



August 2026

STRATEGIC EVOLUTION 2026

Ocean Signature Resorts

Redefining luxury and distinction in the Caribbean



2026 Strategic Vision

Comprehensive Transformation

With a strong commitment to continuous growth and raising industry standards, Ocean Signature Resorts is redefining the Caribbean experience with the institutional backing of **H10 Hotels**.

We blend **sophistication, elevated service**, and local identity to deliver a tailored hospitality offering designed to ensure memorable stays that meet our guests' highest expectations.

Portfolio Consolidation

A stronger, more structured portfolio designed to meet the needs of distinct guest profiles through clearly segmented brands across Mexico, the **Dominican Republic, and Jamaica**.

Projects developed with long-term value in mind, reinforcing our competitive position in the region.



Brand architecture

Ocean Signature Resorts

Premium All-Inclusive Collection

Multigenerational offerings characterized by a fusion of Mediterranean-inspired design and Caribbean warmth.

It provides refined stays, superior gastronomy, and facilities for all ages in the most iconic destinations.

Ocean Allure Signature Adults Only Resort

Luxury Adults-Only Collection

Exclusive concept designed for couples, incentive groups, and travelers seeking ultimate privacy and sophistication.

Features highly personalized service, a dedicated concierge, premium amenities, and cutting-edge culinary experiences.



MEXICO
DESTINATION:

Riviera Maya

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Images are for illustrative purposes only. Final design may be subject to change.

Mexico | Destination: Riviera Maya

Ocean Maya Royale

Elevated Sense of Arrival

A refined, fully air-conditioned lobby with a serene ambiance, thoughtfully designed to enhance the guest's first impression and ensure a comfortable arrival experience.

An elegant welcome

Gastronomic Renovation

Architectural and culinary reinterpretation of the **Mexican restaurant El Charro**, along with a comprehensive modernization of the **international buffet**.

Specialty dining offering

Suites & Elegance Category

Addition of 12 exclusive suites with **private pools** and launch of the Elegance category following the renovation of a significant portion of the room inventory.

Premium experience





Mexico | Destination: Riviera Maya

Ocean Riviera Paradise

Wellness Experiences

We elevate the guest wellness experience with an expanded fitness center equipped with state-of-the-art technology.

Lifestyle

Master Suites with Private Pool

We elevate the guest experience by adding private pools to the Master Suite category.

Premium Experience



ICONIC RELAUNCH

Mexico | Destination: Puerto Morelos, Cancun

Ocean Coral Riviera Cancún

Effective **November 19, 2026**, the iconic Ocean Coral & Turquesa property will officially evolve into a new identity overlooking the Great Maya Reef: Ocean Coral Riviera Cancun.

This transformation includes a complete redesign of the arrival experience, lobby, and dining offering, along with the modernization of guest rooms and the full reinvention of the premium Privilege section.



DOMINICAN REPUBLIC
DESTINATION:

Punta Cana

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Dominican Republic | Destination: Punta Cana

Ocean Blue & Sand

As a prelude to the master plan envisioned by **Ocean Signature Resorts** for the destination through 2027, the resort will introduce elevated facilities designed for the most discerning traveler.

New Swim-Up Rooms

An elegant collection of **swim-up rooms** created to deliver a superior stay experience.

Premium experience



JAMAICA
DESTINATION:

Montego Bay

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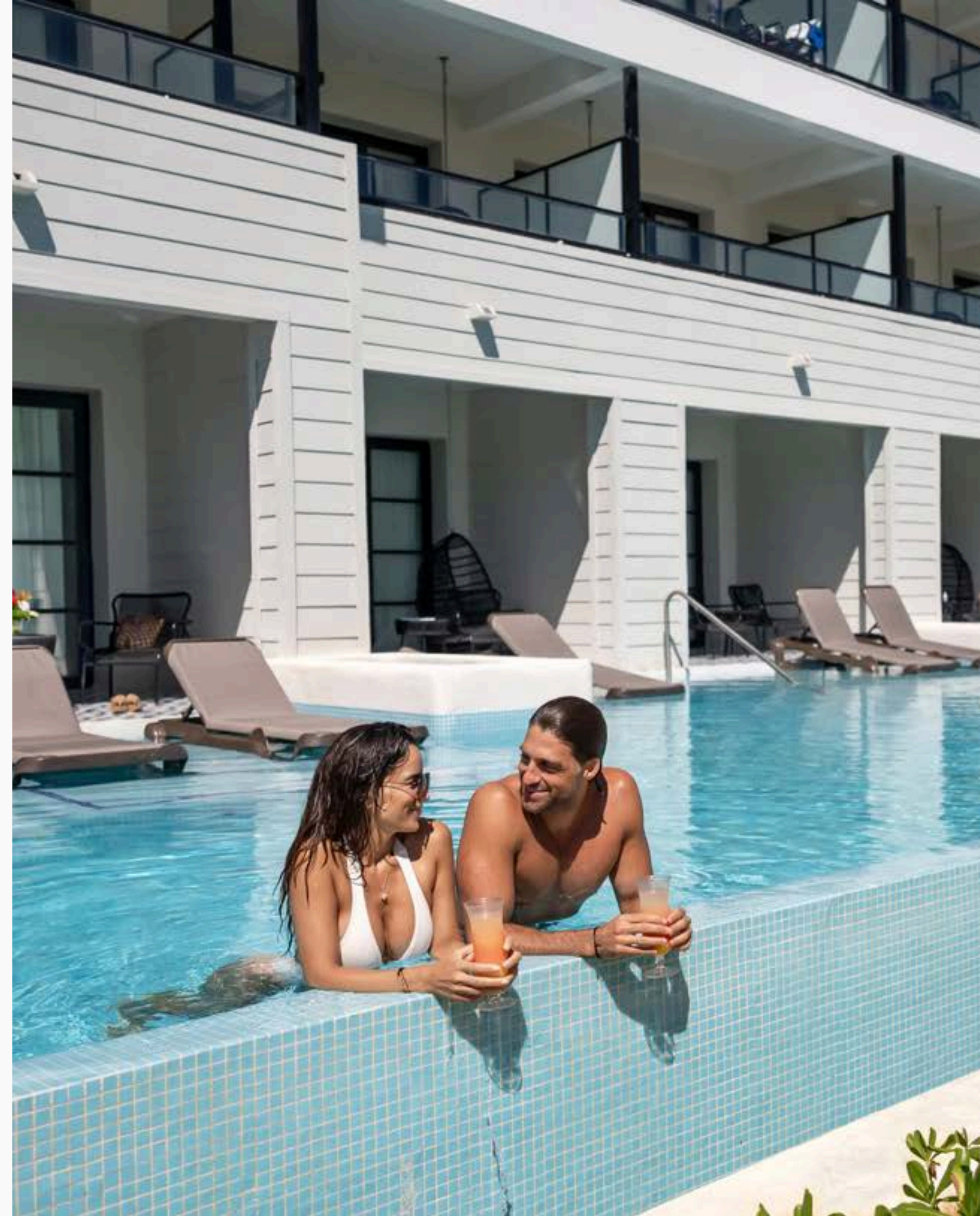


Jamaica | Destination: Montego Bay

Ocean Allure Eden Bay

Effective **November 1, 2026**, the landmark property located in Coral Spring (Trelawny, Jamaica) will join the **Luxury Adults-Only Collection**.

Following the success of **Ocean Allure Costa Mujeres**, this expansion further strengthens the adults-only luxury offering in one of the Caribbean's most privileged beachfront destinations.



Elevated Experience Ocean Allure



Premium Welcome

Welcome champagne, a complimentary arrival amenity, Luxury Rituals® bath amenities, and a curated selection of premium spirits.



Personalized Attention

Dedicated Concierge service across all room categories, plus exclusive Butler Service for guests staying in the Privilege category.



Unlimited Culinary

A specialty dining offering with no restrictions, complemented by 24-hour in-room dining service.



CUTTING-EDGE ACTIVITIES

Mexico, Dominican Republic and Jamaica

Pickleball in All Our Resorts

Responding to the growing demand for **sports** and **wellness** activities in the hospitality sector, **Ocean Signature Resorts** has introduced pickleball courts across all of its properties.

This initiative brings high-quality infrastructure into the brand's Caribbean settings, adapting to the preferences of today's traveler.



2026 Overview

Destination	Resort	Segment	Date & Key Update
Riviera Maya	Ocean Maya Royale	Adults-Only Premium	Air-conditioned lobby, private pool suites, and the Elegance category.
Riviera Maya	Ocean Riviera Paradise	Premium Multigenerational	Expanded gym and private pools in the Master Suites.
Puerto Morelos	Ocean Coral Riviera Cancún	Premium Multigenerational	November 19, 2026: Full rebranding, new lobby, and redesigned Privilege section.
Punta Cana	Ocean Blue & Sand	Premium Multigenerational	Launch of Swim-Up Rooms .
Jamaica	Ocean Allure Eden Bay	Luxury Adults-Only	November 1, 2026: Addition to the Ocean Allure Luxury Collection.



3 Key Destinations

With a strategic presence in **Mexico**, the **Dominican Republic**, and **Jamaica**, Ocean Signature Resorts' evolution ahead of Winter 2026 strengthens our position among the Caribbean's most relevant competitors.

These targeted investments are designed to maximize profitability, elevate high-value brand positioning, and ensure high levels of guest satisfaction.





BEYOND EVERYTHING

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