

## Dream. Discover. Delight.

An Interview with José Elias Barbosa Martin, Chief Executive Officer, TROBBU

**EDITORS' NOTE** José Elias Barbosa Martin has a professional career spanning more than 25 years in the construction and real estate industry in southeastern Mexico. He has led the planning, development, and construction of major hotel brands such as all of the properties of Grupo Palace Resorts, including the Le Blanc Spa Resort brand, in the locations of Cancun, Riviera Maya, and Jamaica. Among other important hotel chains with which he has actively collaborated in their construction are: Hyatt Hotels Corporation, Iberostar, Majestic Resorts and recently, participating in the construction of the Excellence Resorts hotel in Cancun. His broad perspective and dynamism have made him a professional with a unique entrepreneurial vision which has resulted in the creation of unique real estate projects such as Campus Residencias Mérida, a model of residences designed to cover all the needs of the student community during their university stage, positioning the complex as the university capital of the southeast of the country. He is currently the Chief Executive Officer of the TROBBU group, a disruptive project with a unique real estate proposition, where in addition to managing all areas of the group, he leads the relationship with investors, opinion leaders, business organizations and boards of directors, as well as personalized customer service.



José Elias Barbosa Martin

including Campus Residencias Mérida which provided quality housing for university students.

Through working in the hospitality industry for many years, I recognized a gap in the luxury and real estate markets when it came to privacy and personalized attention as well as vacation ownership. It became my dream to launch a boutique hotel collection to meet that demand. After years of research and planning, I introduced TROBBU to the world in 2024.

**What was your vision for creating TROBBU, and how do you define its mission?**

My vision was to build a brand with boutiques around the world that guests would genuinely look forward to experiencing. The name TROBBU comes from the word tribe to reflect our commitment to creating meaningful connections between people and providing a sense of belonging. Our accommodations are designed to make visitors feel like they are in the comfort of their own homes with an added touch of luxury and service. We want guests to

reconnect with themselves, their companions and their surroundings. The boutiques are designed to welcome all kinds of travelers, from families and friends to couples, groups, and corporate teams. TROBBU's motto is Dream. Discover. Delight.

From a real estate perspective, TROBBU was created to address the main pain points of vacation property ownership including maintenance, acquisition costs, and generating income when the properties are not in use. Our mission is to make owning real estate across multiple destinations as seamless as possible.

**Will you provide an overview of TROBBU's portfolio?**

In early 2025, TROBBU Tulum made its debut as the company's inaugural project and Tulum's first all-inclusive luxury villa experience. Each villa offers three bedrooms and three-and-a-half bathrooms, an infinity pool, a sun-decked terrace with loungers, a bar and grill area, a spacious living room, and a fully-equipped kitchen. The property features a pizza restaurant, fitness center, coffee shop, wellness room, private or in-villa spa services, and a boutique.

**COMPANY BRIEF** TROBBU ([trobburesorts.com](http://trobburesorts.com)) was created to transform the way people invest in real estate, while offering unforgettable experiences that make every stay memorable. TROBBU Villas are where luxury, comfort, privacy, personalization and nature come together to create a unique space that invites investors to explore and return repeatedly.

**Will you discuss your career journey?**

My father owned one of the most respected construction companies in Mexico, which I took over at the age of 17 following his untimely passing. For more than 20 years, I led the development of projects for top hotel brands and resorts including Hyatt Hotels Corporation, Iberostar, Majestic Resorts, Palace Resorts, Excellence Resorts, and more, across Mexico, Jamaica, and other destinations. I also oversaw various commercial and residential developments



TROBBU Tulum, Mexico



*Rendering of TROBBU Madrid living room*

The brand's rapid expansion continues with new locations in San Miguel de Allende and Mérida Yucatán slated for 2026, and Los Cabos, Madrid, and Mahahual Riviera Maya, set to debut in 2027.

**Will you explain the ease and benefits of becoming a TROBBU investor?**

- A lifetime weekly fraction at a TROBBU luxury villa or apartment starts at \$45,000.
- Investors have access to 20 percent of the exclusive inventory that is reserved for fractional owners where they can stay additional nights at any TROBBU property worldwide for just \$158 per night, where hotel guests can expect rates starting at \$1,000 per night.
- Every year, investors can choose to:
  - Enjoy their vacation
  - Swap the weekly fraction with another TROBBU owner in a different destination at no additional cost
  - Place fraction in rental pool to generate income and be exempt from maintenance fees

**How do you describe the TROBBU experience?**

All TROBBU villas and apartments feature multiple bedrooms for up to eight guests. The accommodations are thoughtfully designed to provide travelers with the ideal balance of privacy and shared space. Most TROBBU properties will feature an all-inclusive model where families or groups can enjoy a more private experience in the villa instead of having to share restaurants and amenities with hundreds of other guests.

Each project ranges from 10 to 32 luxury villas or apartments and offers a variety of amenities tailored to the location such as restaurants, piano bars, cigar lounges, fitness centers, wellness rooms, kids' play areas, and libraries. Every property also provides either a dedicated butler or a concierge to assist with

any guest needs whether at the boutique or the surrounding area.

**Where do you see the greatest opportunities for growth for TROBBU?**

Currently, our greatest opportunity for growth revolves around building brand awareness in both the hospitality and real estate markets.

Our main goal is to create an unforgettable experience for guests to share with their tribe through exceptional accommodations, service, cuisine, and amenities. We strive to inspire travelers to seek out a TROBBU property no

matter where in the world they are going. We look forward to becoming a leader in the travel industry, known for our distinctive and personalized boutique experience.

In terms of real estate, we aim to highlight the simplicity and benefits of ownership with TROBBU.

We are planning to expand heavily throughout Europe and the Caribbean in the next five years, and throughout the globe within 10 years.

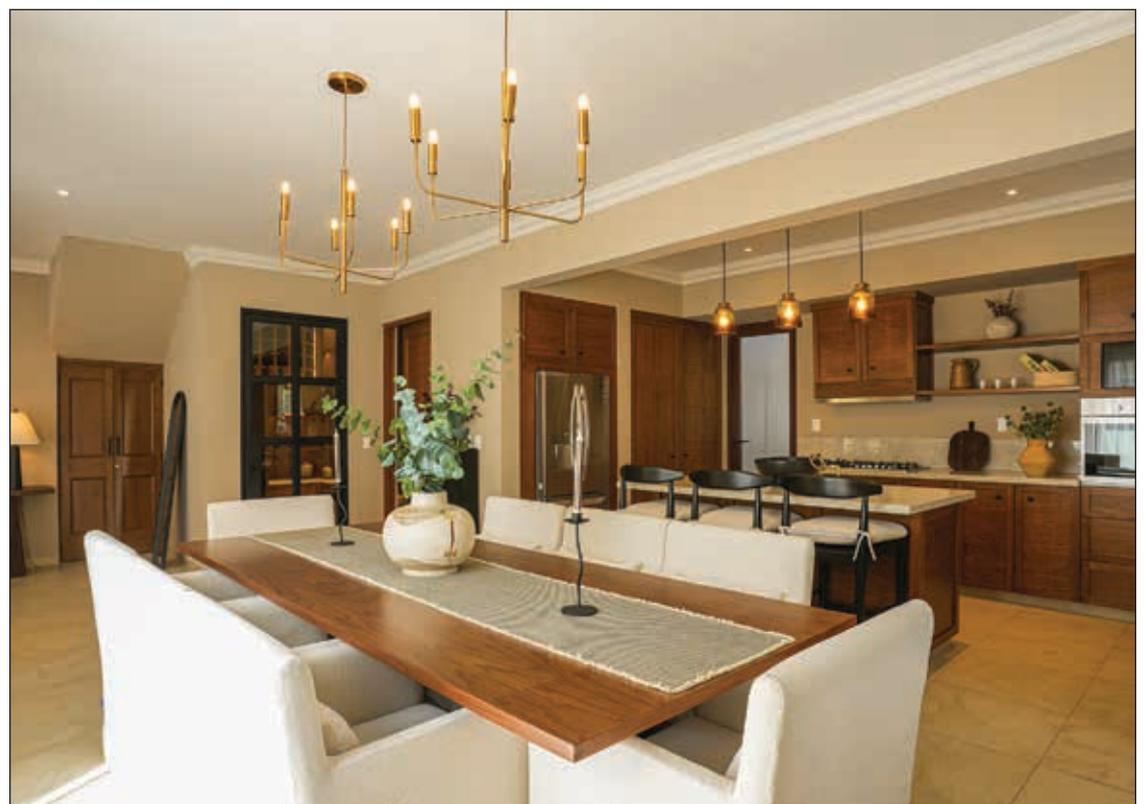
**How do you focus your efforts leading TROBBU?**

My primary areas of focus include hotel and investor relations, hotel operations, boutique construction, and location scouting.

Ensuring the satisfaction of our guests and investors is one of my highest priorities. I work closely with my team to oversee operations at TROBBU Tulum to ensure we are delivering an exceptional guest experience. Given my extensive background in the construction industry, I frequently visit our development sites to monitor progress and ensure that each project is completed on schedule. Traveling to various destinations around the globe to evaluate potential locations for expansion is also one of my main responsibilities.

**Did you always know that you had an entrepreneurial spirit and desire to build your own business?**

Watching my father lead and grow his successful construction business ignited my passion for entrepreneurship from a very young age. He instilled in my siblings and me the importance of hard work and perseverance to turn your dreams into reality. My goal has been to build something meaningful that makes a positive impact on both people who work with us and places where we operate. I truly believe TROBBU embodies that vision. ●



*TROBBU San Miguel de Allende dining room and kitchen*