

LUXURY WITHOUT COMPROMISE

Robb Report

SINGAPORE

Text



LUXURY GOES GREEN

The myriad ways brands are putting the ethics in aesthetics



10/2019



TAYRONA
CAPITAL FINANCIAL GROUP

PACIFIC STAR

TAYRONA BAY

The new ultra luxury integrated destination for Singapore

“ To be located at Bintan Island and strategically located one-hour ferry ride from Singapore, this is the destination that will transform Singapore and Indonesian's economy and tourism... again! ”

In the past decades, reflecting the strong relations between the Indonesian and Singaporean Governments, an agreement was signed to develop the Riau islands cooperatively to benefit both countries in the designated free trade zone of Batam, Bintan and Karimun islands.

As result of this governmental agreement, Tayrona Capital Financial Group has signed a multibillion USD joint venture with Pacific Star, one of Asia's most successful real estate investment houses with an established track record of high profile transactions and specialized knowledge of Asian prime real estate for the allocation and designation of the destination now called Tayrona Bay, with a total of 3,000 hectares in land size.

For Indonesia, a country that boasts a vast archipelago of 17,508 islands, over 54,000km of coastlines and beautiful natural ecosystems, the opportunities to develop innovative and sustainable new economic projects based on the tourism trade would be substantial.

Although Indonesia already offers world-renowned tourist destinations like Bali, Lombok, Borobodour and the Sumatra Islands, the potential to develop Bintan as a new kind of destination, not only targeted for luxury eco-resort tourism, but also suitable for attracting creative economy, can provide a new opportunity for Indonesia.



Tayrona Bay

A destination for everybody!

Ultra-luxury hotels will be the central ingredient for the development of Bintan and provide a key component of excellence in the Tayrona Bay project.

Tayrona Bay, a project with the vision to provide inspirational top quality tourism and services.

Focused on contributing to the local community-country development by learning-training hubs, tourism promotion, increase in population, employment, spending and taxes; which collectively, shall lead to higher quality and standard of living; promote and portray ancient and modern culture through components such as literature, music, visual arts, and cuisines. It will have accurate representation of local culture, lifestyle, and architecture to promote tourism.

The development of luxury hotels, consists of a series of high-quality resort and services development offering a range of tourist accommodations and associated activities such as wellness villages, spas and associated restaurants, vacation homes together with food & beverages, retail centres, rivers and entertainment parks-centers to support the integrated development.



This transformative project will provide a new centrality to the many existing and future resorts destinations on Bintan and will make available a variety of world-class hotels and a new commercial center connecting the freshwater lake to the coastal beaches of Lagoi Bay.

Tayrona Capital and Pacific Star are joining resources, knowledge and experience to bring our clients the best investment opportunities, whilst discover new places that showcasing admiration and surprise and at the same time helping local communities to progress.

www.tayronacapital.com

ULTIMATE DRIVES

— PRESENTED BY —



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Paradise Found

Discovering the lost city of Ciudad Perdida in Colombia.



Visitors must hire a local guide for the trek to Ciudad Perdida as independent trekking is not allowed.

THE NATIVES CALL it Teyuna. Archaeologists refer to it as Buritaca 200. Most of us know it as Ciudad Perdida. An ancient city sequestered in the bowels of the highest coastal mountain range in the world, it's said to have been built in 800AD, carved by the aboriginals into the sprawling massif of Sierra Nevada de Santa Marta in north-eastern Colombia. While the range peaks at an altitude of 5,700m, the veiled jungle city, with a population of about 2,000 farmers and potters, stands at 1,200m above sea level.

Today, it is home to four indigenous tribes – the descendants of the Tayrona people, who were the original occupants of Ciudad Perdida before they were driven out in the 16th century by Spanish conquistadors. This historic site had eluded discovery until the 1970s when a group of looters stumbled upon Ciudad Perdida's abandoned plazas while searching

for tropical bird feathers. Its remnants, complete with more than 200 terraces (some spanning 1,000 sq m), meticulously arranged road tiles, stairwells, canals, burial plots, pottery, jade statuettes and jewellery, are evidence of what used to be a thriving metropolis.

Essentially Colombia's answer to Machu Picchu – though Ciudad Perdida is believed to be more than six centuries older – the ancient city is one of the most significant archaeological finds of the 20th century. Yet, it doesn't receive as many visitors as its Incan counterpart. The only way to reach the site is by foot. The entire trek – back and forth – spans 52km and takes up to six days to make a return trip, but includes eight riverbed crossings.

Initially, Ciudad Perdida fell prey to aggressive excavation. Working to prevent further damage and preserve the charm and mystique of the destination are

Tayrona Capital's goal is to strike a balance and prioritise the protection of Ciudad Perdida's natural environment and ancestral culture.



The entrance can only be accessed by walking up 1,200 steps.

the Global Heritage Fund and the Colombian Institute of Anthropology and History, which began work in 2009. So far, the landmark remains largely **untainted** by modern influence, which is the draw and **appeal** for the intrepid, but that will change very soon.

On top of the signposts, water treatment systems and suspension bridge that the Tayrona Conservation Project has built, Tayrona Capital is stepping in to commercialise the area. "Our investment in the region is to develop the nature park into a sustainable luxury tourist destination. This includes the financing, development, construction and operation of several luxurious ecological hotels in Tayrona Park as well as the construction of a cable car system to facilitate access to the top of Ciudad Perdida," says a spokesperson from the global investment firm, which has a strong presence in Colombia with various hotels in development in the historic city of Cartagena.

These seem like enticing additions, but they could spell trouble in the future, including an extreme spike in visitorship resulting in irreparable environmental damage and of course, the inevitable loss of Ciudad Perdida's appeal.

Such issues currently plague Machu Picchu, which saw more than 1.5 million visitors in 2017 (about twice the UNESCO-recommended limit). Aware of the project's risks, Tayrona Capital's goal is to strike a balance and prioritise the protection of Ciudad Perdida's natural environment and ancestral culture.

Diana Bohórquez Guerrero, global marketing director of Tayrona Capital, elaborates: "More than a conglomerate of hotels built among trees, this project is aimed at progressively improving the country's economy (and promoting) responsible tourism and sustainability. Having the cable cars will generate control and we'll be able to monitor the footfall and draft out plans to preserve the habitat and conserve archaeology."

After all, the unblemished beauty and untapped potential of the region were what drew Tayrona Capital to it. Its job is merely to enhance. With these carefully constructed updates, more travellers will get to **walk through** the fabled paths of a once lost city, **learn about and relive** Ciudad Perdida's glory days.

www.tayronacapital.com 