



## Villa Premiere Hotel & Spa

The resort's master suite.

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Discover for your clients a different world right in the heart of Puerto Vallarta, where privacy and relaxation are key, but the colorful swirl of life and light of the city are just a few steps away.

Behind the busy main street in downtown Puerto Vallarta lies a secret hideaway, a blend of stylish architecture, unique artistry and graceful service. As guests are driven around the magnificent spherical water feature to the main lobby, the sounds of traffic and the bustle of the city by the sea taper off into the gentle music of the fountains. Two large rock and bronze cranes peer into a carved bowl bubbling with water, seeming to guide the new arrivals towards the intimate check-in area, where the smiling clerks stand against a wall of cerulean skies and soft clouds. *Bienvenidos al Villa Premiere Hotel & Spa*, where, according to Manag-

ing Director Sasa Milojevic, "you are close to the best of everything in Vallarta."

With just 83 oceanfront rooms and suites, the Villa Premiere prides itself on its casually elegant atmosphere. The staff is helpful, ever present but unobtrusive. "The ratio of employees to guests is three to one," says Milojevic. "As for the accommodations, we've spent around one million dollars in upgrades." Every room has received a recent soft refurbishment—even a pillow menu is on tap for extra pampering. Delightful touches for travelers, such as slippers, a bathrobe and complete nightly turndown service, are standard. All accommodations, from the master oceanfront suites to the deluxe oceanfront rooms, are ample and tastefully decorated with pieces from local artists and have the amenities that make a hotel worth staying for: complete private bars, personal safes,

air conditioning, coffee-makers, hair dryers and luxurious bath amenities. And because sometimes all one wants to do is hang out in bed and relax (with a view, of course), room service is on call 24 hours a day.

The day starts with breakfast under a thatched palapa at La Ceiba, with fresh fruit and other tasty treats served with the pool on one side and the beach on the other. Lounging by the pool is a must (not to mention a beverage at the watery pool bar), but the beach also has its own allure of bright sunshine, rolling waves and shaded bamboo beds under a pergola. No need to get up for a drink—there are waiters just waiting to fetch what needs to whet the whistle.

After a well-deserved tanning session, the *Spa Premiere* transports guests to an oasis of peace and serenity that includes revitalizing wraps to soothe, nourish, firm and ▶

hydrate. Six treatment rooms offer luxury services from hydro massage to whirlpools, steam rooms and a full-service fitness center. Specialized treatments include a sinfully delicious *Chocolate Scrub* and the relaxing *Therapeutic Rose Massage*. The sauna, steam rooms and gym are free to guests, who might also want to participate in the “gratis” yoga les-

sons or the reflexology lessons by the pool. Afterwards, the beauty salon treats feet and hands to expert pedicures/manicures and tired tresses to new hairdos.

Dinner at the Villa Premiere is a diverse affair. If it's Monday, then the choice of venue is the Evolution Eclectic Dinner Show; if it's Friday, then it's time for the *Sunset PreHis-*

*panic Show*, both by the pool. At Manglar, the menu features Italian dishes side-by-side Spanish specialties and French treats. But it's Murales that really takes the cake, so to speak. One of the stops of Puerto Vallarta's annual Gourmet Festival, Murales' Chef Jose Zamora creates Mexican gourmet delicacies that make palates sing. Here, the artfully arranged dinner on the plate competes with the beautifully rendered murals on the walls, thus the name, Murales.

Speaking of walls, outside the walls of the Villa Premiere is one of the most fascinating—and fun—cities on the Pacific side of Mexico. The hotel's very privileged location just a few blocks from the heart of downtown (plus, it's the only downtown hotel with a beach) means a pair of flat-heeled shoes or sneakers get visitors to some great shopping, hotspot nightclubs and bars and another entire universe of superlative gourmet meals (or plain ol' great home-style tacos). Check out our list for what to do and where to do it in Puerto Vallarta—it'll give you the inside scoop to give to your clients. Note: this is just a short list; there's so much to do and see in and around town, we'd have to write a guidebook to cover it all!

In the meantime, know that at the Villa Premiere, agents are treated with the same TLC as their guests are: “Most of our business comes from the U.S.,” says Marketing Director Emigdio Castro, “so we keep a database of preferred agents and send them promotions and news. Groups have a commission rate of 20 percent; regular room bookings get 10 percent. We know that in the hotel industry relationships are key, so we strive to maintain ours through calls, visits, setting up FAM trips, etc. About 80 percent of our bookings come from agents—and most of it is repeat business.”

EP rates April 23-Dec. 22 start at \$300 per room per night, sgl or dbl for a deluxe room (does not include meals or taxes). All-inclusive rates for the same period start at \$295 pp, sgl, per night. All pricing includes breakfast, lunch and dinner a la carte service, including shrimps, lobster and fine cuts; room service from 7 a.m. until 10:30 p.m. with no extra charge; snacks by the pool from 11 a.m. until 5 p.m.; unlimited domestic and top-shelf imported drinks, from 11 a.m. to 11 p.m., and mini-bar; taxes; and gratuities.

Call (877) 886-9176 or [premiereonline.com.mx](http://premiereonline.com.mx).

## Things to Do, Places to Go in Puerto Vallarta

- **El Arrayan**—Those tantalizing aromas that waft from the very verboten street vendors' carts can be found here at chef Carmen Porras' traditional restaurant. She's brought together a wonderful variety of tasty dishes both plain and fancy—and all absolutely delicious—in a casual ambiance that feels like home.
- **Daiquiri Dick's**—The name might bring to mind loud shirts, smelly cigars and tequila sunrises on tap. However, this beautifully decorated restaurant with a truly spectacular view of the sun setting on the Pacific has everything but that. Chef Ignacio Uribe Moreno has created an eclectic menu that fuses classic Mexican, European, and American dishes liberally sprinkled with Asian, Indian and North African influences. Just try to keep your hands off the marinated olives brought as appetizers.
- **Vitea**—Puerto Vallarta's famed *malecon* (see below) is receiving an extension that promises to be all things hip, and the first to open on the seaside walkway is Vitea, the second inspired eatery by Bernhard Guth and Ulf Henriksson, of TRIO fame. This Art Deco bistro by the sea is a treat both for the eyes and the palate.
- **Kit Kat Club**—Laid-back lounge music and tres tasty martinis are the setting for the chic denizens of Vallarta.
- **De Santos**—Mix one part Mediterranean cuisine, one part trendy, sophisticated night crawlers and one part exquisite architecture, shake well and add a dash of hip tunes. Enjoy.
- **Pepe's Tacos**—Just the opposite of all of the above, Pepe's is a genuine *taqueria* (bottled water only, please) a couple of blocks from the Villa Premiere, across the street from the PeMex gas station. Prepare your taste buds for some of the tastiest tacos in town.
- **Peyote People**—There are many stores in Vallarta that purport to sell “original” Huichol art and “help” the villagers—beware that one of the most vocal is actually a front for a time-share proposal. Peyote People, on the other hand, is the real deal for some incredibly intricate original artwork without exploitation.
- **Viva**—Check out the Frida-like creations of onsite designer Miguel Angel; the entire place is an Aladdin's cave of jewelry and other must-have artifacts.
- **Rio Cuale**—A walk along this riverside open-air *mercado* gives travelers the “real feel” of buying and haggling the Mexican way. It's the place to go for *serapes* and all kinds of *tchotchkes*.
- **Malecon**—Unforgettable and one place no visitor can miss, the “boardwalk” is actually the city's meeting place. This is the starting point for any shopping, clubbing or dining excursion. There are several interesting (and touchable) sculptures along the way, donated by artists such as Sergio Bustamante, known for his “magical realism” designs. He also has a great shop nearby full of tempting pieces ready to take home.
- **Nikki Beach** (at the **The Westin Resort & Spa Puerto Vallarta**)—Sip on a mojito while watching the sun set over the bay. Then indulge in a plate of sushi or a rack of lamb.

Plaza de Armas.

