

A person's hands are shown holding a large bouquet of fresh herbs, including purple flowers and green leaves. The background is a lush garden with various green plants and some pink flowers. The text is overlaid on the right side of the image.

KIMPTON
MAS OLAS
TODOS SANTOS

OUR BRAND

Just as the ever-present waves on the resort's empty shoreline reflect the power of the tides, Mas Olas provides the modern traveler a haven to explore personal renewal reflected by the wisdom and power of nature. The vast gardens of the resort provide an immersive sensory experience, leading the guest from the desert to those magnificent waves as the land unfolds before them. The guest journey is intuitive and reflects intelligent and profound choices that promote instant relaxation. Just south of the Pueblo Magico of Todos Santos, Mexico, the expansive gardens, responsible environmental practices, and warm hospitality of Mas Olas reflect and support the magical nature of the area.

Mas Olas' twenty-seven buildings represent pueblo life in Mexico. Design is contemporary and straightforward, punctuated by organic details of woven palo de arco walls, handmade tiles, and light fixtures. Textiles, fine art, and handcrafts from local artisans are found throughout Mas Olas. Rooms are warm and welcoming – many with surprises like secret outdoor showers, panoramic roof decks and private gardens. The four main pools highlight the commitment to the unique environment — a powerful and sculptural oceanfront two-level pool at Kahal, a contemplative 25-meter lap pool with private palapas anchors the expansive Botanica Spa and Wellness area and the symmetrical central pools provide a more convivial atmosphere surrounding the two-level Centro bar.

Waves represent the ebb and flow of life, the sense of freedom and escape as well as the breaking of boundaries. As each wave is unique, Mas Olas is committed to honoring the individual goals of each guest. Waves also represent the collective power of the ocean, and we honor the deep connections that guests can make at Mas Olas as we honor the parts that combine to make the whole. The allure of waves draws the guest to open the front door to enter a copal scented sanctorum that is neither outside nor inside — subtly enhancing the excitement of what is to come. Here they are warmly welcomed, set their intentions, navigate through jasmine covered arches and cross-over to another realm.

Mas Olas is a journey of the senses immersed in the power of nature: the sounds of water, wind, and birdsong; the smell of salt air, herbs, and flowers; the velvety touch of fine linens and beautiful amenities; the remarkable taste of organic vegetables grown on the property, fresh eggs from the chicken coop and seafood flapping fresh from the ocean; and exquisite beauty at every turn. This is where barefoot luxury seamlessly intertwines with the allure of nature and where adventure and relaxation coexist. We hope the guest can take this feeling home with them, like dropping a pebble in a pool, creating their own gentle waves as they remember their experience at Mas Olas.

Immersed in Nature

Nine interconnected gardens unfold to provide a winding path from the desert to the waves. The entrance is stark and provocative, surrounded by a restrained garden that highlights the diversity of the local Nopal varieties. This is purposeful as it highlights the contrast of the guest crossing over from the outside world.

After passing through the arrival portal, the guest is thrust into a verdant, indigenous botanical garden with wayfaring provided by specimen torote trees and towering cardon. This garden exemplifies the diversity that springs from the desert biome. On the path through the botanical garden, the guests pass the Huerta which is organically farmed and provides everything needed to make delicious salsas and salads. The Citrus Allé has multiple varieties of fruit trees where guests can enjoy eating fruit they pick along their walk. The journey continues to the Spa Garden that houses the conservatory and where herbs and flowers are grown for Botanica Spa and Apothecary. The Tropical Garden surrounds the relaxation area where guests wait for their spa treatments. The Arroyo Garden exemplifies important natural solutions for precious water management and our commitment to responsible environmental practices. The Dune gardens cover the oceanfront villas to ensure that the view of the ocean is enhanced at every turn. Every plant in this garden was meticulously catalogued and moved during construction and then replanted in the exact spot. The power of nature is central to everything.

The Sunset, the Ocean, the Whales, the Turtles!

Few resorts in the Cabo area face West — so we own the sunsets — which are spectacular. Kahal, the oceanfront restaurant and pool, is designed to evoke a seashell and the pools surrounding the restaurant are positioned to reflect the changing symphony of the setting sun. The sunset deck at Kahal is designed to provide a front row seat to the show with a nightly ritual that highlights the ending of another perfect day and the excitement of what is to come.

The beach is empty, deep and 2.5-miles long — providing for great walks and runs. A world-class surf break is a 10-minute walk north of the Resort. A beginning surf beach is 10 minutes south by car. Humpback and grey whales cavort in front of the resort from October to May. Protected Olive Ridley turtles nest on the beach in the summer months and turtle hatchlings are released from November to March.

The Healing Power of Plants Informs the Spa and Wellness Offerings

The commitment to nature at Mas Olas is deeply rooted in our wellness offerings. The Apothecary located in Botanica Spa encourages the guest to learn about the healing nature of plants that are in the surrounding gardens and use that knowledge to develop their own blend of oils and scrubs for treatments. The private treatment nests are in a grove of neem trees that have anti-inflammatory and antibacterial qualities. Soaps are made from locally distilled ingredients and guests are encouraged to pick their favorite to use during their stay. Each dressing room houses a hydrotherapy circuit with Steam, Salt Sauna, Ice fountain, jacuzzi and private sunbathing. Two yoga shalas offer free daily classes as well as aerial and water yoga by appointment. The fully outfitted gym has a functional crossfit area, weights, cardio equipment, and a Pilates studio. All of this surrounds a 25-meter lap pool with individual palapas. It's a sanctuary of wellness centered in nature.

The Freshest, Immersive Culinary Experience

Mas Olas has acres of vegetable and herb gardens onsite. Botanica restaurant isn't the standard farm to table — it's table in the farm. We happily tour guests through the gardens — snapping fresh asparagus to taste, marveling over the 25 types of tomatoes and reveling in the vibrancy of the greens. Join the chef in a trip to the chicken coop, gather just laid eggs and return to the kitchen to learn the secret of huevos rancheros. Kahal — which means water in the language of the indigenous Pericu tribe, has a sophisticated raw bar where the day's catch can be selected. Hovering over the water it offers a wide variety of dining options to ensure your culinary experience is bespoke. Centro offers Mexican classics for breakfast and lunch with a coffee bar highlighting our proprietary blend of beans from generational farmers in Chiapas and Veracruz that is roasted locally.

The Design — It's All About the Details

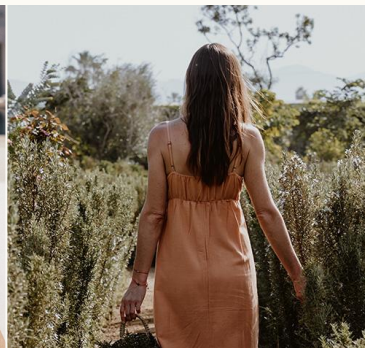
The design of Mas Olas is focused on leading the guest on a compelling journey that unfolds through the landscape that transitions from desert to dunes. The rooms are warm, textured and welcoming; the pools each have their own personality; the spa evokes a modern Mayan temple; And the restaurants provide variety in mood and focus. It's about an intuitive approach to design that promotes instant relaxation and piques your curiosity as you discover another detail, another beautiful vista, another item at your fingertips at just the right time. Beautiful finishes like handmade tiles woven in a basketweave design, bespoke terracotta chandeliers, traditional Milagros covering the walls, hand blown glass light fixtures, exquisite art, handcrafts, and textiles combine to celebrate Mexican talent. "Simplicity is the ultimate sophistication" is the quote from Leonardo di Vinci that best exemplifies the design philosophy. Mas Olas design feels simple, but the layers of complexity and focus on detail combine to relax as well as intrigue the guest.

Spirit – Natural, Adventurous, Curious

Style – Textural, Intuitive, Authentic

Delight – Engaging, Discovery, Purposeful

VIBE AND PROGRAMMING GUIDE



Early Morning

Vibe

Quiet beginnings as guests retrieve their eye opener bag to discover the morning's treats, prepare their French pressed Botanica coffee blend, (personalized milk offering is in the mini-bar fridge) retreat to their patio and listen to the birds and waves.

Programming

Sunrise Meditation. Walks on the beach, morning yoga or an early workout are options. HIIT beach boot camp available. Lap swimming. Check-in at the coffee bar for an espresso drink and book a spa treatment or surf lesson for post yoga.

Sounds

Birds, Waves, Wind

Late Morning

Vibe

More guests are out and about. Centro is busier as more people come to have a full breakfast and find a spot at Centro pool.

Programming

Garden Tours, Chicken coop with Huevos Rancheros Breakfast, Apothecary class after morning yoga, Fitness class, private Pilates class, bikes, surfboards, boogie boards and fishing equipment is available at Centro activity center. Guest can make bouquets in spa garden for their room. Sustainability tours.

Sounds

Music at outlets and spa, Lap Pool is quiet

Afternoon

Vibe

Pools pick up steam, Centro has volleyball, cornhole and other games so the energy is heightened. Kahal is more serene and Botanica pool is quiet.

Programming

3 o'clock surprise (paletas, ice cream, drink tasting) by Centro pool. Spa is busy. Afternoon ceviche class at Botánica. Gallery tour or Taco tour in Todos Santos.

Apothecary Class

Herbs, candle, soaps. The Wave tour — highlights of the Property for the new arrivals.

Sounds

Music at Centro, Botanica, Kahal, Spa, Gym

Early Evening

Vibe

Sunset Awe, Time for cocktails and dinner.

Programming

Sunset community ritual on Kahal Sunset Deck. Community Dinner in the Citrus Allé. Barbocoa at Botanica. Firepits are lit and ready for cocktail service. Evening meditation. Sound Bath Meditation. Cocoa Ceremony. Movie on Event Lawn. Beach Dinner.

Sounds

Global music at Kahal and Botanica.

Late Evening

Vibe

Baja Midnight is 9pm. Restaurants are filled with warmth and good vibes. Candlelight and firepits. Music is mellow.

Programming

Cigars and Scotch on the Sunset Deck. S'mores and blankets at the Firepits. Herbal Bundle on pillows at turn-down.

Sounds

Waves, Mellow music at operating restaurants. Centro quiet at 9.

OUR MUSE

Adventurous foodie interested in intelligent experiential travel.

Creative executive who enjoys the energy of the city but needs to kick off their shoes and walk barefoot to truly relax. The ocean is their happy place — they can watch the waves for hours. They are not me-too people or have the need to be first but are looking for an authentic vacation that honors a sense of place, is environmentally responsible and provides a personalized approach. Quality and authenticity are paramount. They want to get a good feeling about a place — trusting their intuition. Technology must be seamless and eliminate all friction. They stream and listen to podcasts. Traditional media is not relevant — they don't have cable. They read real books that they can hold in their hand.

They are foodies. Food is part of the joy of life and especially the joy of travel. They want fantastic fresh creative food — bonus points if it's grown onsite. They want to relish in the joys of tacos and drink sophisticated cocktails and delicious wine. They eat dessert. They want to be taken on a culinary journey. They love taking cooking classes. Coffee is important.

They love being active and taking care of themselves. Yoga, Pilates and barre workouts are standard. What can they try on vacation that they haven't done at home? Racing Baja buggies through the desert, diving with whale sharks, hiking to a hidden waterfall? They are well-versed in spa experiences and value natural treatments.

The purpose of travel is to experience something new that enhances their life. But if they just want to hang by the pool and drink cervezas — that's cool too. Balance is important! They love gathering experiences and stories to add texture and help add meaning to their everyday life. They don't often return to the same place to vacation, but for Mas Olas, they make an exception.

Status quo is not their standard.

Diego and Gabrielle (Gaby)

- Household income \$350,000
 - No kids
 - 37 and 35 years old
- Live in LA, Austin, the Bay Area



Interests



TRAVEL



OCEAN



FOODIE



SELF-CARE



READING



WINE



COFFEE



RELAX



GATHERING

Brands



FAHERTY



FEAR OF GOD



The New York Times

Reformation

CELINE

HOKA



LOEWE



THE GUEST JOURNEY

After a bumpy drive down a mile-long dirt road, the guest arrival at Mas Olas is a blend of contrasts. From the organic handmade gates to the stark car park there is a curatio of anticipation and excitement. What is behind the wall?

The guest opens the door to an antechamber that is neither outdoors or indoors. They are greeted warmly with cool washcloths and a drink served in a handmade cup from Oaxaca with a face that looks back at them. The feeling of crossing over to something special is palpable as the scent of copal, flickering candlelight and fresh flowers and herbs are found in the altar nestled between iron arches covered in jasmine. The journey of the senses has begun, the distant waves beckoning the guest to enter a new realm, filled with warmth, discovery, and relaxation.

First Impressions

Warm welcome

“Crossing over to your perfect vacation!”

Immersive vibes

“I am truly in Mexico and it’s beautiful!”

Loyalty has its perks

“Thanks, friend”

- Security guard is the first point of contact and warmly welcomes the guest at the front gate. We are glad you are here!
- Bellman warmly welcomes the arriving guests, gives them assurances that they will take good care of their belongings and deliver it safely to their rooms so that their luggage is in their room after their tour. The bellman invites the guest to open the door to begin their journey.
- The guest enters to a warm welcome from their guide who offers their drink options presented on handmade tray served in cups from Oaxaca — with and without alcohol — that are made from herbs and fruits grown onsite. Also on the tray are cool washcloths to freshen up. The guide explains the access as the entrance to their vacation, the altar as a place to set intentions and the arches as the portal to cross over to Mas Olas.
- After crossing over the guest is offered a guided walk through the botanical garden or a cart ride to their room. Offer a hat if they would like protection. Have sunscreen available. The walk is a chance for the guide to connect with the guest, understanding what’s important to them on their vacation and help curate an experience that delights them. The guide shares a little bit about themselves and their favorite parts of Mas Olas.
- The guide points out the nine interconnected garden journey — highlights Botanica, the Huerta Garden (the salad bowl), the path to the Botanica wellness area highlighted by the specimen Torote tree. At the Torote tree there is a display that highlights the apothecary, perhaps the prepackaged soaps that are made onsite. Highlight yoga and meditation offerings for the next morning.
- The mini-tour includes highlighting Centro — anything you need is here — and the path to the beach and Kahal. The Wave tour is offered for a more complete tour that highlights all the offerings of Mas Olas.
- The Guide delivers them to their room — doors to the patio are opened to reveal the view. Check-in is completed, wristbands are delivered and explained, and the guests are reassured that they have made a new friend who will help if they need anything.
- The guide delivers a room upgrade or late check-out as part of their welcome.
- Room has premium amenity included at arrivals — a basket of homemade treats, baked goods and Mexican candies.

THE GUEST JOURNEY

Stay

Rooms made for you
“Everything you need at your fingertips and a View!”

- The Guide delivers the guests to their room — doors to the patio are opened to reveal the view and highlight the outdoor space.
- Details like Botanica coffee and French press are highlighted and explained. Minibar contains their milk selection. Minibar is included.
- Amenity drawer in bathroom is pointed out and we offer to get them anything else they may need. Laundry bag is in the closet.
- The Guide double checks that all their luggage is there. Do they need restaurant recommendations or reservations if occupancy is high?
- Sarongs, hats, flip flops, and beach bags are there for their use.
- Show the guest where their eye-opener will be delivered in the morning.
- If they have an outdoor bed, share that we will provide bedding and mosquito nets if they would like to sleep al fresco.
- We don't use bottled water but have a desal and bottling plant. Glass bottles in the room are replenished every day. Any food outlet will refill personal water bottles
- Point out the QR code and have them access the Tongo website. It has all the schedules and reservations. If they need anything — just ask! Also post the daily schedule at Centro Milagro room where guides are available to help navigate.

Morning kick start
“Wakey, wakey”

- By 7am we deliver a breakfast “eye-opener” bag that contains baked goods, fruit and a surprise flower or herb.
- For those guests who would like an espresso drink or morning smoothie, the Centro coffee shop is open with the grab and go stocked and ready.
- Future — the juice bar is serving smoothies, fresh pressed juices and grab and go breakfast items at the gym.

Be well

“We want you to feel good!”

- Morning Meditation is offered in the spa garden conservatory at 8am
- Community Yoga is offered in the yoga shala at 9am
- Bikes, surfboards and fishing equipment are available with maps and instruction at Centro
- Gym is open with music and trainer available. Infused water is available.
- After yoga, spa receptionist and managers serve infused water and share the spa offerings and availability.
- Tours are offered of the hydrotherapy circuits in the dressing rooms that are available for use with or without spa treatments.
- Good sleep and restfulness — we don't judge if you just want to hang at the beach or the pool.

THE GUEST JOURNEY

Play

Experiences

“Discovery activities are included, and immersion activities require reservations and have additional charges. There’s so much to do!”

Culinary Curations

“I met the chef and he showed me this garden”

Activations

“What’s happening around town?”

- **Move**
Discovery activities: Morning Yoga, Gym, Beach Walk, Biking, Fishing
Immersion activities: Aerial Yoga, Water Yoga, Pilates, HIIT, Cross-fit, Barre, Beach Boot Camp
Biking: single-track mountain biking, Surfing, Horseback Riding.
- **Create**
Discovery activities: Aromatherapy at the Apothecary, Make your own bouquet in the Spa Garden, Meet the Artist
Immersion activities: Soap, Body oil, Scrub, Intention Candle making at the Apothecary, Gallery Tour of Todos Santos.
- **Connect**
Discovery activities: Sunset Ritual, Morning Meditation, S’mores at the firepits, Gardening 101
Immersion activities: Sound Bath, Cacao Ceremony, Community Dinner in the Alle, Movie Night on the Event Lawn
- **Taste**
Discovery Activities: Garden Tours, Ceviche Class, Margarita and Mezcal tasting, Salsa Class
Immersion Activities: Garden Tour and Cooking Class, Chicken and the Egg, Barbacoa traditions, Taco Tour of Todos Santos
- **Nature**
Discovery Activities: Nightly Turn-down herb and flower bundle, Biosphere tour, House made neem bug spray, Environmental Responsibility Tour
Immersion Activities: Earthing Meditation, Organic Gardening Class, Horse Meditation Experience

- The chefs get out of the kitchen and share their passion with the guests.
- Room service is special with something added to the tray — a chocolate surprise or a special taste
- Mini-bar is included and interesting with house-made goodies and Mexican candies. Classic Mexican beers, Mas Olas bottled water and milk — almond, oat, soy, 2% or cream — for their coffee.
- Bars have an attitude — Botanica uses distilled elixirs, Centro offers a wide range of Mexican beers, tequilas and mezcals, Kahal offers bespoke experiential cocktails and bubbles at the bar. Scotch, whiskey, and cigars are upstairs on the Sunset Deck.
- If rains for more than 1 hour, everyone gets a small bottle of tequila. Saturday Barbacoa Brunch at Botanica, and Sunday Beach Brunch at Kahal.
- Special Holiday celebrations — including Dia de Los Muertes and Dia de la Revolution, and Tres Reyes to honor Mexican traditions.
- Guest Chefs and Abuelas on a rotating basis

- Live Music
- Festival Coordination — there’s always a celebration around town — Todos Santos Art Festival, Todos Santos Film Festival, Historic Homes Tour, Festival de Pilar, Strawberry and Mango Festival, Gastrovino Festival
- Coordination with local charities — Padrino Foundation, Palapa School, Turtle Foundation. Matching donations.

THE GUEST JOURNEY

Departure



Sense of Gratitude
*“Thank you — can’t wait
to see you again!”*

- Check-out is quick and seamless
- Baggage pick-up is coordinated and executed flawlessly
- Departure transportation is confirmed the night before
- Preferably the guide that welcomed them has a chance to personally thank them, get feedback and encourage them to return.
- Goodie bag of housemade granola, Botanica Apothecary candle and soap in one of the Oaxaca Face cups that greeted them.
- A warm goodbye in the access where they cross back over to the Real World!

