

Unlimited
Possibilities
RIVIERA MAYA

UNLIMITED POSSIBILITIES · RIVIERA MAYA

Playa del Carmen

Serenada

PRIVATE PROPERTY COLLECTION

Curated property details and essential facts.

COVER IMAGE · RENDER

SIZE

85–128 m²

BEDROOMS

2 bedrooms

PRICE

From MXN 6,719,163 · SIMCA
inventory dated October 2026 ·
owner-approved 12 October

OVERVIEW / PROPERTY DETAILS

Overview / Property details

Serenada is part of Siempre Playa–Midtown in Playa del Carmen. The development comprises 64 two-bedroom apartments and six penthouses, with lock-off layouts that allow one side to be used while the other is rented. The owner-approved October 2026 update describes residences as ready to move in.

A rooftop pool and sky bar bring leisure above the neighbourhood, while a gym and kids club support everyday use. Concierge service and underground parking round out the shared facilities.

Two-bedroom residences in the October 2026 SIMCA inventory range from 85 m² to 128 m². Under the 24% promotion, indicative prices run from MXN 6,719,163 to MXN 9,393,220. No individual unit references were supplied in this range; ask for the current selection and a quote.

Earlier reviewed developer materials describe a six-level building with underground parking and a commercial area. The supplied media is labelled as developer photos / renders, rather than a walkthrough of an identified available apartment.

Highlights

- Siempre Playa–Midtown address
- 64 two-bedroom apartments and 6 penthouses
- Lock-off layouts: use one side, rent the other
- Ready to move in
- Rooftop pool and sky bar
- 24% promotion in the October 2026 inventory

Property facts

RESIDENCE MIX	64 two-bedroom apartments + 6 penthouses
LAYOUT	Lock-off configuration
TWO-BEDROOM AREAS	85–128 m²
PROMOTIONAL PRICE RANGE	MXN 6,719,163–9,393,220
OCTOBER 2026 PROMOTION	24%
READINESS	Ready to move in
EARLIER BROCHURE CONFIGURATION	Six levels · commercial area · underground parking
PRICE SOURCE / APPROVAL	SIMCA inventory, October 2026 · owner-approved 12 October 2026

AMENITIES

Amenities

Shared facilities

- Rooftop pool
- Sky bar
- Gym
- Kids club
- Concierge
- Underground parking

DOCUMENTED RESIDENCE LAYOUTS / TYPES

Documented residence layouts / types

The following are documented plan examples. Room counts and area measurements describe these layouts only and do not indicate current unit availability.

Two-bedroom lock-off residences

BEDROOMS	2
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85–128 m², with indicative promotional prices from MXN 6,719,163 to MXN 9,393,220 in the October 2026 SIMCA inventory. Lock-off layouts allow use of one side while the other is rented.

Penthouses

Six penthouses are part of the development's stated mix. No separate penthouse quote or unit reference was supplied.

SPECIFICATIONS / DESIGN

Specifications / design

Lock-off ownership

- Lock-off layouts allow one side to be used while the other is rented.
- This describes the layout's flexibility; it is not a rental-income or return guarantee.

LOCATION / NEIGHBORHOOD

Location / neighborhood

NEIGHBORHOOD	Siempre Playa–Midtown
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Siempre Playa–Midtown, Playa del Carmen.

SOURCE INFORMATION

Source information

SIMCA inventory · October 2026

Facts, prices and the supplied media approved for public use on 12 October 2026.

SIMCA developer project page: Serenada · Pages The Project section

Location and residence category description.

SIMCA-linked Serenada brochure · Pages 3, 5, 9, 20

Location, six-level building description, commercial/parking features and lock-off residence mix.

Payment conditions and availability apply — ask for a current quote. Source date: October 2026; owner-approved for publication 12 October 2026.

Source references are provided for context. Property information should be confirmed with the relevant source and is subject to change.

THE RESIDENCE

A closer look



Developer photo / render · 02.jpg · Render



Developer photo / render · 03.jpg · Render



Developer photo / render · 04.jpg · Render



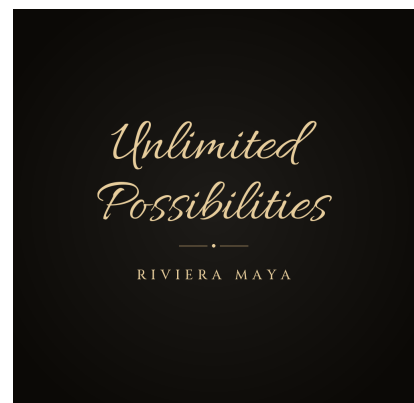
Developer photo / render · 05.jpg · Render

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PRIVATE ENQUIRIES

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EXPLORE THE GALLERY

Scan for approved property media