



## Las Nubes Holbox, Sustainable Luxury on the Coasts of the Mexican Caribbean.

New places are created all over the world because of this need; a new society that is concerned about humanity, the environment and good taste.

Known as Eco-Luxury or Sustainable Luxury, these are hotels that have high quality hospitality and maintain their authentic commitment to sustainability.



Las Nubes in Holbox holds a strong belief on the subject of social and environmental impacts and tries to find a balance between sustainability, entrepreneurship, and creating experiences for their guests.

Barbara Hernandez, Director of Las Nubes, says, "Our experiences with our guests are not implicated, they are improved, by the sustainability and coexistence with a natural paradise."

Las Nubes in Holbox takes on its commitment as an eco-boutique hotel with 28 rooms within the Yum Balam Reserve, on a tiny island in the Mexican Caribbean washed by the clear waters and surrounded by beautiful mangroves.

The hotel is a place where the balance of nature, luxury and simplicity lie. Each of the rooms is equipped with details that help lower the ecological impact, like LED lighting, biodegradable and organic shampoo and conditioner, whose ingredients come from the surrounding towns, and a controlled towel replacement program, where the guests can help with a measured use of these. There is an option for the guests, where they can choose bottled water or always having a beautiful glass blown jar from local artists, filled with fresh purified water, helping reduce the PET plastic bottle impact on the island.

The steps taken at Las Nubes does not stop in the suites. The restaurant El Sabor de Las Nubes has taken strict measures, in which styrofoam is prohibited and has been replaced with 100% biodegradable and compostable packaging.

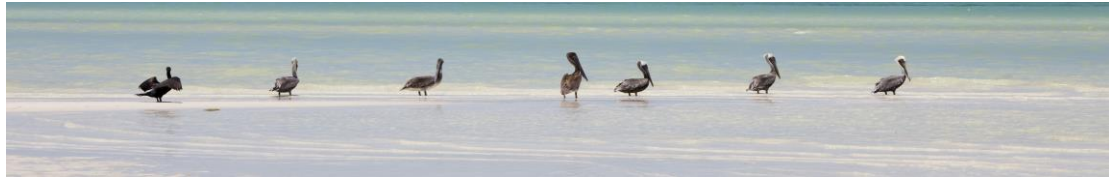
Las Nubes has also joined the initiative of reducing the use of straws, where these would only be provided if a guest asks for one. The straws that are provided by the hotel are made out of bamboo fiber, which is 100% biodegradable. It is predicted that by mid-2017 all of the PET plastic water bottles in the restaurant and bar will be replaced by a more viable option, like glass, thus reducing the ecological impact.





Another concern of the chef at El Sabor de Las Nubes is a responsible consumption of foods. There is no plate on the menu that includes any species on permanent no fish list, like conch, or even during specific dates of lobster, even if it is readily available. There is also support for buying local ingredients from farmers in the area, who provide high quality and freshness.

Since 2016, the hotel has continually trained the entire staff by independent advisors in good environmental practice courses, which has improved the recycling capacity and the caring of the water.



Maybe some of the biggest efforts by Las Nubes is not noticed by the guests, but are very important. One of them being a water treatment plant that helps clean the water that comes from the laundry room, kitchen and biodigestors. This water is used to water the hotel's green areas and also protecting the mangroves from any corrosive agents.

Another effort that sometimes goes unnoticed is the protection of the sea turtles, where the hotel received consulting from Pronatura. The intensity of the external lights was adjusted in order to avoid confusing the turtles during the hatching period, where they use the reflection of the moon to guide them to the beach and lay their eggs.

It is of utmost importance for this small eco-boutique hotel to find a balance between tourist development and the care of the environment in order to guarantee the experience of sustainable luxury to all of its guests.

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