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InterCom® Returns to Peninsula Papagayo for a Brand Refresh

February 7, 2017 - Newport Beach, CA – Peninsula Papagayo, Costa Rica’s 1,400-acre premier master-planned development, was recently purchased by an affiliate of Gencom, a leading U.S.-based international luxury hospitality and residential real estate investment and development firm. Under new ownership and management, the award-winning residential resort destination is poised to complete its long-term vision with a new sensibility to today’s sophisticated travelers and homebuyers.

Selected to refresh the brand is InterCommunications®, a global branding and marketing firm with luxury real estate expertise that drove Peninsula Papagayo’s branding and marketing efforts from its inception to the recession. InterCom® is tasked with creating a new VisionBook and website to help re-imagine and re-launch the project.

“Peninsula Papagayo is a landmark destination that opened up Costa Rica’s Guanacaste province to luxury tourism on a global scale,” says Toni Alexander, President and Creative Director of InterCom. “When the new owners bought the property, they saw it as a smart move to bring back the same group that worked on it for so long during its formative years. We feel honored that we’re part of the Peninsula Papagayo team again, rebranding a project of such international renown.”

Located just 30 minutes from Liberia International Airport, Peninsula Papagayo is anchored by the award-winning 182-room Four Seasons Resort Costa Rica at Peninsula Papagayo—ranked as the only Forbes Travel Guide Five-Star Resort in Central and South America—which debuted with an 18-hole Arnold Palmer Signature golf course and elegant clubhouse in 2004. Behind its private gates, the community also features the 180-slip Marina Papagayo, the 38,000-square-foot Prieta Beach Club for members, the 153-room Andaz Peninsula Papagayo Resort by Hyatt, plus eleven restaurants, two spas and a curated Discovery Program. Homes include luxury estate sites, estate homes, townhomes, Four Seasons Private Villas and Exclusive Resorts residences.

The origins of what became known as the Gulf of Papagayo Tourist Pole date back to 1965, when the Central American Bank for Economic Integration (CABEI) published a study for a tourism plan in Central America. In 1972, CABEI identified Peninsula Papagayo as the best-qualified tourist area of the Central American region for its scenic and cultural richness. In 1979, the Costa Rica Congress claimed the land and created Papagayo Law to designate the peninsula and its surroundings as

an official tourism district. Jutting out into the Gulf of Papagayo, the peninsula offers 11 miles of coastline, 8 miles of bluff edges, 7 sandy beaches and one of the few remaining tropical dry forests on the planet—home to monkeys, sloths, macaws and other exotic flora and fauna. Nature conservation and social sustainability continue to play vital roles in the community.

Future development plans for Peninsula Papagayo include new branded and unbranded luxury residential real estate offerings, complementary hotel brands, a revitalization of Marina Papagayo, the pursuit of strategic partnerships to create bespoke experiences, an expanded staff and significant renovations and upgrades to amenities and programming. With the right team in place leading the evolution of its vision, Peninsula Papagayo aims to set a new standard among real estate and hospitality master developments in Central America, the Caribbean and Mexico.

“It’s exciting to see that so much of what we did in the beginning is still being used today,” adds Toni. “A lot has changed in the world and in the high-end real estate industry, but some things haven’t. Owners and guests still love the peninsula’s breathtaking natural beauty and warm people, and they appreciate this magical place that combines those qualities with contemporary luxury and transformational experiences on land and sea. The sheer size and biodiversity of Peninsula Papagayo is unmatched in Costa Rica. There will never be another destination like it—now or in the foreseeable future.”

InterCommunications is a full-service branding, marketing and communications company with 30 years of experience in the leisure, lifestyle and real estate industries, including primary homes, second homes in resort communities, hospitality developments, retail centers and mixed-use business developments. For information, please contact Toni Alexander at (949) 644-7520 or visit www.intercommunications.com.