

RIVIERA NAYARIT

THE NEXT LUXURY ESCAPE



For years, Cabo has dominated the conversation around luxury travel and second-home ownership in Mexico. But farther down the Pacific coast, Riviera Nayarit is beginning to emerge as a quieter, more design-forward alternative for affluent travelers and buyers seeking something less saturated and more connected to lifestyle, nature, and long-term livability.

Stretching north from Puerto Vallarta along Mexico's Pacific coastline, Riviera Nayarit has long been known for its surf towns and laid-back charm. Today, however, the region is entering a new phase of growth, one increasingly shaped by architecture, private residential communities and a rising wave of interest from luxury travelers, second-home buyers, and globally mobile residents.

Direct connectivity from major U.S. cities, combined with the ongoing expansion of Puerto Vallarta International Airport, including a new Terminal 2 expected to double capacity to more than eight million passengers annually, is making the region significantly more accessible while signaling growing long-term investment in the destination.

At the same time, Riviera Nayarit still retains something many luxury markets have lost: a sense of discovery. Unlike more established resort destinations, the region remains relatively low density, with limited beachfront inventory and a development landscape that is increasingly focused on design, privacy and experiential living rather than large-scale hospitality.

Three distinct development models are beginning to define Riviera Nayarit's next chapter, each reflecting how luxury buyers are choosing to live in the region.





At Litibú Bay Club, luxury is defined by privacy, discretion and a deeply residential approach to coastal living. The 21-acre beachfront enclave brings together a limited collection of ocean and golf villas with an amenity-rich lifestyle centered around wellness, surf culture and direct access to the Higuera Golf Club. Rather than operating as a traditional resort destination, the community is intentionally designed to feel intimate and owner-oriented, with a strong emphasis on connection to place, everyday livability and a slower, more intentional rhythm of life along the Riviera Nayarit coastline.

Farther along the coast, Nauka represents a dramatically different vision for the region's future. Spanning over 900 acres, the resort residential community introduces a larger-scale approach to luxury development in Riviera Nayarit, located on the most swimmable beach on the coast, combining architecturally significant residences with nature-driven amenities, world-class golf, expansive open space, and a Ritz-Carlton Reserve residential offering — Siari Riviera Nayarit opened in November. More than a standalone project, Nauka reflects the growing ambition surrounding the region and the belief that Riviera Nayarit will evolve into one of the most compelling luxury destinations in North America, given its enhanced connectivity due the new toll road and forthcoming deep-water marina.

Then there is Punta Mita, the region's original private peninsula that has evolved into one of Mexico's most established luxury residential enclaves, with branded residences, private beach clubs and golf amenities spread across nearly 10 miles of coastline. Today, tightening inventory and continued investment are reinforcing the long-term value and exclusivity of the market, further contributing to Riviera Nayarit's broader momentum.

Together, these communities point to a broader shift taking place across Riviera Nayarit. Increasingly, luxury buyers are prioritizing destinations that balance design, privacy and outdoor living with a stronger sense of place. In Riviera Nayarit, that lifestyle is shaped as much by surf culture and nature as it is by architecture and hospitality.

The appeal lies in the region's ability to feel both elevated and understated at the same time. It offers access without overexposure, luxury without density and a residential experience that feels more personal than transactional.

As demand continues to shift toward lifestyle-driven destinations, Riviera Nayarit is quickly positioning itself not simply as another resort market, but as the next major luxury corridor along Mexico's Pacific coast.