

RESIDENT

A LUXURY LIFESTYLE MAGAZINE



The oceanfront Beach Estates and oceanfront Beach Houses, Litibú Beach, Mexico Photo Courtesy of Litibú Bay Club

Litibú Bay Club: Is Mexico's Pacific Coast the New Definition of "Home"?

Launching in 2026, Litibú Bay Club Transforms Second-Home Living into a Lifestyle Ecosystem on Mexico's Pacific Coast — Discover Villas Designed for Permanence

A New Paradigm of Second-Home Living



The first phase will introduce a limited release of contemporary villas, each showcasing expansive indoor-outdoor layouts Photo Courtesy of Litibú Bay Club

Launching in 2026, [Litibú Bay Club](#) is rewriting the narrative of what it means to own a second home, redefining the very notion of permanence and belonging. This 21-acre private enclave, perched gracefully on the 18th hole of Greg Norman's world-class Higuera Golf Club, is designed with a vision that transcends the idea of a seasonal getaway. Instead, it is conceived as a full-scale lifestyle ecosystem, engineered to provide a sense of continuity and rootedness for a new generation of global homeowners.

The first phase will introduce a limited release of contemporary villas, each showcasing expansive indoor-outdoor layouts that blur the boundaries between shelter and landscape. Rooftop and garden-level pools extend living spaces skyward or into lush greenery, creating intimate sanctuaries while preserving uninterrupted vistas of the Pacific Ocean and surrounding jungle. In these residences, floor-to-ceiling glass acts as a living canvas, framing scenes of tropical nature and ocean horizons, reinforcing a seamless relationship between architecture and environment.

This is not merely a retreat from urban life, nor a weekend escape—it is a carefully choreographed blueprint for coastal living reimagined, where home represents permanence, identity, and community.



Contemporary oceanfront residences surrounded by palm trees | Photo Courtesy of Litibú Bay Club

From Escape to Ecosystem



Presenting a transformative model in Mexico's Pacific Riviera Photo Courtesy of Litibú Bay Club

For decades, Mexico's Pacific Riviera—from Punta Mita's pristine shores to Sayulita's bohemian surf towns—was celebrated primarily as a leisure destination, marked by rustic villas, boutique retreats, and seasonal homes for affluent North American visitors.

Yet Litibú Bay Club signals a profound departure from this older narrative, presenting a transformative model where second-home ownership becomes synonymous with long-term integration rather than episodic visits. Instead of properties designed around short-term occupancy, Litibú introduces a master-planned enclave infused with services, community, and architectural vision. The development includes not only private villas but also a comprehensive portfolio of wellness programs, curated dining experiences, fitness and spa facilities, and seamless access to Greg Norman's championship golf course.

Unlike past coastal developments, which catered to occasional vacationers, Litibú Bay Club is a stage set for permanence: a place where residents can host family, run businesses remotely, and immerse themselves in the region's evolving cultural and economic life. This approach reflects the larger evolution of luxury real estate in Mexico, where sustainability, connectivity, and belonging drive decisions as strongly as architectural beauty. Litibú is less an address and more an ecosystem, providing everything necessary for a lifestyle both grounded and global.

The Broader Shift on Mexico's Pacific Coast



Mexico's Pacific edge is one of the most desirable real estate destinations in the Western Hemisphere Photo Courtesy of Litibú Bay Club

The unveiling of Litibú Bay Club is emblematic of a greater transformation shaping Mexico's Pacific Coast, a region long known for its beauty but increasingly defined by its dynamism. Once dominated by vacation enclaves and boutique resorts, the coastline stretching from Puerto Vallarta to Litibú is rapidly reinventing itself as a long-term residential hub for high-net-worth individuals from the United States, Canada, and Europe. The appeal lies in its unique fusion of accessibility, cultural authenticity, and investment potential. With direct flights from major American and Canadian cities, the coast has never been more connected to global centers of business and culture.

At the same time, the post-pandemic redefinition of luxury—where wellness, flexibility, and space are paramount—has made Mexico's Pacific edge one of the most desirable real estate destinations in the Western Hemisphere. Litibú Bay Club situates itself as a flagship of this movement, embodying not just the architectural refinement expected of luxury coastal living but the infrastructure, amenities, and social design needed for permanence. It positions itself at the convergence of evolving lifestyle values, representing how the second home is no longer a mere retreat but a vital expression of personal identity and cultural engagement.

By 2030, Mexico's luxury second-home market is projected to grow by 35%, with the Pacific Coast leading demand among North American buyers.

Design for a Lifestyle, Not Just a Stay



The architecture and planning of Litibú Bay Club underscore a philosophy that goes beyond visual beauty: these homes are designed to enable a lifestyle. Each villa has been conceived with the realities of modern living in mind, offering spaces that accommodate everything from remote work to multigenerational family gatherings. Expansive kitchens and dining terraces encourage community, while private pools and rooftop sanctuaries provide zones of retreat.

Smart home features and flexible layouts ensure that the residences can adapt to the changing rhythms of their owners' lives, whether for year-round living, extended stays, or hybrid residency. Importantly, the villas maintain an organic dialogue with the landscape, emphasizing natural ventilation, open sightlines, and sustainable materials that reduce environmental impact while heightening the sense of harmony with surroundings.

Beyond private residences, Litibú Bay Club integrates shared amenities intended to cultivate belonging: wellness centers, curated culinary offerings, and community-driven experiences that transform neighbors into a network. The golf course, a signature backdrop, is not only a symbol of luxury but a cornerstone of social interaction and lifestyle rhythm. Here, design does not stop at aesthetics—it extends into the orchestration of a holistic way of life.

Litibú Bay Club: A Vision of Belonging



What ultimately sets Litibú Bay Club apart is its vision of belonging Photo Courtesy of Litibú Bay Club

What ultimately sets Litibú Bay Club apart is its vision of belonging, a concept that goes far beyond ownership of a property. This community presents a mindset shift: moving away from the idea of a vacation house visited a handful of times each year toward creating a central hub of life, identity, and personal expression.

For global citizens increasingly untethered by traditional borders, the idea of home has become fluid, shaped more by values, community, and accessibility than geography alone. Mexico's Pacific Coast, with its combination of natural beauty, modern infrastructure, and cultural vibrancy, is rapidly emerging as one of the most desirable locations for this lifestyle. Litibú Bay Club embraces this evolution by curating residences that are not only beautiful sanctuaries but functional bases for global living.

*For buyers seeking a lifestyle grounded in wellness, connectivity, and cultural immersion, **Litibú Bay Club** offers a rare alignment of vision and reality. It challenges the old paradigm of retreat and asks instead: where do you belong? In doing so, it positions itself not merely as a real estate development but as a pioneering model of how the second home can evolve into a defining anchor of modern identity.*