

# Media Release



April 1, 2025

## Tierra Atacama Reopens, Leading the Luxury Lodging Experience in Chile

The world-renowned Tierra Atacama in San Pedro de Atacama has reopened today, April 1, 2025, following a twelve-month closure to allow a significant, USD20million refurbishment to take place, designed to transform the property to a new leading standard of luxury lodging in Chile. Tierra Atacama is part of the Australia-based Baillie Lodges collection of luxury lodges.

Set in a lush oasis high in the Altiplano in the Atacama Desert in northern Chile – famous as the world’s driest nonpolar desert - Tierra Atacama places guests amongst a breathtaking landscape where panoramic views of the shifting sand dunes, towering Licancabur Volcano and the Andes mountains are welcomed to the main lodge and suites via floor-to-ceiling windows.

Baillie Lodges was delighted that Tierra Hotels founder Miguel Purcell was on hand to lead the redesign project. Appealing to the world’s curious, active and discerning travellers, Tierra Atacama's significant transformation this year is designed to preserve the luxury lodge’s rich history and close connection to the local community of San Pedro de Atacama, whose people are descendants of the Incas and Aymarás and whose living heritage dates some 10,000 years.

Guests arriving at Tierra Atacama from April 2025 onwards will delight in the luxury lodge’s newly streamlined spaces. Upon entering, guests will appreciate traditional décor and craftsmanship that pay homage to the natural beauty and history of the Atacama Desert and its people, while considered architecture welcomes the outdoors in, offering a seamless connection with the lunar-like landscape.

As part of the refurbishment, the number of suites has been reduced from 32 to 28, allowing for more space and creating a more exclusive and intimate feel, while four new exclusive suites feature private plunge pools and a dedicated vehicle and guide at guests' disposal to offer a new level of privacy, luxury and freedom.

Among the design highlights is the use of the little-known travertine marble sourced from nearby Calama in the guest lounging areas, while deep blue tones create a rustic elegance that connects with the desert landscape. More than 40 local artists and designers have created unique pieces for the interiors, adding quality, beauty, and a sense of cultural belonging to the hotel's narrative.

The dining offering has also been transformed as part of the 2025 works, with the addition of open grill areas next to the main restaurant, where diners can enjoy dishes influenced by regional traditions, while taking in views of the Andes mountains rising on the horizon. A new wine cellar houses a generous selection of the finest exponents of Chilean viticulture, while a new open kitchen places guests in the front row seats to enjoy the culinary theatre in action, creating an atmosphere of intimacy, fun and warmth.

Located in a serene setting, the renovated spa now features a double treatment room for couples, complementing the overarching wellness experience that characterises Tierra Atacama. Meanwhile, a newly created sunken lounge area has been designed to foster guest connections while they take in the awe-inspiring

views of the desert and the starry skies of Atacama, renowned as one of the world's premier locations for stargazing.

Originally designed by esteemed Chilean architects Rodrigo Searle and Matías González in 2008, Tierra Atacama was built on the site of a long-abandoned cattle corral and retains the ancient adobe mud brick walls of the original 150-year-old bull pen at its entrance.

Baillie Lodges has been pleased to partner once again with Matías González for the 2025 refurbishment, introducing clever, contemporary features and taking the property to a new level of luxury in design and hospitality whilst retaining its rich local history and sense of place in the desert.

Also, an essential part of the refurbishment's creative team was interior designer Carolina Delpiano, responsible for the original interiors of all the Tierra properties since their inception.

The original walls and native vegetation on site have been preserved and mindfully integrated with the lodge design by Chilean landscape architect Teresa Moller, who has created a true sense of place in this desert oasis.

Tierra Hotels founder Miguel Purcell said that whilst the 2025 redesign was certainly contemporary, the philosophy behind the original project had been honoured.

"We have been very deliberate in choosing to use local materials, furnishings and arts and crafts as well as construction services from the region as part of the works so as to benefit and involve the community at every stage of the process," Mr Purcell said.

"It has been a privilege to have been entrusted with the stewardship of Tierra Atacama's legacy, while taking the property to a leading position of luxury experiential lodging in Chile," he said.

"We are committed to honouring our history, while offering guests exceptional experiences that combine luxury, sustainability, and a deep connection with the extraordinary natural and cultural environment of San Pedro de Atacama, as we move to lead the future of contemporary travel in Chile."

For bookings, please email [info@tierrahotels.com](mailto:info@tierrahotels.com) call please call +562 6469 0518 or book [online](#).

**Please see a link to a selection of eight new images [here](#).**

**Editors' Notes:** Baillie Lodges is a growing portfolio of luxury lodges renowned for setting benchmarks in premium experiential travel. Founded in 2003 by James and Hayley Baillie, the boutique properties are set in exclusive locations of unique natural or cultural significance and appeal to the discerning global traveller seeking a remarkable experience. The Australia-based collection includes Southern Ocean Lodge on Kangaroo Island, Longitude 131° at Uluru-Kata Tjuta, Capella Lodge on Lord Howe Island, Silky Oaks Lodge at the Daintree Rainforest, and The Louise in the Barossa Valley. In 2019, an affiliate of KSL Capital Partners acquired Baillie Lodges with the aim to further expand the unique collection of luxury lodges. The partnership enabled the collection's foray into international waters, adding Clayoquot Wilderness Lodge on Canada's Vancouver Island and New Zealand's Huka Lodge. In Chile, Tierra Atacama and Tierra Patagonia offer extraordinary experiences of South America. Baillie Lodges' Australian properties are honoured as members of [Luxury Lodges of Australia](#). For more information, please visit [baillielodges.com.au](http://baillielodges.com.au).