

TimeSharingToday

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The real meaning of a "legacy resort"

By Tim Nolan

This is part of the story of Las Olas Beach Clubs of Satellite Beach and Cocoa Beach, FL, and what the term "legacy resort" means to us.

On September 7, 2017, Florida was in the midst of its largest evacuation ever as Hurricane Irma put over six million people on the move. We remained near our east coast resorts, and near the president of our two associations. He was receiving palliative care with his family at his side.

While Irma threatened and then hit, we lost Thomas W. Matey, our original developer, association president since the resorts' inception in 1981 and 1988, "the big cheese," father, and in my case, father-in-law. As we worked to reopen the resorts, we also reflected upon his accomplishments and how they impacted our lives in this industry and the lives of thousands of guests through nearly four decades.

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Las Olas Beach Club, Satellite Beach, FL. 40 oceanfront timeshare condominiums. Credit: Photo courtesy of the author.



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*El Cid Marina Beach Hotel's newly redesigned lobby.
Credit: All photos courtesy of El Cid Group.*

El Cid Group updates Mazatlán hotels

What's old became new again as one of Mexico's pioneer timeshare developers, the El Cid Group, completed a year-long series of major renovation and construction projects to update its four hotel properties in Mazatlán.

El Cid Group formed in 1972 and began developing in Mazatlán's tourism-oriented Zona Dorada (Golden Zone). Its original country club and nine-hole golf course has since grown to 27 holes. An exclusive residential community surrounds the fairways.

El Cid's first hotel, the 126-unit El Cid Granada Hotel & Country Club, opened in 1974. In 1982, the 393-room El Cid Castilla Beach hotel opened, followed in 1989 by the 28-story El Cid El Moro Beach Hotel, which has 314 room types ranging from junior suites to multi-room suites with kitchens.

In 1995, the 210-suite El Cid Marina Beach Hotel was built 1.6 miles (2.6 kilometers) north of the other hotels,

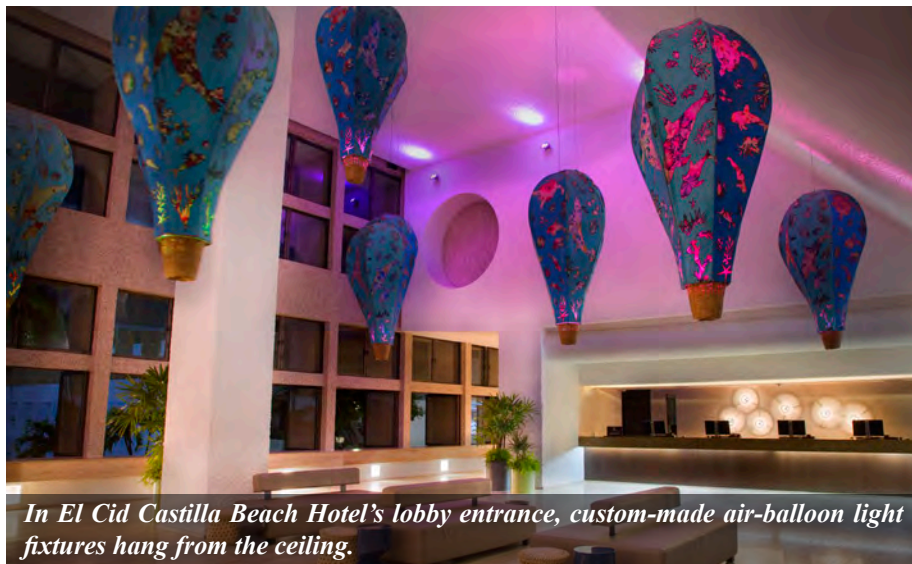
adjacent to the El Cid Marina, which provides docking space for 120 boats.

Renovation details

The update included total renovation of the furniture, linens, and

bathrooms of all 1,210 units of the four hotels in a sleek, modern design.

La Alhambra and El Alcazar restaurants in the El Cid Castilla Beach Hotel received new furniture, flooring, and kitchen equipment. The terrace of



In El Cid Castilla Beach Hotel's lobby entrance, custom-made air-balloon light fixtures hang from the ceiling.



Room at El Cid Marina Beach Hotel, looking out at navigation lights and the sea beyond

La Concha restaurant at El Cid El Moro Beach Hotel also was remodeled.

New lighting and tile surfaces were installed in all of the hotels' swimming pools, and all elevators were renovated.

Modern lobbies

The lobbies and lobby bars of El Cid Castilla Beach Hotel and El Cid Marina Beach Hotel were renovated by the architectural design studio of Ezequiel Farca + Cristina Grappin, which has

offices in Mexico City, Los Angeles, and Milan. Farca and Grappin's designs for these areas blend elegant details and comfortable functionality, employing a variety of natural materials.

In El Cid Castilla Beach Hotel's



Room at El Cid Castilla Beach Hotel.

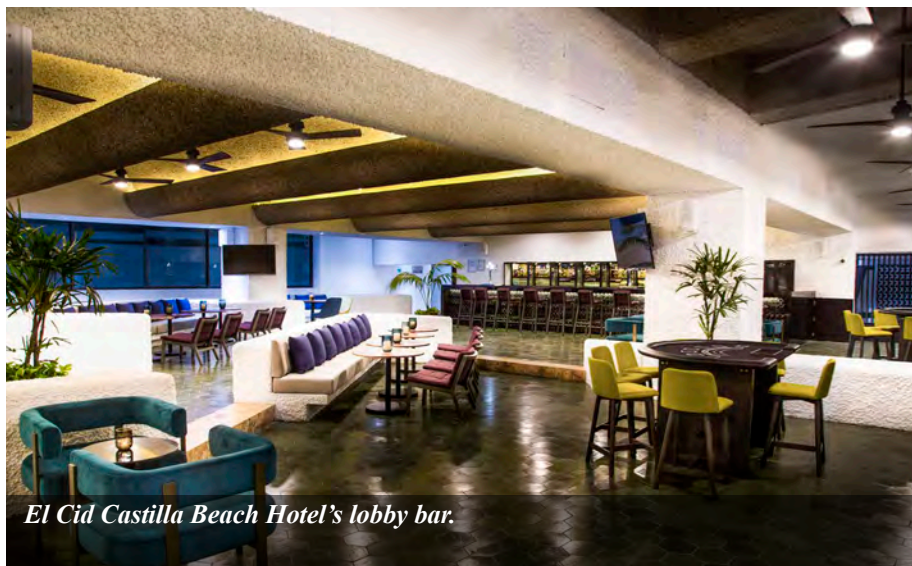
lobby entrance, custom-made air-balloon light fixtures hang from the ceiling. Their designer, Mexican artist Betsabeé Romero, has presented more than 100 individual exhibitions in Mexico, the United States, and Europe.

At El Cid Marina Beach Hotel, the new lobby design includes aromatherapy to add an olfactory dimension to guests' arrival.

Other enhancements

El Cid offers its guests the option of an all-inclusive Elite plan. For those who select this plan, an elegant and comfortable Elite Club space has been created at El Cid El Moro Beach Hotel. There they can check in and out, enjoy snacks and beverages, watch movies, and use computers with internet access. A similar facility at El Cid Marina Beach Hotel was completely renovated.

A fully equipped gym and spa, El Cocay Amenity Spa & Gym, opened in late 2017 at El Cid Marina Beach Hotel.



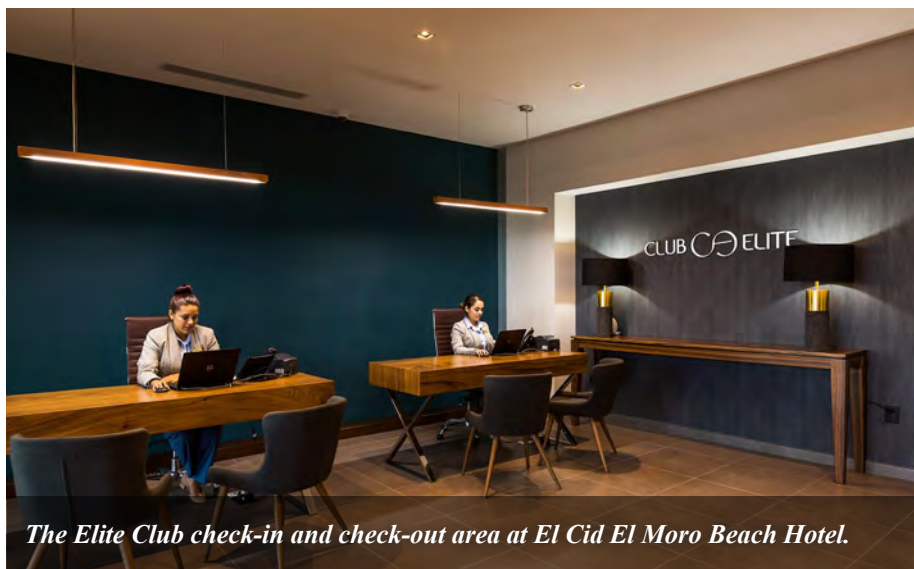
El Cid Castilla Beach Hotel's lobby bar.

The main entrance to the residential community, located in front of El Cid Castilla Beach Hotel, was completely rebuilt with hydraulic cement and a new design.

El Cid Group also has developments on the island of Cozumel, and south

of Cancún in Puerto Morelos on the Riviera Maya.

Mazatlán is located on Mexico's Pacific Coast in the State of Sinaloa, 274 miles (441 kilometers) northwest of Puerto Vallarta. The city has a population of about 475,000.



The Elite Club check-in and check-out area at El Cid El Moro Beach Hotel.



El Cid Castilla Beach Hotel's lobby bar.



El Cocay Spa.



El Cocay gym.