

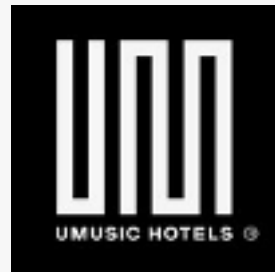
NEW ALLIANCE PUTS UMUSIC HOTEL & BEACH CLUB TULUM AT CENTER OF MEXICO'S TULUM RENACE DESTINATION-WIDE CULTURAL PLATFORM

TULUM, QUINTANA ROO, MEXICO, August 28, 2026 /EINPresswire.com/ -- TULUM, Quintana Roo, Mexico (August 27, 2026) – As Mexico's Federal Government advances Tulum Renace – its strategy to revive the economic prospects of the historic city of Tulum through sustainable tourism and cultural investment – a landmark alliance was launched today that places culture at the heart of Tulum's next chapter and UMusic Hotel & Beach Club Tulum at the center of the initiative, ahead of its highly anticipated opening in the first week of December 2026.

The alliance brings together UN Tourism, UMusic Hospitality & Lifestyle (UMHL),

Mexican developers Inmobilia and Thor Urbana in a collaborative effort focused on culture, tourism and economic development in Tulum.

As part of Tulum Renace, an initiative led by the Government of Mexico, and with the support of Mexico's Ministry of Tourism (Sectur) [and the Government of the State of Quintana Roo], UN Tourism, UMusic Hospitality & Lifestyle (UMHL), Inmobilia and Thor Urbana are joining forces to strengthen Tulum's cultural and tourism appeal through initiatives that foster creativity, tourism activity and economic development in the destination.

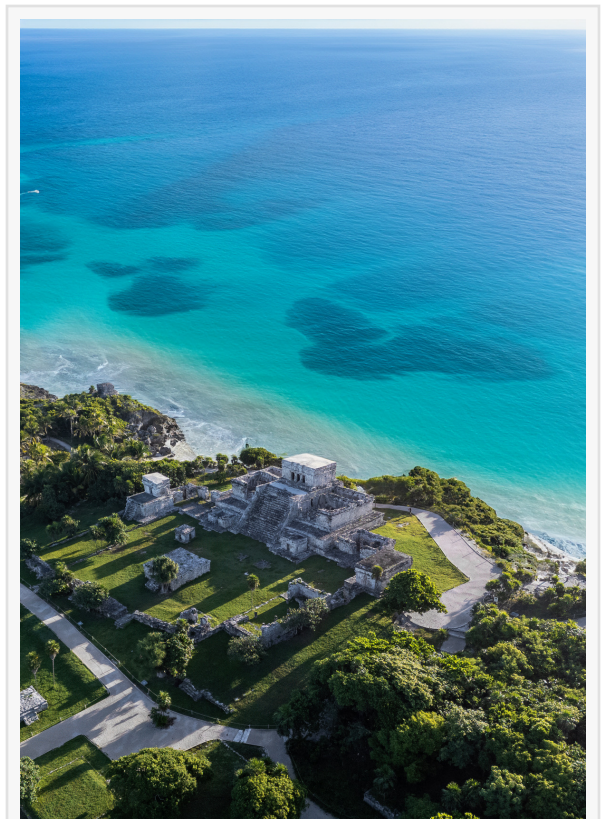


UMusic Hotel & Beach Club Tulum | Rendering
Credit: UMHL

A vision advanced by President Claudia Sheinbaum's administration, Tulum Renace is a long term strategy to strengthen Tulum through infrastructure investment, sustainability, expanded cultural programming and community development. Recognizing culture as a powerful driver of tourism and economic growth, the initiative seeks to create year-round experiences that attract visitors, generate opportunity for local communities and reinforce Tulum's position as one of the world's leading cultural destinations.

This partnership represents one of the first major cultural initiatives supporting that vision, translating the goals of Tulum Renace into a destination-wide program of experiences, creative investment and collaboration that extends across the region.

Rather than creating another destination within Tulum, the initiative is designed to make more of Tulum itself the destination, encouraging visitors to discover its music, gastronomy, arts, natural beauty and creative communities while supporting year-round economic activity across the region.



UMusic Hotel & Beach Club Tulum |
Tulum Photo Credit: Gobierno QRoo

Bringing that vision to life is UMusic Hotel & Beach Club Tulum, a 57-key hotel, an 800-capacity beach club and an integrated creative hub that together provide the foundation for the initiative. Designed as a launchpad for concerts and live events, music video and film production, creator collaborations, brand partnerships and original multimedia content, the property will generate a continuous calendar of programming that reaches far beyond its walls and throughout Tulum.

The destination will be operated through UMusic Beach Clubs & Lifestyle (UMBL), the joint venture between UMHL and IMI Group, the hospitality company behind O Beach. Combining Universal Music Group's global creative ecosystem with IMI Group's expertise in lifestyle hospitality and entertainment, UMBL will deliver the programming, operations and destination activation required to sustain a year-round cultural calendar.

Investing in Tulum's Creative Economy

Central to the partnership is a long-term investment in the artists, creators and cultural entrepreneurs who define Tulum's identity.

UMusic Hotel & Beach Club Tulum will feature dedicated recording studios, content production facilities and collaborative creative spaces where musicians, filmmakers, producers, designers

and digital creators can develop, produce and showcase new work.

One of the first strategic collaborations will be with Zamna, the internationally renowned music platform founded in Tulum that has grown into one of the world's leading electronic music brands. The collaboration brings together one of the destination's most influential cultural exports with a broader effort to elevate Tulum's creative profile on the world stage.

Beyond supporting the creative community, the initiative is designed to deliver measurable benefits across the destination. A continuous calendar of concerts, productions and cultural experiences will help drive visitation throughout the year, encouraging longer stays while supporting hotels, restaurants, retailers, transportation providers, tour operators and local businesses across the region.

A Global Model for Music Tourism

The partnership also represents the first implementation in Mexico of the Memorandum of Understanding between UN Tourism, UMusic Hospitality & Lifestyle and the Center for Music Ecosystems, establishing Tulum as an international example of how music, culture and creativity can drive sustainable tourism and long-term economic development.

Together, the partners are demonstrating how government, tourism organizations and the creative industries can work together to strengthen destinations, create opportunities for local communities and shape the future of tourism.

Built in Mexico, Designed for the World

UMusic Hotel & Beach Club Tulum was developed by Inmobilia, one of Mexico's leading real estate developers, representing another significant investment in Mexico's tourism sector and in the long-term future of Tulum.

The project reflects a collaboration between public and private sector leaders committed to creating a destination where culture is not simply experienced, but continuously created, shared and celebrated.

Images can be downloaded [HERE](#)

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