



The Insider's Guide to Tulum

EVERYTHING YOU NEED TO KNOW BEFORE YOU GO

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BROUGHT TO YOU BY

LUXURY JUNGLE VIBE

junglevibetulum.com



Best Beaches

TULUM'S MOST BEAUTIFUL STRETCHES OF CARIBBEAN SAND

1. Playa Paraíso **MUST VISIT**

Consistently ranked among the world's most beautiful beaches. Crystal-clear turquoise water, powdery white sand, and the iconic Tulum ruins as a backdrop. Arrive before 10 AM for the best experience — beach clubs fill up fast by midday.

💡 *Free public access point just north of the ruins parking lot.*

2. Playa Ruinas

The beach directly below the ancient Mayan ruins. The only beach where you can swim with a 1,000-year-old cliff-top temple watching over you. Included with your ruins entry ticket (100 MXN). Small but unforgettable.

💡 *Combine with an early morning ruins visit — gates open at 8 AM.*

3. Ziggy Beach

The social heart of Tulum's hotel zone. Excellent beach clubs, music, cocktails, and a gorgeous stretch of sand. Perfect for a full-day beach experience with food and drinks at your fingertips. Day beds run 500–1,500 MXN with consumo mínimo.

💡 *Walk south along the beach to find quieter, free stretches of sand.*

4. Playa Pescadores

A local favorite named for the fishermen who launch their boats here each morning. More laid-back than the hotel zone, with colorful fishing boats on the sand and some of the calmest water for swimming. Great for families.

💡 *Buy fresh ceviche from the fishermen's cooperative right on the beach.*

5. Sian Ka'an Biosphere Beach

Venture 20 minutes south of town into the UNESCO-protected Sian Ka'an reserve for completely wild, untouched Caribbean beach. No beach vendors — just you and nature. Bring water, snacks, and reef-safe sunscreen.

💡 *Book a boat tour through the biosphere for dolphins, turtles, and mangroves.*



Top Cenotes

SACRED SWIMMING HOLES YOU CAN'T MISS

1. Gran Cenote TOP PICK

Tulum's most famous cenote, just 4 km from town. A stunning half-open, half-cave cenote with crystal-clear water, stalactites, and resident turtles. Snorkeling gear available for rent. The cavern section is magical for underwater photos.

💡 *Arrive at opening (8:15 AM) to beat tour groups. Entry ~300 MXN. No sunscreen allowed — shower before entering.*

2. Cenote Calavera (Temple of Doom)

An open cenote inside a cave with three holes in the ceiling — two small "eyes" and one large opening that locals jump through. The 15-foot deep deep turquoise water is a rite of passage. Not for the faint of heart, but unforgettable.

💡 *Entry ~250 MXN. Best with morning light streaming through the openings.*

3. Cenote Dos Ojos

A massive underground cave system with two connected cenotes — the "two eyes." One of the best snorkeling and diving cenotes in the Riviera Maya. A bat cave tour is an otherworldly experience through pitch-dark passageways lit only by your guide's torch.

💡 *Entry ~400 MXN. The bat cave tour costs extra but is absolutely worth it.*

4. Cenote Suytun

The Instagram-famous cenote with a circular stone platform in the center of an underground dome. A single beam of light pierces through the center, illuminating the crystal water below. Surreal and photogenic beyond belief.

💡 *Located near Valladolid (~2 hrs). Combine with a Chichén Itzá day trip via Tren Maya.*

5. Cenote Zacil-Ha

A family-friendly open-air cenote with a zipline, rope swing, and shallow areas perfect for kids. Less crowded than Gran Cenote, more fun-focused. A fraction of the price. There's a small restaurant on-site with cold beer and tacos.

💡 *Entry ~150 MXN. Just 7 minutes from town — great for a quick afternoon dip.*

Pro Tip: All cenotes require you to shower before entering — no sunscreen, bug spray, or lotions allowed. Bring biodegradable soap and rinse off. This protects these ancient ecosystems.



Where to Eat

FROM STREET TACOS TO FINE DINING UNDER THE STARS

BUDGET — UNDER \$15 USD PER PERSON

Taquería Honorio

The most famous taquería in Tulum. Celebrity chefs eat here. Legendary cochinita pibil and chaya tacos — cash only, expect a line, totally worth it. Open through early afternoon.

Antojitos La Chiapaneca

Authentic Mexican street food in Tulum Pueblo. Tamales, empanadas, and tlayudas at local prices. A \$5 meal that rivals anything in the hotel zone.

Burrito Amor

Healthy-ish burritos, fresh juices, and bowls right in town. Popular with the digital nomad crowd. Great breakfast burritos and smoothie bowls.

MID-RANGE — \$15-40 USD PER PERSON

Matcha Mama

The most Instagrammed smoothie bar in Tulum. Acai bowls, matcha lattes, and cold-pressed juices in a jungle treehouse setting. Vibrant, colorful, and delicious.

Gitano

Jungle garden restaurant with mezcal bar, live music, and incredible cocktails. Wood-fired dishes under twinkling lights. Reserve ahead for weekend dinner.

Raw Love

Plant-based restaurant right on the beach. Excellent smoothie bowls, raw desserts, and ocean views. Perfect for a healthy beachside lunch.

SPLURGE — \$40+ USD PER PERSON

Arca

Tulum's crown jewel. Open-fire cooking, locally sourced ingredients, and a tasting menu that earns every peso. Reservations essential — book weeks in advance. Class dining in a jungle setting.

CASA Jaguar

Upscale jungle restaurant with a "no shoes" policy. Candlelit tables among the trees, Mayan-inspired cocktails, and fresh seafood. The octopus is legendary.

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Getting Around

YOU DON'T NEED A CAR — HERE'S HOW

Luxury Jungle VIBE guests: Enjoy complimentary VIP shuttle service to the beach and town center — no taxi needed!

Tren Maya (Mayan Train)

Mexico's new high-speed rail connects Tulum to Cancún Airport (45 min), Playa del Carmen (20 min), Mérida (4 hrs), and beyond. The Tulum station is modern and well-connected. Buy tickets at the station or online. Game-changer for day trips — see the next page for ideas.

Airport Shuttle

Luxury Jungle VIBE guests get free Tulum Airport pickup. For Cancún Airport arrivals, the Tren Maya is the best option. Shared shuttles (4 people) run ~300 MXN, private transfers ~\$80–120 USD. Book private transfers in advance through your host.

Taxis

Plentiful in Tulum Pueblo and the hotel zone. Always agree on the price before getting in — taxis here don't use meters. Typical fares: Town to beach 80–150 MXN, town to cenotes 100–200 MXN. Ask your host for current fair prices.

Bicycle

The best way to explore Tulum like a local. The town is flat and bike-friendly with dedicated paths on the main road. Rentals run 100–200 MXN/day. Shops all over Pueblo. Perfect for beach runs, cenote trips, and restaurant hopping. Lock it well.

Scooter

Popular for covering more ground — rentals start at 400 MXN/day. You'll need a valid driver's license. Wear a helmet (required by law), watch for potholes (speed bumps), and avoid driving at night on unlit roads.

Ride Apps

InDriver and local ride apps work in Tulum. Uber does not operate here due to local regulations. InDriver lets you negotiate fares — often cheaper than taxis. Download before you arrive.



Day Trips by Rail

EXPLORE THE YUCATÁN FROM YOUR TULUM HOME BASE

The Tren Maya makes Tulum the perfect hub for exploring the entire peninsula. Leave in the morning, return by dinner.

Chichén Itzá

~2 HOURS BY TRAIN · ONE OF THE NEW SEVEN WONDERS OF THE WORLD

The iconic pyramid of Kukulcán is a must-see. Take the morning Tren Maya to Valladolid, then a short colectivo to the ruins. Arrive early to beat the heat and crowds. Combine with a swim at Cenote Suytun or Cenote Ik Kil on the return trip. Entry ~600 MXN.

Mérida

~4 HOURS BY TRAIN · THE CULTURAL CAPITAL OF THE YUCATÁN

A colonial city bursting with art, food, and history. Stroll the Paseo de Montejo, visit the stunning museums, eat at the legendary Mercado Lucas Cárdenas, and catch live music in Plaza Grande. Mérida has the best food scene in the peninsula — try salbutes, papadzules, and poc chuc.

Bacalar

~2 HOURS BY TRAIN · THE LAGOON OF SEVEN COLORS

A freshwater lagoon so beautiful it looks photoshopped. Seven shades of blue from crystal clear to deep sapphire. Rent a kayak, book a sailboat, or relax on the wooden docks, or float in the stromatolite channels. Less touristy, deeply serene. The next Tulum — visit before everyone else does.

Valladolid

~1.5 HOURS BY TRAIN · CHARMING COLONIAL TOWN

A colorful, walkable colonial town with stunning architecture, the famous Cenote Zaci right in the town center, and some of the Yucatán's best traditional cooking. Perfect half-day trip or a stop on the way to Chichén Itzá. Don't miss the handmade ice cream shops on the main square.

Tren Maya Tip: Buy tickets in advance at trenmayanacional.com or at the Tulum station. Second class is comfortable and well-conditioned. First class adds wider seats and meal service.

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Packing List

EVERYTHING YOU NEED — NOTHING YOU DON'T

Tulum is casual, hot, and humid. Pack light, pack smart.

ESSENTIALS

- Passport (valid 6+ months)
- Reef-safe sunscreen (required)
- Biodegradable bug spray
- Water shoes (for cenotes)
- Reusable water bottle
- Rain jacket (light, packable)
- Cash — Mexican pesos
- Waterproof phone pouch

TECH & COMFORT

- Universal power adapter
- Portable charger / power bank
- Snorkel gear (or rent there)
- GoPro / waterproof camera
- Headphones / earbuds
- Eye mask & earplugs

CLOTHING

- Swimsuits (2–3)
- Linen pants / light cover-ups
- Sundresses / resort casual
- Sandals (walking-friendly)
- Flip flops (beach/pool)
- Light sneakers (ruins/trails)
- Sun hat / wide brim
- Sunglasses

DON'T FORGET

- Travel insurance docs
- Prescription medications
- Dramamine (boat tours)
- Small daypack / dry bag
- Copies of passport (digital)
- Spanish phrasebook / app

Skip These: Heavy jeans, dress shoes, non-reef-safe sunscreen (confiscated at cenotes), and excessive luggage. Tulum vibes are casual.



Local Tips

WHAT THE GUIDEBOOKS WON'T TELL YOU

MONEY

Mexican pesos (MXN) are king. Many places accept USD but at terrible exchange rates — you'll lose 15–20%. Withdraw pesos from ATMs in Tulum for Banorte or HSBC — they charge lower fees). Always choose "sin conversión" (without conversion) when the ATM asks. Notify your bank of your international traveling. Tip: bring \$200 USD cash as emergency backup.

SAFETY

Tulum is generally safe for tourists. Standard precautions apply: don't flash expensive jewelry, use hotel safes for valuables, avoid walking alone on main roads at night, and don't buy substances from strangers (seriously). The hotel zone road can be dark at night — take a taxi. Trust your instincts.

TIPPING

Tipping culture is strong. Restaurants: 15–20% (check if propina is already included). Bars: 15–20% or round up. Tour guides: 100–200 MXN/day. Hotel staff: 50–100 MXN/day for housekeeping. Taxi drivers: not expected but appreciated. Always tip in pesos when possible.

WATER

Do NOT drink tap water. Use purified or bottled water for drinking and brushing teeth. Most restaurants use purified water and ice, but ask if unsure. **Luxury Jungle VIBE features a reverse osmosis water system** — one of the only properties in Tulum with truly pure tap water.

LANGUAGE

Spanish is the primary language. Most tourism workers speak some English, but learning a few phrases goes a long way: "Hola" (hello), "Gracias" (thank you), "Por favor" (please), "La cuenta" (the check), "¿Cuánto cuesta?" (how much?). Locals deeply appreciate the effort.

SIM CARDS & WIFI

Buy a Telcel SIM card at any OXXO convenience store for ~200 MXN with data. AT&T Mexico also works well. Most T-Mobile US plans include Mexico roaming. WiFi is widely available but often slow — your villa's 200 Mbps fiber at Luxury Jungle VIBE is the exception, not the rule.



About Luxury Jungle VIBE

YOUR PRIVATE JUNGLE RETREAT IN TULUM

Nestled in the heart of Tulum's uptown neighborhood, Luxury Jungle VIBE is a stunning 3-bedroom, 3.5-bathroom private villa with a private pool, designed for travelers who want the perfect blend of jungle serenity and easy access to everything Tulum has to offer.

 Private Pool

 3 BD / 3.5 BA · Sleeps 6

 200 Mbps Fiber WiFi

 Reverse Osmosis Water

 Full A/C Throughout

 55" Smart TV

 Chef's Kitchen

 Free VIP Beach Shuttle

 Free Airport Pickup

 7 Min to Zamna Festival

 10 Min to Beach

 10 Min to Town Center

Location: XUL KAA - Uptown, 10 Avenida Nte. & Calle Palma, Tulum, Quintana Roo, Mexico

Unlike most Tulum rentals, our villa features **reverse osmosis drinking water** — so you can drink straight from the tap. Combined with blazing fast internet, full air conditioning, and a private pool, it's the comfort of home in the heart of paradise.



Book Your Stay in Tulum

Your dream Tulum vacation starts here. Choose how you'd like to book — we'd love to host you at Luxury Jungle VIBE.



Book Direct — Best Rate

Contact us directly for the best available rate, personalized concierge service, and flexible arrangements.

Phone: (833) 723-2244

Web: junglevibetulum.com

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