

# Riviera Nayarit: The best region to invest in real estate, according to HEI Data

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Posted by: [AMPI](#)

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A study by the firm Levy Holdings, a web platform for consulting and analyzing information specialized in the real estate sector, included the **Riviera Nayarit among the five destinations with potential to invest in Real Estate in Mexico, thanks to its geographical location, growth economic, social and cultural.**

The **HEI Data** analysis indicates that, as a result of the pandemic and the so-called new normality, the way in which people travel and take days off have changed, positioning the Mexican real estate sector as an excellent option to invest.

In this sense, the Riviera Nayarit “is not only a paradise thanks to its beaches, but also the capital gains and return on investment”, which are key factors to position it among the best areas to invest in a property, whether for business, vacation or retirement home, with a vacation Return on Investment (ROI) of 9%-14%, a traditional ROI of 5%-7% and Capital Gains of 22.01%, above other beach destinations such as **Tulum** and **Playa del Carmen** and city destinations such as **Monterrey** and **Guadalajara**.

This tourist corridor, adds the study, is attractive above all to people from the **United States, Europe and Canada**, respectively, although according to data from La Haus -a leading proptech in Latin America- 70% of potential buyers are considered to be nationals and 30% foreigners, with an average age of 27 to 45 years.

Regarding the areas of the Riviera Nayarit that are in vogue, HEI Data coincides with what we had already highlighted in some previous articles: Nuevo Vallarta (Nayarit), Bucerías, La Cruz de Huanacastle and Sayulita are the micro-destinations that are having more and more strength in the region, with average rental prices of 23 thousand pesos and an average sale

price of 8.9 million pesos.

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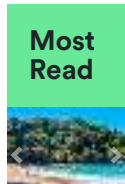


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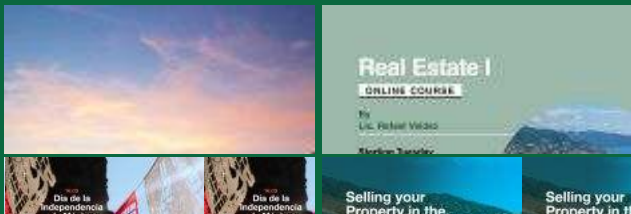


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