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La Zebra in Tulum invests in true sustainable eco-technology

New eco-systems will help preserve nature

/24-7PressRelease/ - TULUM, RIVIERA MAYA, January 04, 2008 - Guests at La Zebra Beach Cantina & Cabanas in Tulum can indulge in their beach vacation guilt-free knowing that the little nine room hotel is serious about preserving local ecology.

Tulum's coastal region, found 1.5 hours south of Cancun, is home to abundant natural wonders: fresh water cayman crocodiles, countless species of shore and lagoon birds, green iguanas, a delicate offshore coral reef ecosystem, mangrove wetlands, and threatened giant sea turtles which come ashore to the beaches of Tulum during the summer months to lay their eggs. In fact, proceeds from La Zebra's new "tortuguita" margarita will be donated to support local conservation efforts to protect the surrounding mangroves, jungle and long stretches of pristine beach.

But La Zebra does much more than talk about saving the environment. The hotel underwent a drastic metamorphosis last year, introducing true sustainable eco-technologies that leave a light footprint on the area while contributing to its rustic, jungle-chic vibe. A vegetable and herb patch produces modest harvest for consumption in La Zebra's authentic Mexican cantina, and a composting program turns the restaurant waste into nutrient-rich organics - food for the gardens. La Zebra is proactive about recycling, donating all plastic bottles and aluminum cans to the community recycling center. In 2008 they will increase their recycling efforts by providing separate sorting cans around the property for guests to access.

To prevent any contaminated waste water from leaking into the water table and underground river system, the hotel installed two Bio-Microbics FAST systems that produce 99 percent clean, clear water which can be recycled onto the gardens or used to refill the toilet cisterns. All other local systems produce less than 70 percent clean water, and often fail, creating unpleasant smells and polluting the ecosystems surrounding Tulum.

La Zebra, along with its sister property, the funky Mezzanine bar, lounge and Thai restaurant, also harness the famous trade winds of Tulum into energy. Both properties have installed the largest Bornay wind turbines available, capable of generating 6 KVa of power. The tower at La Zebra soars above the jungle 80 feet high, and silently generates most of the property's power needs.

Plans in store for the New Year include a solar hot water system that taps into the tropical sun to provide steaming hot water for the hotel, cantina and bar. La Zebra is also assessing the best reverse osmosis water purification system to produce fresh drinking quality water onsite. When implemented it will run solely off a second wind turbine, and produce up to 10,000 gallons of thirst quenching water per day. And lastly, an elevated tropical hardwood walkway through the wetlands will bring guests face-to-face with the amazingly fragile mangrove eco-system - and the flora and fauna within - without disturbing it.

To experience more of the incredible natural surroundings of Mexico's Mayan Riviera, La Zebra is an excellent launch point. Found just 20 minutes south of the hotel is 1.3 million acres of biosphere known as Sian Ka'an. It is considered the largest protected area in the Mexican Caribbean with 23 known archeological sites, and more than 100 species of mammals and 300 species of birds. Guided tours include informed talks on the coral reefs, beaches, dunes, wetlands, lagoons, savannahs and mangroves found within this preserve. The freshwater lagoons there are also ideal for birdwatching, spotting cayman crocodiles, fish and other wildlife.

ABOUT LA ZEBRA

La Zebra Beach Cantina & Cabanas has nine renovated rooms that capture the rustic, jungle chic charm and true energy of Tulum. A Mexican-style cantina dishes up traditional home cooking and an outdoor charcoal grill sets the scene for all-day pit roasts every Sunday. The tequila bar features dozens of spirits and fresh fruit margaritas that are the talk of the town. Onsite adventure sports activities include kiteboarding, kayaking and riding sand bikes on the beach right on La Zebra's doorstep.

For more information and high resolution images please contact:

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About Mexican Pacific Marketing

Mexican Pacific Marketing is a boutique marketing company providing turn-key website, media, graphic design and public relations solutions to the Mexican tourism sector.