine savanna, and is home to hundreds of species of wildlife.

### [Explore the Cradle of Maya Civilization](#)

From 1500 BC until about 900 AD – well before it was a British colony in the 19th century and part of the Spanish Empire in the 16th century – Belize was at the center of the extraordinary Maya civilization. There are many historically important pre-Columbian Maya archaeological sites throughout the country. These are several of the most significant:

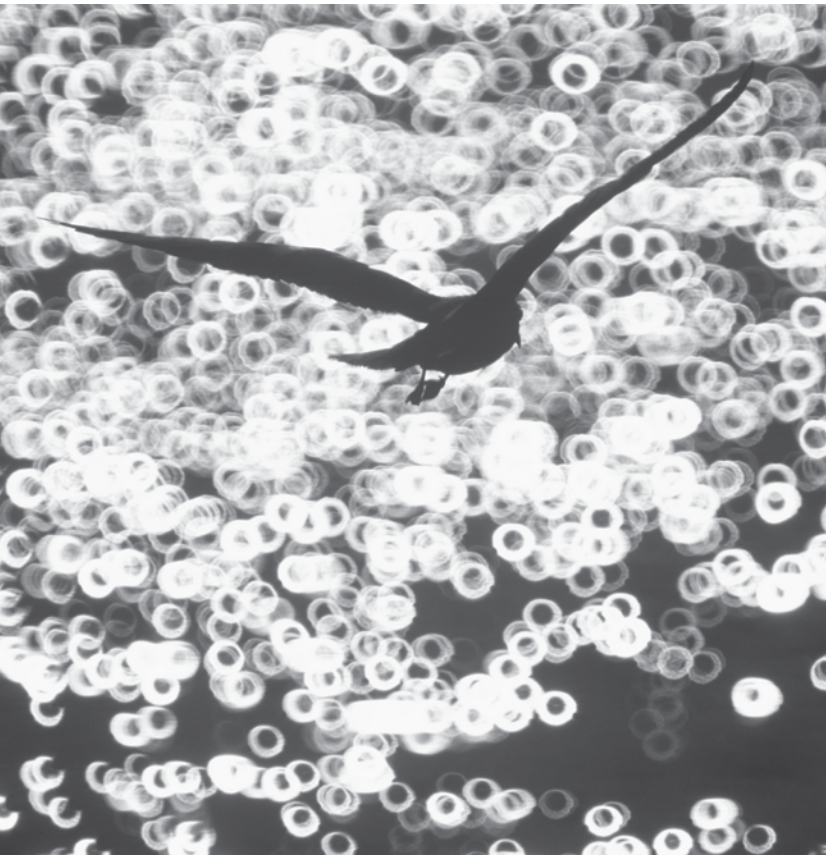
Caracol, one of the largest Maya kingdoms, located approximately 25 miles (40 km) south of Xunantunich and the town of San Ignacio Cayo; Cerros, one of the earliest Maya sites, located in Northern Belize; Lamanai, the longest continually occupied site in Mesoamerica, in northern Belize; Actun Tunichil Muknal (Cave of the Crystal Sepulchre), a Maya archaeological site with skeletons, ceramics, and stoneware near San Ignacio, Cayo District.

### [Enjoy a Cultural Melting Pot Where Exotic Meets Authentic](#)

Belize is a wonderfully diverse society made up of many cultures and people who speak many languages. While English is the official language, Spanish is also widely spoken, and most Belizeans are bilingual in English and Spanish.

The main ethnic groups that make up the Belizean population hint at the layered history of this intriguing country. Three-quarters of the population are Mestizo (people of mixed Spanish and Maya descent) or Creole (descendants of West and Central African slaves). In addition, two significant minority ethnic groups are Maya (indigenous people of Mesoamerica) and Garinagu (people of West/Central African, Arawak, and Island Carib ancestry).



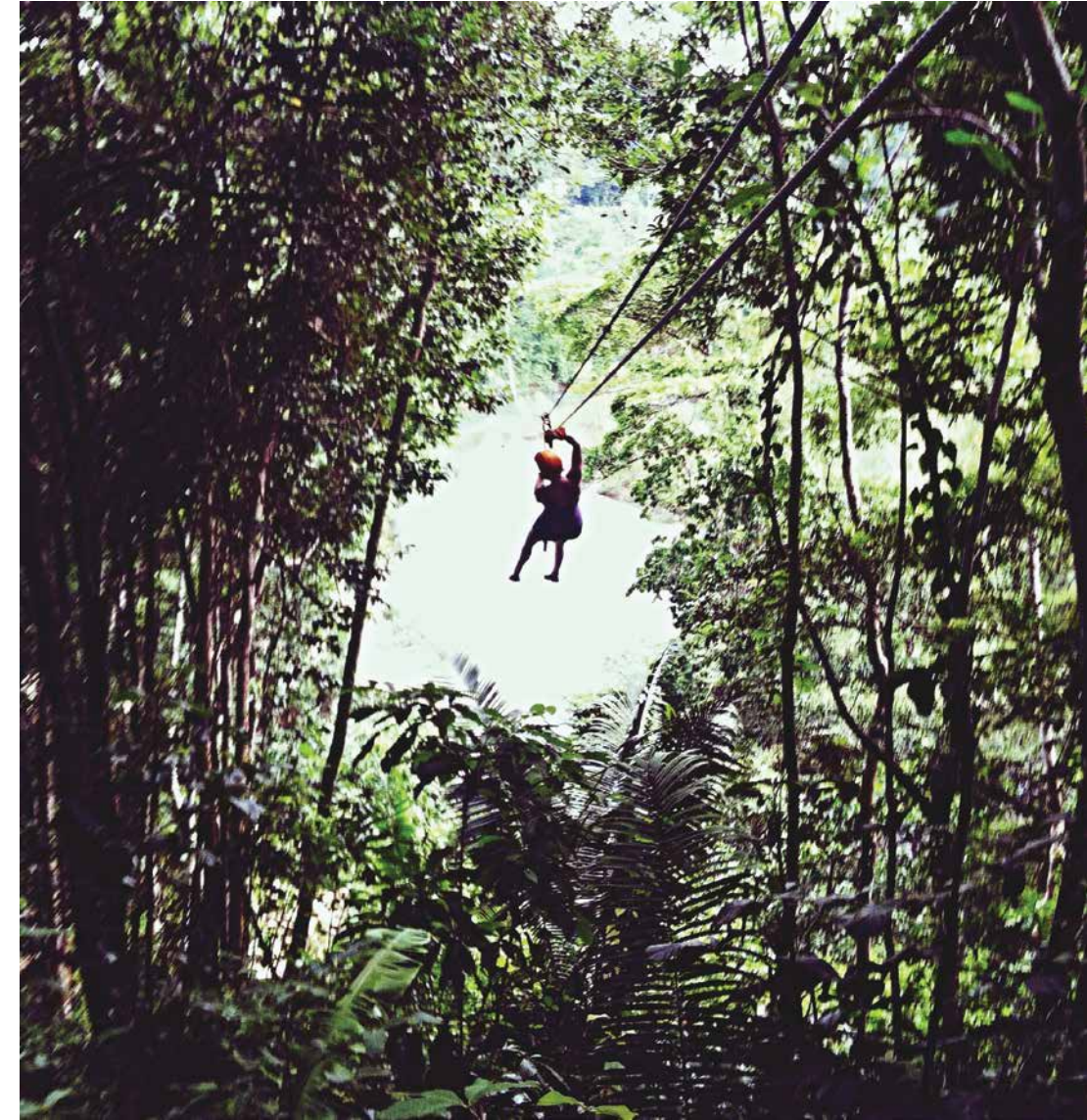


Alaia echoes and embraces its unique locale with a sincere point of view. It is an unofficial gateway to a path of effortless discovery.





Alaia offers unparalleled access to premier snorkeling and scuba diving destinations, including the Belize Barrier Reef Reserve System, a 190-mile (300-km) long section of the 560-mile (900-km) Mesoamerican Barrier Reef System. Thrilling nearby expeditions include the Great Blue Hole, a giant submarine sinkhole made famous by marine conservationist Jacques Cousteau in 1970.



Alaia is set on Ambergris Caye, which at just 25 miles (40 km) long, is the largest of Belize's coastal islands.



## Belize: A Welcoming Destination with a History of Stability

### Major Languages

English (official), Spanish (second most commonly spoken).

### Currency

Belize dollar (BZD) with a fixed exchange rate of BZD 2 to USD 1.

### Foreign Investment

Fully titled land for foreign buyers and investors.

### Government

Parliamentary democracy; member of the Commonwealth of Nations; legal system based on British Common Law.

### Travel Visa

Not required for nationals of European Union member states, Canada, and the United States.

### Air Arrival

Philip S. W. Goldson International Airport in Ladyville, northwest of Belize City, receives direct and non-stop international flights from Los Angeles, Atlanta, Chicago, Charlotte, Newark, Miami, Dallas, and Houston. Short flights are available daily between Belize City and San Pedro Airport on Ambergris Caye.

### Climate

Tropical. Average temperatures in coastal regions range from 75° F (24° C) in January to 81° F (27° C) in July. Dry season in Ambergris Caye is February to June, and wet season is July through January.

México

United States of America

Cuba

Guatemala

Honduras

El Salvador

Nicaragua

Costa Rica

Panamá



# Ambergris Caye

During the World Travel Award held in Lima, Peru, Ambergris Caye claimed the top award for the second year in a row, being named the #1 Destination in Mexico and Central America in 2016. This marks the second time Ambergris Caye won back-to-back honors, having previously been named the Traveler's Choice #1 Island In The World by TripAdvisor for two consecutive years.

San Pedro Belize  
Airport



Best Island in The World  
Selected ad #1  
Ambergris Caye, Belize



Best Island in The World  
Selected ad #1  
Ambergris Caye, Belize



Mexico & Central  
America's  
Top Destination  
Winner — Ambergris Caye



Mexico & Central  
America's  
Top Destination  
Winner — Ambergris Caye



The brief flight from Belize City to San Pedro's airstrip on Ambergris Caye takes visitors on a bird's-eye tour above the emerald green and turquoise hues of the Caribbean Sea. It is a warm welcome to a place defined by joy and simple pleasures.





Alaia brings a modern sensibility to hospitality, infusing it with the essence of San Pedro and Ambergris Caye. The intrinsic local soul is expressed sincerely and with sophistication in every element of design, programming, cuisine, and service.

Alaia creates a bridge between the traveler and the destination. It is a place where the best of the surrounding culture lives also within the property, and where the experience of Belize does not end at the door.



Discover a different perspective  
on the Caribbean experience.



## For Those Who Live with Purpose

With great intention, we're making a home for the modern traveler. Fully recognizing that it's always the people that make an experience, we take great pride in creating a place that will attract and cultivate a community of characters, both travelers and locals alike.

For the cultured traveler who values originality, Alaiia inspires and provokes its guests to an ever-evolving sense of discovery, perspective, and inspiration, offering access to an elevated experience of Belize.

Alaia is always at a constant balance between tasteful curation and an environment of simple elegance where guests feel welcomed and free to be themselves. That balance creates moments that are expertly edited to provide a sense of effortless refinement at every step.





Alaia Belize is proud to  
be a Marriott Autograph  
Collection® Hotel



AUTOGRAPH COLLECTION®  
HOTELS

The Marriott Autograph Collection® is an exclusive global collection of hotels handpicked by world-leading hospitality brand Marriott. Each one represents the best in boutique hospitality accommodations. To become a Marriott Autograph Collection® Hotel, Alaia had to demonstrate that it is the result of its founder's passion and that it is characterized by truly thoughtful design, exceptional craftsmanship, and an authentic connection to its locale. In addition, this collection is distinguished by providing hospitality with soul in properties that tell a unique story in every detail of service as well as the built environment. At Alaia, visitors will find a gateway that leads them effortlessly into discovery of the many cultural and environmental wonders of Belize.



## Alaia Service Philosophy

Alaia is more than a destination – it's a state of mind and a home to those who come to visit. Through authentic hospitality, design, and integrity, our team will provide unique and personal encounters to each of our guests. We believe everything we do for ourselves should make us happy and lift our spirits ... and we believe everything we do for others should do the same.

Crafted by an experienced design team with a worldly, eclectic sensibility, Alaia strikes the ideal balance between sophisticated modern design and authentic Belizean soul. We invite every visitor to revel in a destination experience that will stimulate the senses, sharpen the mind, and warm the heart.

“Happiness is when what you think, what you say, and what you do are in harmony.”

Mahatma Gandhi



Step into a lighthearted atmosphere brimming with vibrancy and energy in keeping with the lively vibe of San Pedro. A place that is both graceful and refined but never takes itself too seriously: This is Alaia. This is how we craft, edit, and elevate the best of Belize into something bespoke yet inviting.

Alaia speaks to guests who want to travel, taste new foods, interact with different cultures, learn about the arts, or rediscover a sense of wonder. Guests who want an experience full of charm and curiosity that inspires them and provokes exploration.

We see ourselves as hosts and guides, creating experiences that connect our guests to the beauty and culture of Belize. Our spaces are crafted to let the traveler enjoy sublime moments and a remarkable lifestyle. Through integrated authentic hospitality, design, and ethics, we foster personal encounters imagined by a wealth of experts.



A place to revel in experiences  
that stimulate your senses and  
warm your heart.

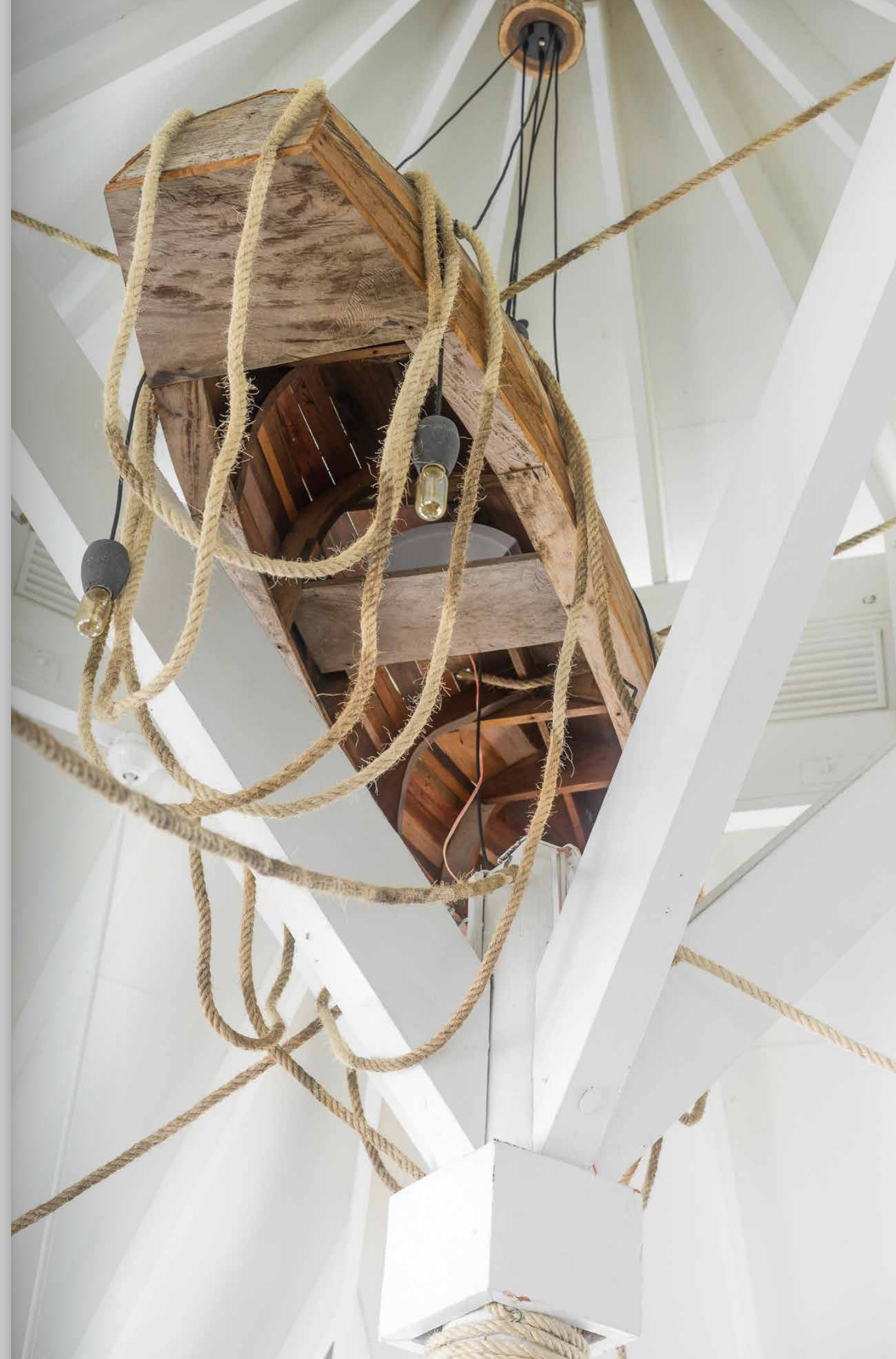


## Make Alaia Your Own and Become a Part of Belize

Ownership at Alaia invites you to make Belize a part of the rhythm of your life. It becomes the destination where you join with family and friends, and the place to meet like-minded spirits. Beachfront villas let you step right onto the sand from your own terrace, while beachfront condominiums surround you in brilliant Caribbean Sea views from your private balcony. Casually luxurious interiors by acclaimed designer Debora Aguiar celebrate life's simplest and most sublime pleasures, with sweet sea breezes drifting through Belize-inspired contemporary spaces.

## Resort Amenities and Services

From rooftop to beachfront, Alaia brings sunny Caribbean delights to your fingertips. And beyond the edge of the golden sand, experiences ranging from skydiving over the Blue Hole to exploring ancient Maya archaeological sites await adventurous souls and curious minds. Alaia's original offerings include pampering treatments at K'IN Spa and locally sourced and inspired cuisine on the beachfront and rooftop pool terrace. A wide variety of curated events range from exhibitions by local artists and movies on the sand to dance parties by today's hottest DJs. Every day is a new opportunity for discovery, and Alaia's Adventure Concierge is always on hand to make arrangements or suggest new ideas.













## Fresh From Land and Sea

Alaia's beachfront restaurant is perched above the water with views across the Caribbean Sea. Breakfast, lunch, and dinner are served seven days a week, and menus feature the finest, freshest seafood and produce from local purveyors. Our beachside bar is also available for tropical mixed drinks and cocktails.

## An Authentic Connection to Local Experiences

Alaia's Adventure Concierge is always available to curate custom tours, including transportation and logistics. Our tour center and dive shop are located on-site to accommodate snorkeling, diving, sailing, beach barbecues, skydiving, and much more.

Customized mainland trips are also available, such as Maya archaeological site tours, cave tubing, ziplining, and a visit to the Belize Zoo.

## Where Will Your Next Adventure Be?

### Water

Diving the Blue Hole.  
Snorkeling with stingrays at the Hol Chan Marine Reserve.  
Cave tubing.  
Fly & sport fishing.  
Private catamaran charters.

### Air

Skydiving.  
Jungle ziplining.

### Land

Maya temples and ruins.  
Parks, reserves, and wildlife sanctuaries.



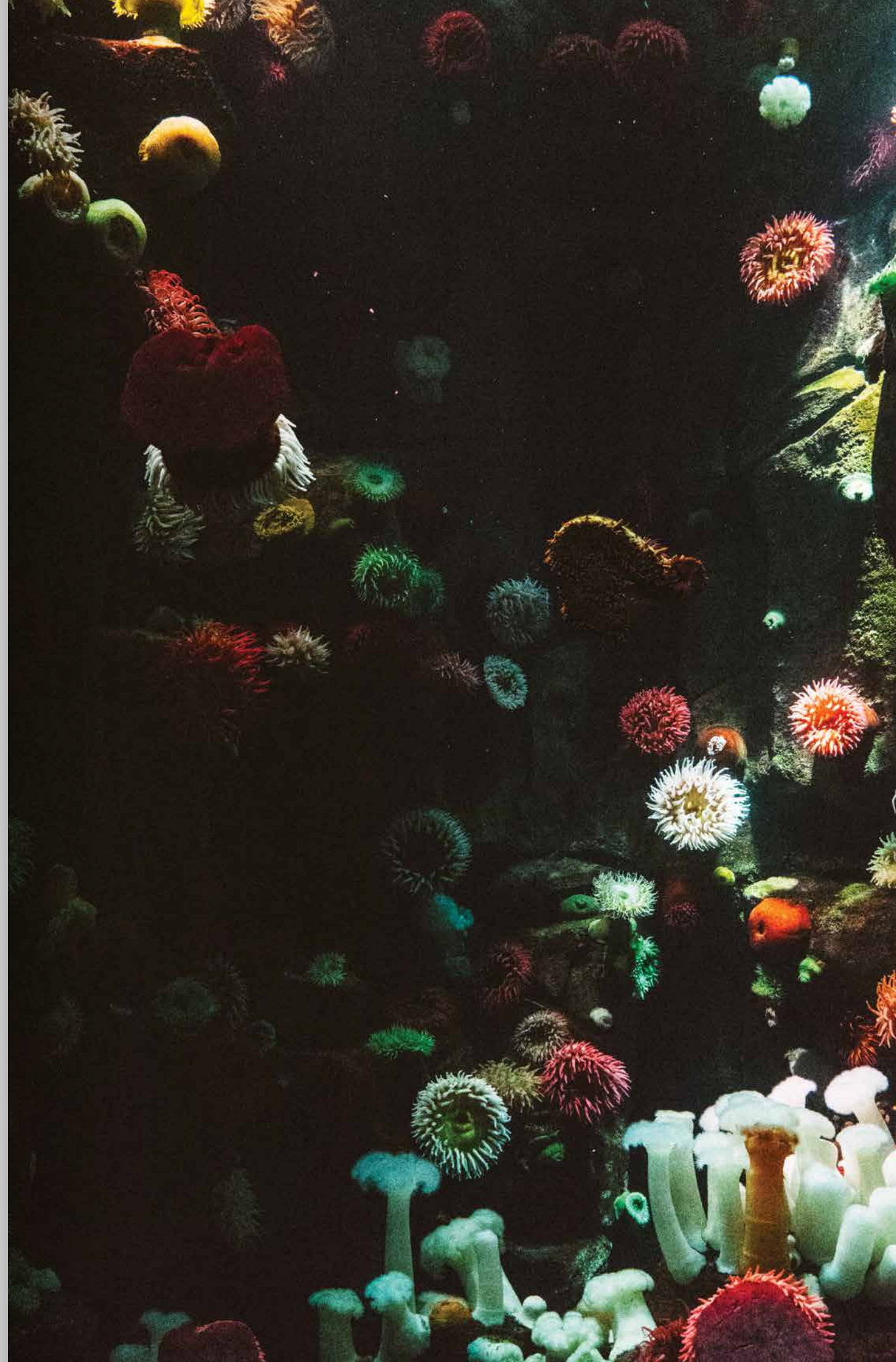






## Remarkable Adventures Await You

Called 'the most remarkable reef in the West Indies' by Charles Darwin in 1842, and named a UNESCO World Heritage Site in 1996, the Belize Barrier Reef Reserve System is part of the longest barrier reef in the Western Hemisphere and is the second largest reef system in the world after Australia's Great Barrier Reef. At Alaia, it is among the countless excursions that invite you on an adventure of discovery.





Our core values are the principles that inspire, motivate, and guide us as we bring our vision to life. Incorporating the spirit and individuality of Belize, Alaia provides an authentic connection to local experiences in a thriving culture. We are very proud of the accomplishments of our team and of the trust we have built with clients, staff, and partners in this unique project.

## Team

### Andrew Ashcroft

Managing Principal

Andrew Ashcroft is a citizen of Belize, where he lives and works. His personal ties to Belize go back generations, to 1953, when his paternal grandfather served as a colonial officer in what was then known as British Honduras. Prior to founding Alaia Resorts, Andrew spent 18 years in various banking and real estate investment positions in the Caribbean.

As managing director of British Caribbean Bank, he grew the bank's portfolio from \$30 million to \$400 million, putting it at the forefront of the hotel/condo boom in Turks and Caicos. In this role, he provided financing for a number of major real estate projects, including The Gansevoort, Beach House, Blue Haven, and Alexandria.

### Jasmine Hartin

Director of Lifestyle & Experience

Along with her husband, Andrew Ashcroft, Jasmine has played an integral role in shaping the vision for Alaia Belize from the very beginning. Her passion for Belize and her appreciation for the local nature and culture have been guiding forces as she has collaborated with the entire development team on every aspect of the experience, from the master plan and amenity curation to interiors and social programming.

### David Hurst

Vice President of Sales

David Hurst brings more than 20 years of resort development and operations experience to the Alaia Belize. The majority of his experience has been with pre-development projects, strategic planning, and on-site execution. His responsibilities have encompassed all aspects of this industry, including resort development, product design, amenity planning, real estate sales, and rental management programs. David and his teams have achieved over \$1 billion in residential resort sales.

Previously, David served as executive vice president of sales and marketing for Encore Capital Management, a vertically integrated real estate investment and development firm that manages over \$1 Billion across three funds. A seasoned professional in the real estate and hospitality sectors, David has implemented and executed development and sales plans across the United States and the Caribbean for an array of premier luxury brands and clients, including Ritz-Carlton Reserve, Margaritaville, Waldorf Astoria, Fairmont, Talisker Club, Hard Rock, Caribbean Property Group, Goldman Sachs, Greystone Capital, Replay Resorts, and Ginn Clubs & Resorts.

### International Environments

Architecture

International Environments (IE) is owned and operated by brothers Daniel and Carlo Arguelles. Graduates of Arizona State University School of Architecture, are pioneers in providing design resources for developing countries, starting with their own, Belize. Over the past 10 years in Belize, IE has been able to grow and develop ideas that complement the country's demand for planning and development scenarios. Their experiences have allowed them to engage people, communities, and places from the northern borders of Belize to the southernmost regions of the country, near Guatemala. IE's design-build footprint reaches from the islands and coastal lands in the east to the inland villages of the western parts of the country as well. They are a formidable source of knowledge to design and execute sustainable growth scenarios in the best interest of Belize.

### Debora Aguiar Architects

Interior Design

Founded by Debora Aguiar in 1990 with headquarters in São Paulo, Brazil, Debora Aguiar Architects is one of the most important architectural and interior design offices in the country. Its architects, interior designers, and consultants work across several areas of the industry for domestic and international clients. The firm values its long-term relationships with clients and seeks opportunities to transform creative and innovative ideas into well-executed projects, bringing beauty and sophistication together with comfort, security, dynamism, and assertiveness.

### Ilona Creative Studio

Branding

Ilona Creative Studio is a multi-platform media company specializing in marketing, branding, and communications solutions for the leaders and tastemakers in the lifestyle realm. From real estate and hospitality to fashion and culture, ICS's diverse skill set straddles the worlds of photography, design, editorial, strategy, and technology. ICS is client-centered and collaborative, and at its core, is powered by precision, elegance, and creativity. ICS creates fully integrated campaigns known for their sophisticated edge and distinctive point of view.

### QUINN

Public Relations

Quinn is a lifestyle public relations agency with global impact. Its disciplined, strategic approach to PR has built some of the largest audiences in the world. Quinn develops creative strategies that build the reputations, tell the stories, and grow the businesses of lifestyle brands around the world. With offices in New York, Los Angeles, and Miami and affiliates worldwide, it serves clients in travel, real estate, spa, experiences and retail as well as many food, wine & spirits brands. Quinn works collaboratively to develop narrative-based ideation, resulting in strategies that capture the attention of today's sophisticated consumer. It integrates multiple communication channels with partnerships, events, and ideation to produce work that is highly effective—and measurable. Its innovative initiatives, which are recognized globally, have resulted in a number of industry "firsts."





