

An “Aha!” Moment

Mayakoba has established itself on the world’s stage.



The Greg Norman-designed El Camaleon Golf Course at Mayakoba bends through tropical jungle, dense mangrove, bordered by massive crystal clear water canals and oceanfront stretches of sand. It features two holes just steps away of the turquoise waters of the Caribbean Sea.

RIVIERA MAYA, MEXICO: (30 minutes south of Cancun): The world’s most successful brands, including the likes of Apple and Coke, have several traits in common. Their products are engaging, relevant, and entertaining. A winning brand also allows you to stand out in a crowded marketplace.

The strongest marketing platform in golf is the PGA TOUR. No other media company has its combination of credibility and reach to more than 200 countries.

Last year, the OHL Classic at Mayakoba celebrated its 10th anniversary.

“The learning curve was steep, considering we were the first PGA TOUR event ever to be held in Mexico or Latin America,” said Joe Mazzeo, tournament director. “Our commitment has been significant over the past decade, but with four flagged luxury resorts to support—Andaz, Rosewood, Banyan Tree, and Fairmont—we

believed it was a wise investment. It was our way to say ‘hey world, look at us.’”

The Masters sudden death playoff between Sergio Garcia and Justin Rose was exciting for Mazzeo in more than one way. “I was watching the tournament unfold down the stretch,” recalled Mazzeo. “As Sergio stood on the 18th tee, I did a double take when I saw a man in the gallery, standing right along the rope line, who was wearing an OHL Classic and El Camaleón logoed golf shirt. It proved to me that there’s golfers all over the world who have been to Mayakoba and who want to show it off when attending an event as prestigious as the Masters.” ■

Mayakoba is located 10 minutes from the cosmopolitan town of Playa del Carmen. For more information on the resort, visit MayakobaGolf.com; and for information on the OHL Classic, please visit OhlClassic.com.

Mayakoba is a leader in ecologically sensitive thinking. A team of biologists, hydrologists, engineers, financial planners, and hospitality experts came together to create a master plan that “did things better.” As a result, the destination won an Ulysses Award (considered to be the Nobel Prize, in ecology) and became Latin America’s first resort to be acknowledged as Rainforest Alliance verified.