

# Q&A with Tania Banos of Lat20 by Live Aqua

By **Web Editor** - March 21, 2016



*Lat20 by Live Aqua*

We caught up with Tania Banos, sales executive for [Lat20 by Live Aqua](#), an all-inclusive adults-only boutique resort in Playa del Carmen, to see how planners are leveraging local culture to create hyperlocal meetings and incentives. Here's what Banos had to say:

## **Prevue: Have you noticed any new incentive trends emerging for 2016?**

Banos: We have noticed some trends that are related to the wellness and eco-friendly environment; in fact we have a philosophy that we call "In Laakech," a Mayan phrase that means "I care about you and you care about me." This unity is part of our lifestyle being a "be yourself" hotel and is transmitted in the personalized service we give to our guests.

## **What is the most sought-after activity at your hotel/resort and why?**

They just want to have a delightful day in the rooftop, enjoying the view of the Mexican Caribbean Sea and experiencing the amazing gastronomic options that we offer with a diverse list of cocktails. Another value our guests look forward to enjoying is the relaxing atmosphere at our Lat20 SPA, which offers a variety of aroma therapies services that helps you wake, release and renew.

## **How are planners leveraging local culture and traditions into incentives?**

Groups can feel the local culture and nature in such a close way because each guest has the opportunity to experience things such as natural and mystical cenotes that are just 45 minutes from the Hotel (Dos Ojos, Eden, Kantunchi); snorkeling off of Cozumel Island, one of the largest diving reefs in the world, just a short walk 10 minute to catch the ferry; experience Chichen Itza; visit different beaches like Isla Mujeres, Tulum, Akumal, and Cancun, which are only 40 minutes away; or food festivals and electronic music events such as BPM, ARENA, ELECTRIC PLAYA, that are all important activities here in Playa del Carmen.

Or groups can visit 5th Avenue, the most famous street in the heart of Playa del Carmen, where they will find a plethora of restaurants, shops, pedestrian shows and much more!