



# experiencias xcaret

Experiencias Xcaret Corporate  
Social Responsibility Report 2013



About

# Experiencias Xcaret

We are a 100% Mexican-owned Company dedicated to sustainable tourist recreation with more than 25 years in the market and known for offering unique and unforgettable experiences to our visitors, exceeding their expectations with quality products and services while encouraging respect for the natural and cultural heritage.

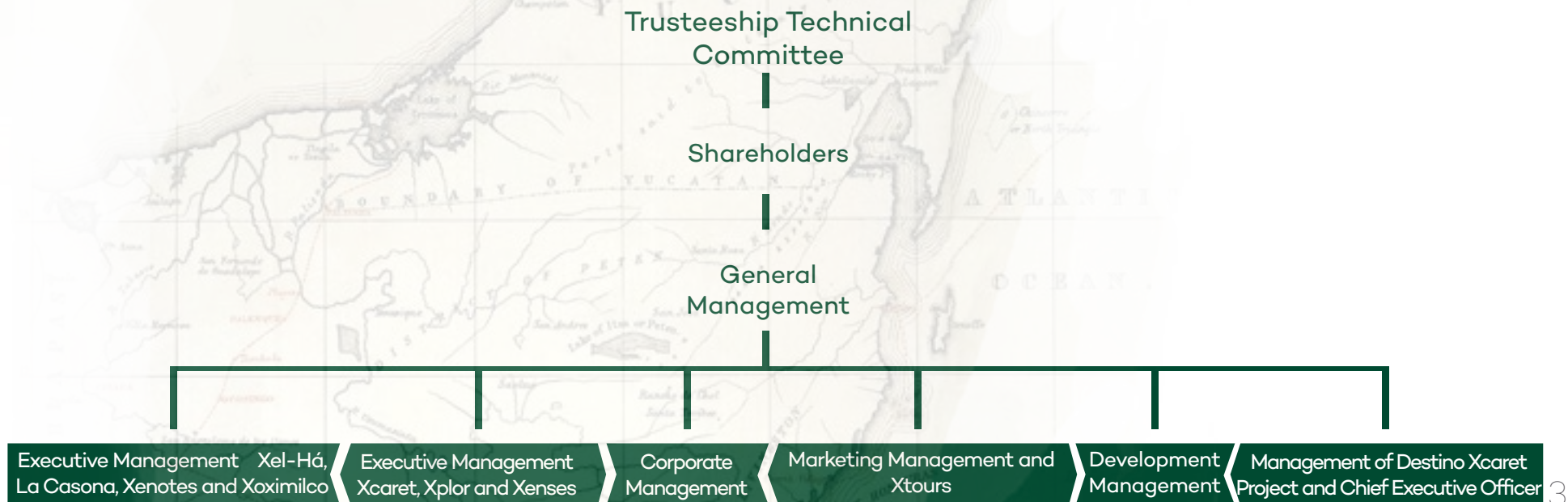
# Our Vision

To be unique in sustainable tourist entertainment

# Our Mission

To guarantee the scope of Experiencias Xcaret Group by continually maximizing our value in the journey we are in.

# Organizational Structure



# Our Values

Integrity  
 Equality  
 Profitability  
 Creativity  
 a Spirit of Service  
 Congruency  
 Commitment  
 Social Responsibility  
 Honesty



Experiencias Xcaret  
**Products**



Majestic park by the sea, featuring unique activities in the middle of the Mayan jungle, where visitors have fun discovering the natural and cultural heritage of México, through amazing underground rivers, regional land and marine wildlife, the values of its gastronomy and multiple artistic expressions.

LOCATION	NUMBER OF VISITORS
Playa del Carmen	1'219,686
NUMBER OF COLLABORATORS	1,509

Opening Year 1990



A natural wonder facing the Caribbean Sea with a dazzling inlet perfect for snorkeling and discovering marine life; Xel-Há has extraordinary tours to discover the secrets of the jungle and mangroves as well as world class restaurants for a great dining experience.

LOCATION	NUMBER OF VISITORS
Cozumel mainland	744,781
NUMBER OF COLLABORATORS	567

Opening Year 1994





## Experiencias Xcaret Products

### XPLOR

Opening Year 2009

An adventure Park in a unique underground world, surrounded by geological formations that tell a tangible story about the origin of sinkholes and caves in the Yucatan Peninsula; it offers circuits where visitors enjoy zip-lines, amphibious vehicles and rivers that invite them to explore their emotions and senses in nature.

LOCATION NUMBER OF VISITORS

Playa del Carmen 408,142

NUMBER OF COLLABORATORS

505



### Archaeological Site Tours

Opening Year 2010

A number of exclusive Tours providing guided visits to the most iconic archaeological sites of the Yucatan Peninsula: Chichén Itzá, Tulum, Uxmal, Cobá and Ek´Balam some of which include a meal at la Casona de Valladolid, a typical local restaurant refurbished by Experiencias Xcaret with more than 125 years of history, which serves a buffet offering a selection of delightful traditional dishes from the Yucatan region. In the Cobá and Tulum tours, visitors enjoy the delicious world-class restaurants at Xel-Há for their meal of the day.

LOCATION NUMBER OF VISITORS

Yucatan Peninsula 104,358

NUMBER OF COLLABORATORS

428



Experiencias Xcaret  
**Products**



A unique Tour where visitors can enjoy nature at its best through four different cenotes (sinkholes) and a variety of activities, enveloped by the stories, anecdotes and legends of our Mayan ancestors. The cenotes were given the Mayan names of the 4 main elements in nature: K'áak' is Fire, Ha' is Water, lik' is Wind and Lu'um means Earth.

LOCATION	NUMBER OF VISITORS
Puerto Morelos	16,425
NUMBER OF COLLABORATORS	
38	



A Park that offers a unique tour on board colorful lit traditional Mexican barges called trajineras along beautiful canals, accompanied by a traditional Mexican fiesta with live music and some of the most exquisite flavors of Mexican cuisine.

LOCATION	NUMBER OF VISITORS
Cancún	675
NUMBER OF COLLABORATORS	
145	



MAIN MARKETS:

México • United States • Canada • United Kingdom • Argentina • Spain • Brazil

**2' 494,067** visitors welcomed by Experiencias Xcaret in 2013.

Approximately **15, 000** indirect jobs in 2013.

**3,794** direct jobs in 2013; 700 more than 2012.



Experiencias Xcaret,

## A word by our CEO

For the third year in a row, we share with you our achievements, results, goals and commitments concerning Corporate Social Responsibility at Experiencias Xcaret.

In 2013 we experienced the consolidation of our already well known Parks and Tours and were able to launch new and innovative products which increase the gamut of attractions for the Cancún, Riviera Maya and Yucatan Peninsula destination.

We believe in the continuous progress and implementation of environmental, social and cultural programs because they create added value in operations, strengthen the creativity, research skills and enforcement capacity of each one of our work teams and, most importantly, they adjust to our company's philosophy: "To be unique in sustainable tourist recreation".

Our focus as an organization has made it possible for our social and environmental actions to be steadily based on national and international Corporate Social Responsibility Standards such as the core concepts evaluated by the Mexican Center for Philanthropy (Centro Mexicano para la Filantropía, CEMEFI), the principles of the United Nations Global Compact, the indicators of the Global Reporting Initiative (GRI) and the International Certification for the Sustainable Travel and Tourism Industry, EarthCheck, and our Gender Equity Model which insures equal opportunities and quality of life for our collaborators.

This document is a reassurance of our commitment, dedication and love for the work we do every day, sharing the talent of all those that work in Experiencias Xcaret at the service of every one of our stakeholders.

Sincerely

Miguel Quintana Pali  
Chief Executive Officer  
Experiencias Xcaret

About

## the Corporate Social Responsibility Report

The following is an annual report that aims to share, with each and every one of our stakeholders, the results of our financial performance, environmental projects and direct actions in our community.

In 2013 our courses of action continued in the path of inclusion and respect for human rights, the care and conservation of our natural heritage, rescuing traditions and promoting the cultural legacy of México. We are also committed to maintaining high quality standards in service, alongside our commercial partners and suppliers, thus ensuring development as well as a boost to the Mexican economy and the communities of the Yucatan Peninsula.

Regional development and the sustainable management of the company are a priority for Experiencias Xcaret as a responsible corporate citizen. We have obtained strong operational and financial results that encourage us to carry on with the same energy that has always set us apart.



2013

# Awards and Recognitions

## •“Tourism Industry Merit Award”

granted to Miguel Quintana Pali, CEO of Experiencias Xcaret, by the Confederation of National Chambers of Commerce (CONCANACO).

## •“EarthCheck International Sustainable Tourism Certification”

granted to Xel-Há Park during four consecutive years and Xcaret Park for three consecutive years.

## •Award in the “Best e-Business” category for Tourism

granted to Experiencias Xcaret at the CNN Expansión Awards.

## “Accreditation as a Socially Responsible Company”

granted to Xel-Há Park for 12 consecutive years and to Xcaret Park for 10 years by the Mexican Center for Philanthropy.

## •Award granted as one of the “Best Mexican Companies”

to Experiencias Xcaret as a business group, due to its sound public finances and marketing of its products.

## •Recognition for one of the “Best Corporate Practices”

by Xel-Há Park for its program “Impulse to Community Development at Chemuyil City”, granted by the Mexican Center for Philanthropy.

## •“Guinness World Record”

granted to Xcaret Park for the second time for the greatest number of macaws born in a single location in one year.

## •“S Certification”

as a guarantee of Sustainability at Xel-Há and Xcaret Parks granted by the Mexican Secretariat of Tourism.

## •“Gender Equity Model”

certification granted by the National Institute for Women (INMujeres) to Experiencias Xcaret due its quality system focused on equality.

## •“Great Place to Work” certification

granted by Great Place to Work Institute, México to Xcaret and Xplor Parks for listed as part of the best companies to work for in México.

## •Xel-Há Park ranked as a “Super Company”

due to its organizational strategies and best human resources practices. This recognition was granted by Top Companies and Expansión magazine.

## •“M Certification”

given to Xel-Há Park as a Company in the tourist industry with a successful quality program, granted by the Mexican Secretariat of Tourism.



Corporate

# Social Responsibility Management

Our love for México and our conviction to work with social responsibility as a Company oblige us to work with excellence, quality, honesty, integrity, respect for all our stakeholders and for future generations.

Values

# and an Ethical Code of Conduct

We have an Ethical Code of Conduct that rules over the organization and confirms the commitment our collaborators and stakeholders have to guarantee that our operation is far-reaching and transparent through strong principles of social, environmental and cultural responsibility, acting with values in accordance to the laws of our country thus encouraging a more ethical and responsible organizational culture.





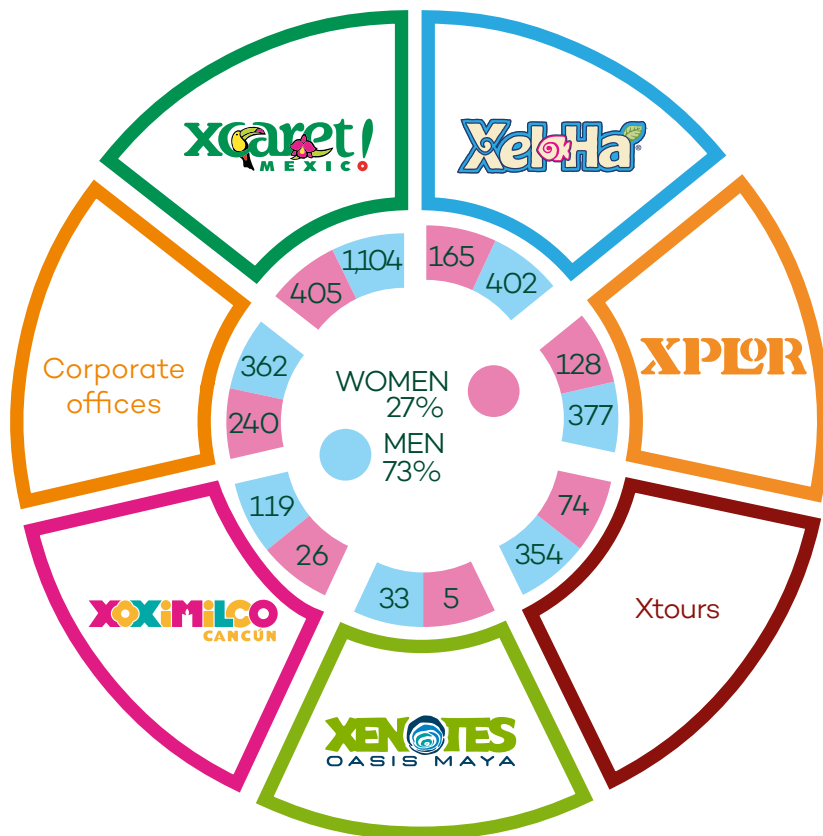
# Quality of life for collaborators

Gender

## Equity Model

“It is Experiencias Xcaret’s policy to respect human dignity by establishing a Gender Equity Model, that will ensure sustainability and equal opportunities for candidates and collaborators, offering them continuous growth and quality of life, strengthening productivity and organizational culture through the sound management of labor skills as well as by preventing sexual harassment.”

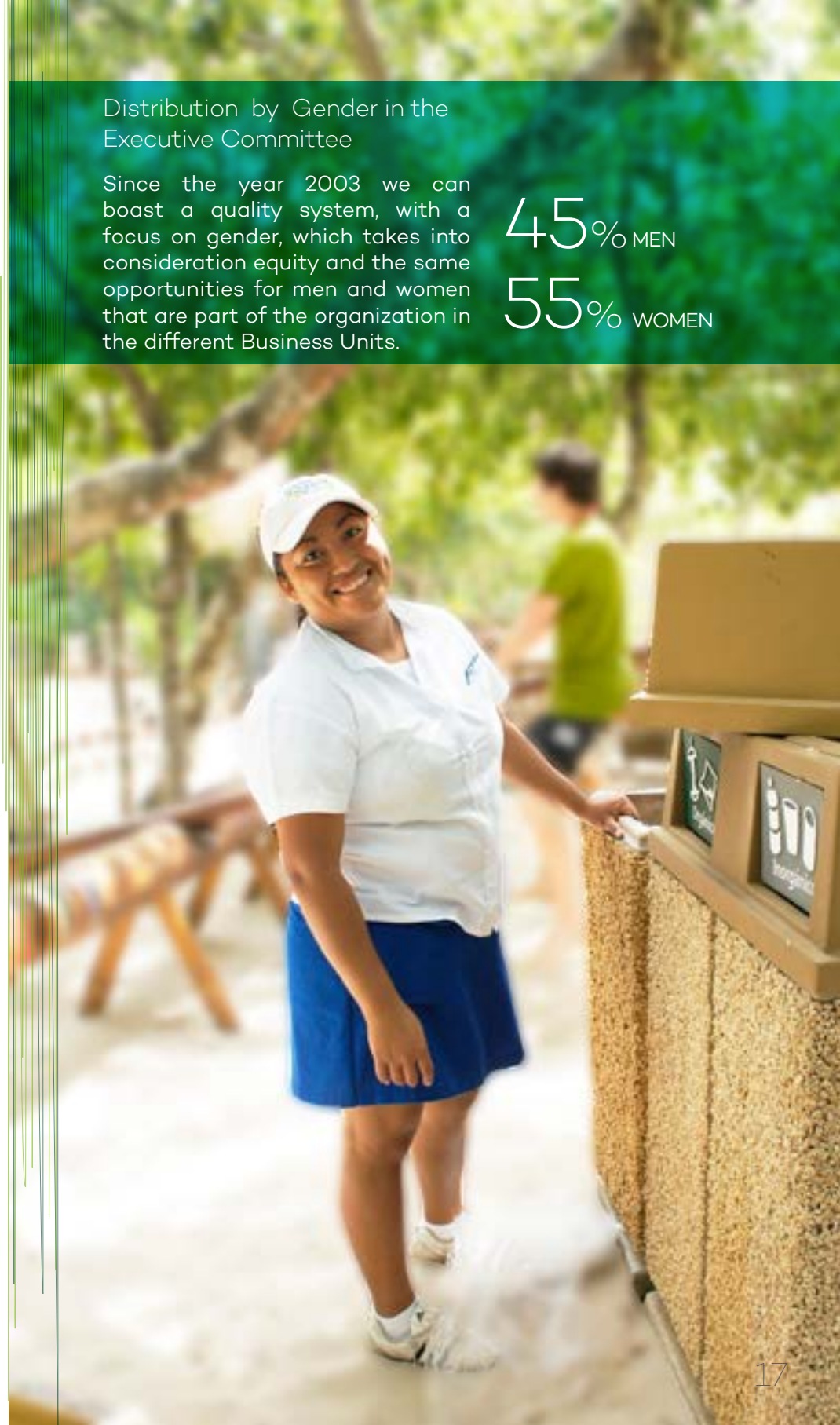
Distribution of collaborators in our business units and by gender.



### Distribution by Gender in the Executive Committee

Since the year 2003 we can boast a quality system, with a focus on gender, which takes into consideration equity and the same opportunities for men and women that are part of the organization in the different Business Units.

45% MEN  
55% WOMEN





Quality of life for collaborators

## Family Integration

Based on our Gender Equity Model, and in order to insure family harmony and the quality of life of our Experiencias Xcaret collaborators, the following benefits have been granted:

38

paternity leaves during 2013.

37,303

passes were used in 2013.

20

yearly passes for collaborators to get to know the different Experiencias Xcaret products in the company of their families, children and friends.

## Scholarships for the children of our collaborators

Each year, scholarships are granted in order to acknowledge the commitment the children of our collaborators have to achieve the highest grades in primary school and high school.

\$1 '073,100

pesos have been allotted to the Scholarship Program for our collaborators' children in 2013.





Quality of life for collaborators

## Well-being and work place health

We have a comprehensive Health Program that includes the benefit of a dining room with balanced meals supervised by a nutritionist, as well as activities to promote sports and healthy social skills, the following are the 2013 results:

›Softball ›Cross-fit ›Dance ›Running ›Swimming  
›Yoga ›Volleyball ›Massages ›Quarterly meetings

# \$1'221,442

pesos invested in health and sporting events.

# 2,471 12,911

collaborators looked attendants.  
after during the  
Health Campaigns.



## Savings Fund

Through withholding a certain amount from wages, we encourage our collaborators to save, the company then doubles what it withholds and the final amount is submitted at the end of the year.



\*Our collaborators dining room every day makes from 3 to 4 tons of food, under the highest standards of hygiene in food handling; we have the "Distinctive H" a certification granted by the Ministry of Tourism and the Ministry of Health in México to restaurants that meet the NMX-F605NORMEX 2004 Mexican Standard.



## Training and Education for Collaborators

During 2013, courses and workshops were taught in foreign languages, innovation, organizational culture, social and environmental responsibility, project management and staff management thus promoting the growth and training of the company's human assets.

# \$14 '166, 500

pesos were invested to train collaborators in 2013.

# 151,815

 hours were spent in courses.

# 383

 collaborators participated in technical safety training at Xplor Park.

# 454

 collaborators were promoted for their outstanding performance in different business units.

Previous to the opening of the Xenotes Tour and Xoximilco Park, we trained our collaborators in the following areas:



- Flora and Fauna.
- Yucatan Peninsula and cenotes.
- Group management.
- Vertical Rescue Techniques.
- Best Corporate Social Responsibility Practices.



- Flora and Fauna.
- History of Xochimilco in México City.
- Physical conditioning.
- How to operate a trajinera.



\*The Voice of our Visitors: "Xenotes is spectacular, so well organized, so fun, so special...THANKS to the guide, the driver and the photographer for an UNFORGETTABLE day!"

Source: TripAdvisor



# Love for México

## Promotion of the Cultural Heritage and Rescue of Traditions

### Festival of Life and Death Traditions

Since the year 2006, on October 30th and 31st and November 1st and 2nd at Xcaret Park we mark the occasion of the festivities of the Day of the Dead and Hanal Pixán, celebrated in México since pre-Hispanic times.

In 2013 there were:



35,056  
attendees to the Festival

28 communities  
from the  
Mayan region who sold  
their wares

782  
participating artists

155  
volunteers

In 2008 the Festival of Life and Death Traditions was awarded as one of the "Best Corporate Practices" by the Mexican Center for Philanthropy.

*\* In 2008 the indigenous celebrations dedicated to the dead were declared Intangible Cultural Heritage by the UNESCO.*

### Sacred Mayan Journey

Since 2007, on the month of May, we have held an event where one of the most significant traditions of the ancient Maya has been revived: the ritual crossing in canoes from the port of Polé, today's Xcaret Park, toward Cozumel, in order to worship goddess Ixchel and present offerings asking for fertility.

En 2013 there were:

3,665  
attendees to the event.

533  
artists at the different  
locations.

307  
participating oarsmen.



*\* The Voice of an oarsman: "...We finally made it, we have rowed with all our hearts; joy and tears can be seen in every oarsman's face. No one lets go of their oar. We are different now, we are back".*

Source: <http://www.travesiasagradamaya.com.mx/>



## Mariachi

Keeping alive string music, song and trumpets is a commitment we take very seriously at Xcaret Park and Xoximilco; mariachi music was declared an Intangible World Cultural Heritage by the UNESCO in 2011.

## Charrería

At Xcaret Park we promote the skills of the Charro when riding his horse, controlling his lasso with fearlessness and courage, showing off his attire made with fine crafting. Charrería was declared a National Sport by the government of President Manuel Ávila Camacho (1940-1946).



## Traditional Mexican Cuisine

In our restaurants we select original ingredients and dishes of traditional Mexican cuisine which was declared part of the World Cultural Heritage by UNESCO in 2010.





## Ritual Ceremony of the Voladores (flying men)

There is a permanent exhibition of this Ceremony at Xcaret Park, done by flying men originated from Papantla, expressing their respect for nature and the spiritual universe; this tradition was declared World Cultural Heritage by the UNESCO in 2009.

More than 67,000

people witnessed the ceremony in 2013.

6,670

presentations  
since 1995.

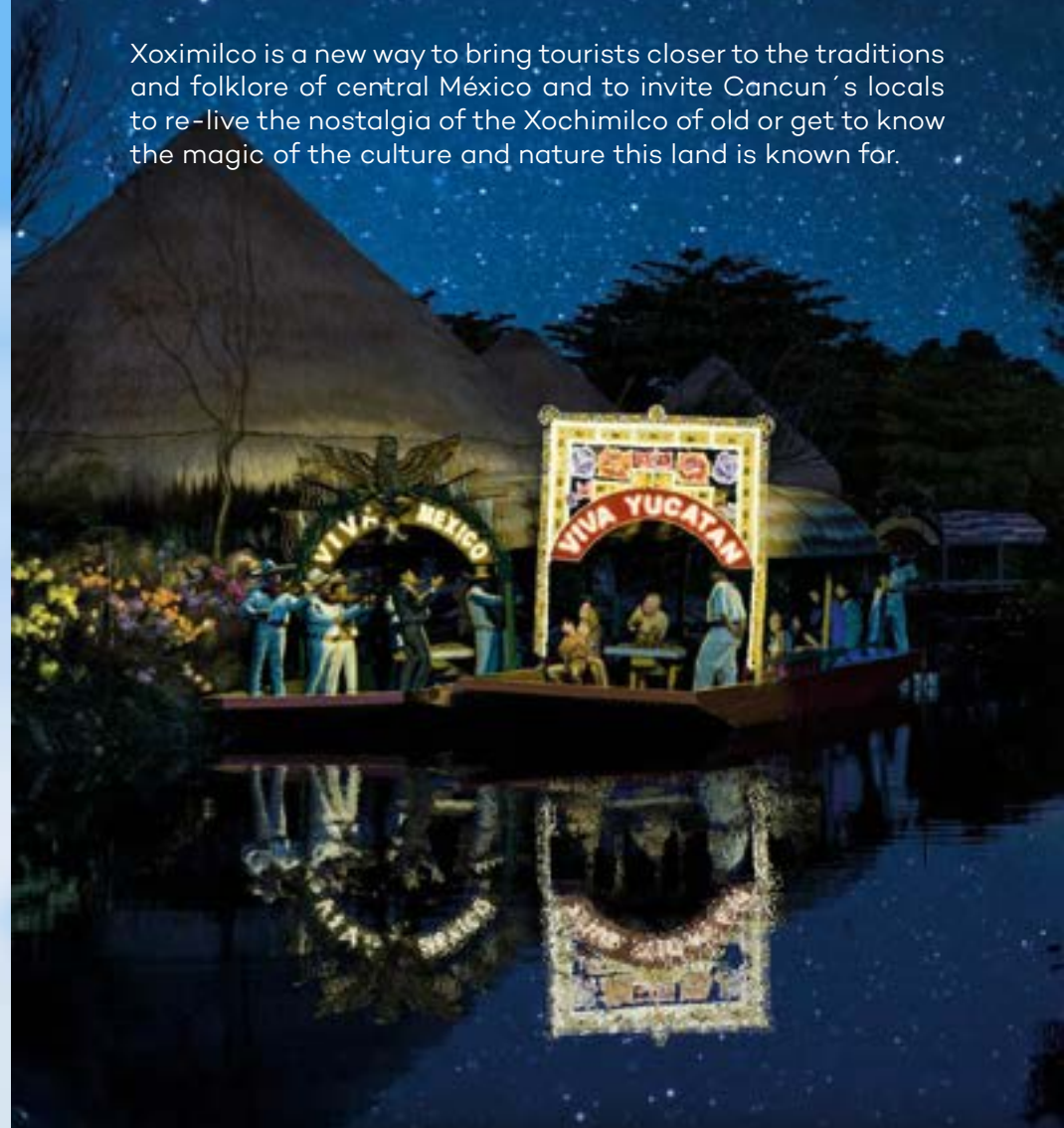


We also have a performance of this ceremony in "Xcaret México Espectacular" our nightly stage show



With Xoximilco in Cancun, Experiencias Xcaret has created a tribute to Xochimilco, an iconic national attraction in México City; in this new version, visitors can enjoy a ride on board decorated traditional barges called trajineras accompanied by a tasting of traditional Mexican cuisine and music such as mariachi, jarocho quartet, bolero trio, norteño music band and marimba.

Xoximilco is a new way to bring tourists closer to the traditions and folklore of central México and to invite Cancun's locals to re-live the nostalgia of the Xochimilco of old or get to know the magic of the culture and nature this land is known for.



*\*The Voice of our Visitors: "At Xcaret you fall in love again with this magnificent country, as it is full of Mexican culture wherever you look, the final presentation to end the day is beautiful".*

Source: TripAdvisor

*\*The Voice of our Visitors: In Xoximilco we enjoyed a true Mexican night, with music, fun and great food. I was surprised with the decoration of the trajineras and the whole site".*

Source: TripAdvisor



# Care and Conservation of the Ecosystem

## EarthCheck Sustainable Tourism Certification

Xel-Há and Xcaret Park were granted this sustainability certification due their Environmental Management and Best Practices within the community we work in.



## Integrated Water Management

In 2013:

More than **600,000** liters of water were treated at Xcaret, Xel-Há and Xplor Parks and La Casona de Valladolid Restaurant.

**\$506,748** pesos were invested in the Chemical-Free Sunscreen Exchange programs at Xel-Há and Xcaret Parks.

**227,406** samples of eco-friendly sunblock were exchanged at Xel-Há and Xcaret Parks.

In Xenotes Tour we encourage our visitors to shower before they go into any of the cenotes (sinkholes) to wash off any chemical that could pollute the water.



Our guides also carry chemical-free sunscreen in case any visitor needs it.

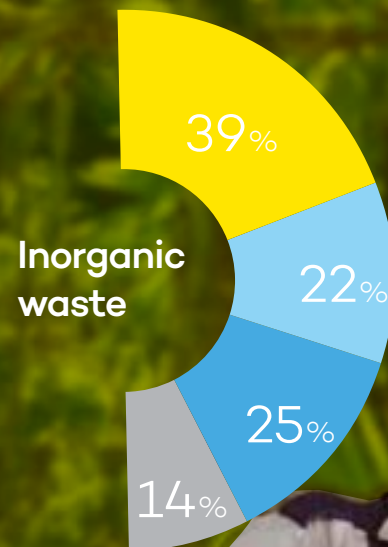
\* "Xel-Há Park generates 0.9 tons of CO2 per visitor each year while the world average is 1.5 tons".  
Source: EarthCheck



## Integral Solid Waste Management

Through our Transfer and Storage facilities we recover and recycle the largest volume of solid waste produced by our operation.

Waste	Tons	%
Paper and cardboard	69.88	39%
Glass	40.36	22%
Plastic	44.95	25%
Metal	24.37	14%
<b>Total</b>	<b>179.56</b>	<b>100%</b>



During 2013

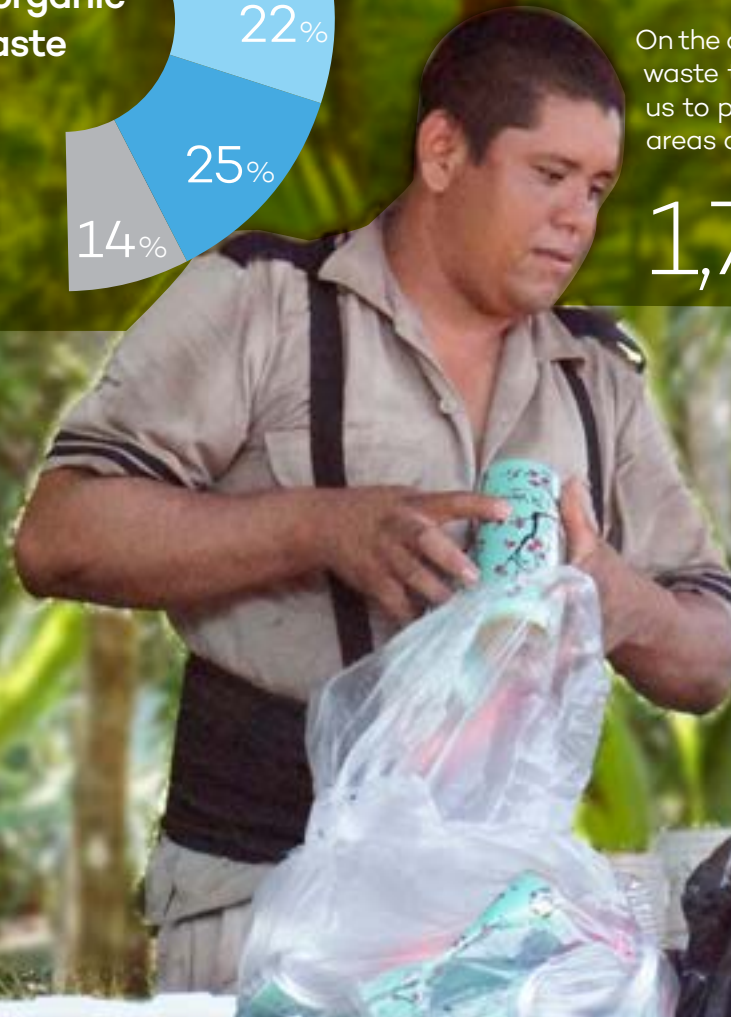
**179** tons of inorganic waste recovered at Xcaret, Xel-Há, Xplor and Xenotes.

**92,377** box lunches in returnable containers were given to visitors during our archaeological site tours.

### Organic waste

On the other hand, the sustainable exploitation of organic waste through the practice of compost- making allows us to produce fertilizer for our plant nurseries and green areas at Xcaret, Xel-Há and Xplor Parks.

**1,774** tons of compost produced in 2013.



\* "Experiencias Xcaret recovers on average around 75% of the waste it generates in its Parks and Tours while the world average recovery in the tourist industry is 50%". Source: EarthCheck



## Production, Recovery and Reforestation of Native Plants

A project that aims to reforest native plants of the Mexican southeast as well as spreading those used as host species for butterflies.

In 2013 212,081 native plants were reforested, out of which:

**176,604** native plants were produced in our plant nurseries.

**59,580** native plants were donated and reforested in traffic islands and public spaces.

**31,245** orchids of different species were produced in our plant nurseries at Xcaret and Xel-Há Parks.

In the ecosystems used to operate our Xenotes Tour, during the months of August and September 2013 we reforested:

**2,899** plants such as lion's claw, anthurium, copal, silver vines, tup kiim and chit palms in the different cenotes.

The space that Xoximilco occupies today was a lime stone quarry for many years, an area to extract material for construction. At this site, digging reached the groundwater table thus leaving a set of natural pools exposed to the surface, giving way to the formation of 5 miles of canals which today are toured in trajineras carrying 20 visitors each.

**200,000** native plants were reforested in Xoximilco during 2013 and the beginning of 2014 out of which

**115,000** native plants were produced in our parks.

Palms such as chit or wood bearing trees like cedar and chestnut are some of the reforested species.

**6.6** hectares were reforested in Xoximilco, which means 3 plants for every 3 square feet.



\*Cenote: A body of water that underground rivers flow into with flooded caves and vaults made of limestone sediments. Our Mayan ancestors considered them sources of life.



## Fauna Conservation and Reproduction

Let us share with you the most relevant achievements of the Fauna Conservation and Reproduction Programs in 2013:

At Xcaret Park:

30,888

butterflies were reproduced in 2013.

124

flamingo specimens are part of the menagerie of Xcaret Park.



In the menagerie of species at Xcaret Park aquarium one can find:

1,395 fish

172 soft corals

136 hard corals

Within the Manatee reproduction Program, since 2009 we have experienced 2 births, the first in 2011 and the second in February 2013.

We also rescued a manatee calf which was found on July 22, 2013 trapped in the federal coast area south of Quintana Roo. This manatee is being prepared, fed and cared for to be reintroduced into its natural habitat.



*\*The Voice of our Visitors: "A true paradise for birds can be found at Xcaret Park, many of which are part of the reproduction programs of endangered species. There are many attractions in perfect harmony with nature".*

Source: TripAdvisor.



Scarlet Macaw Conservation and Reproduction Program:

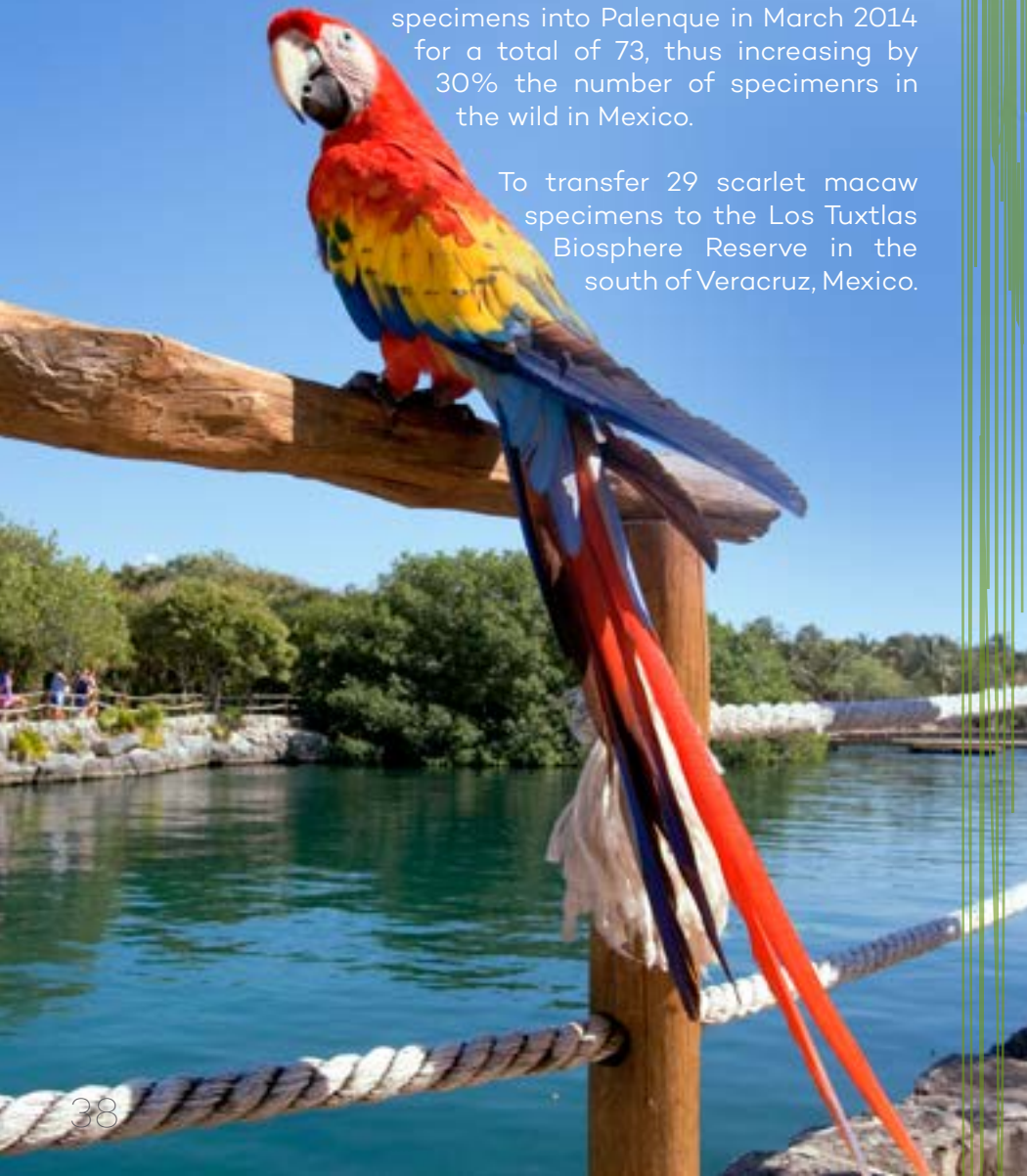
**870** scarlet macaws living at Xcaret Park.

**50** specimens sent to Palenque, Chiapas between 2012 and 2013, for the process of re-integration into their natural habitat, they have had a 96% of survival rate.

**Our commitment in 2014:**

To introduce 25 more scarlet macaw specimens into Palenque in March 2014 for a total of 73, thus increasing by 30% the number of specimens in the wild in Mexico.

To transfer 29 scarlet macaw specimens to the Los Tuxtlas Biosphere Reserve in the south of Veracruz, Mexico.



Our results at Xel-Há Park:

**97,460** sea turtles were liberated at the beach in Xel-Há.

**8,424** fish were observed during 2013 in the Inlet.

We continued with the Queen Conch Protection Program in conjunction with scientists from the Center for Advanced research and Studies of Yucatan (CINVESTAV).

An average of **12** Queen Conchs are monitored every 218 yards of the Xel-Há inlet.



*\*The Voice of our Visitors: "We spent a day at Xel-Há and we loved our experience! Excellent food, a bunch of fish, we had the chance to see turtles and stingrays"*

Source: TripAdvisor



# Linkage with the Community

## A boost for the development of the Ciudad Chemuyil Community

For the past 11 years, Xel-Há has been developing Corporate Social Responsibility Programs in Ciudad Chemuyil, a community nearby Xel-Há Park.

During 2013:

**\$1 ' 312,720** were invested in education, health, urban image and green community programs.

**2,700** inhabitants benefitted from different programs.

### Education and Culture

**4,150** users in the Technological Training center during the year.

**140** boys and girls participated in summer school. **113** students certified in computer courses.



### Health

**48%** of the Ciudad Chemuyil population benefitted from the Health Program.

**10** health campaigns took place during the year.

**6** sporting events in 2013.



### Urban Image

**\$181,000** pesos were allotted to the 9th façade painting contest.

**3,021** paint liters donated to 180 families that benefitted from the Urban Image Program.

### Green Community

**9** information presentations about PET separation attended by 140 Ciudad Chemuyil citizens.

**5.26** tons of PET recovered during 2013 and 1,625 liters of oil recovered.

\*In 2013 the "Impulse for Community Development in Ciudad Chemuyil" Program was acknowledged as one of the "Best Corporate Practices" by the Mexican Center for Philanthropy.



### Academic links

With the Environmental Education Program for public schools, each year more than 200 primary schools from Quintana Roo State visit Xcaret and Xel-Há Parks for free workshops and tours so students become aware about the importance of valuing and preserving natural resources.

**14,060** boys and girls visited Xcaret and Xel-Há during 2013 through the Environmental Education Programs.



### First year of the Xplor Academic Excellence Program

On 2013 we began the Academic Excellence program with Quintana Roo Universities at Xplor Park, thus reinforcing the commitment with academic links in the State.

We invite university students with the best grades to discover the caves at Xplor through an educational tour with an interpretation of the geology of the region.

**50** students and teachers have enjoyed the caves at Xplor Park.

**4** Quintana Roo universities participate in the Academic Excellence Program.



*"The Riviera University is thankful for all the attentions we received from the guides, grounds keepers and collaborators in general at Xplor Park, thank you for your hospitality and congratulations on the activities that promote the academic growth of future professionals". Facebook: /UniversidadRiviera*



### Social Tourism

During 2013 we granted:

**4,200** complimentary admissions to Xcaret and Xel-Há with the objective of allowing vulnerable groups from Quintana Roo to enjoy its attractions and relish unique experiences.

Each year Experiencias Xcaret partners and companies that comprise it, work with various associations that have programs that benefit the community.

During 2013:

**\$1'156,500** pesos donated to the Red Cross Campaign in Quintana Roo.

**\$1'028,500** pesos donated to various not for profit associations.





# Giving a boost to Mexican Economy



## Green Triathlon with a cause at Xel-Há

In accordance to its business philosophy, Xel-Há Park joins the initiative of the Mexican Triathlon Federation (FMTRI) to promote the Triathlon as a Green sport, thus creating awareness in the community about the correct use of resources with a sustainable focus.

5th Edition of the Xel-Há Green Triathlon with a cause.

**\$1'230,819** pesos collected through registration fees were allotted to Flora, Fauna y Cultura de México for its Sea Turtle Conservation project.

**\$806,000** pesos collected through registration fees were allotted to the Mexican Red Cross of Tulum in Quintana Roo.

**1,327** participants in the entire event.

**25** tons of waste materials were properly separated in order to be recycled during the Xel-Há Green Triathlon with a cause.





Giving a boost to Mexican Economy

## “Creating a New Value Chain”

A training workshop for Suppliers and Business Partners about business management based on Social and Environmental Responsibility.

From 2010 to 2013 we shared the following results:

More than **40** people trained.

**6** suppliers granted scholarships by the Mexican Center for Philanthropy in order to obtain the labeling of a Socially Responsible Company.

**4** generations went through consultations, winning Suppliers that obtained their certificate as a Socially Responsible Company :  
Daneli del Caribe, Diprolisa, Ah Cacao and Batab Health Care.



## United Nations World Compact in México

For the past **8** years

we have actively participated in the committee that leads the most important Corporate Social Responsibility network in the world in conjunction with other businesses from different industries, sharing expertise and projects.

### “Transparency and Accountability of a Tourist Industry Enterprise”

Within the network of World Tourism Day, during the month of September 2013 we presented our Sustainability Report to Universities in Quintana Roo State sharing our results and commitment as a corporate citizen.

More than **270** students and teachers attended and participated in the presentation.

We had mass media present as well as representatives of the official United Nations World Tourism Organization web page.





# Flora, Fauna y Cultura de México



The social and environmental branch of Experiencias Xcaret and other businesses that share the same mission:

“To contribute to improve our society`s quality of life through an appreciation, respect and conservation of the cultural and natural heritage of México”.

The activities of Flora, Fauna y Cultura de México center on the following programs:

## Sea Turtle Conservation Program

With this program we protect, monitor, research and preserve the sea turtle populations that lay their eggs in the main nesting beaches of Quintana Roo.

More than **7 million** baby turtles were liberated between 1996 and 2013.

More than **1 million** turtle hatchlings were liberated in 2013, 35% more than in 2012.

**16,943** turtle nests were recorded.



## Mangrove Project

Since 2007 we have worked in the reforestation and rehabilitation of the Nichupté Lagoon System, a Natural Protected Area. The following have been the results.

From 2007 to 2013:

More than **65** mangrove hectares were reforested.

**86%** survival rate of introduced plants.



More than **370,000** plants were introduced.

## Riviera Maya Forest Plant Nursery

A plant nursery that preserves and produces native species; it is the number one in red, white and black mangrove production.

**800,000** native trees were produced from 2007 to 2013.

More than **135,000** native plants were produced in 2013.

**70** species of native plants were produced in 2013.





## La Ceiba Park “The heart of Playa”

A public meeting space for recreation and the artistic, cultural and environmental sensitization of the Playa del Carmen community.



Parque La Ceiba  
El Corazón de Playa

### • “Nature Room”

A project at La Ceiba Park for environmental awareness and education where we welcome:

More than **1,200** participants in 2013.  
**17** Quintana Roo schools.

### • “Saturday marketplace”

An event held on the third Saturday of every month where crafts and organic products are offered.

More than **4,800** people attended the “Saturday marketplace”.

More than **55** craftsmen, artists and producers offered their wares.

## Green School

A project that takes place in two stages: first, the reforestation in Quintana Roo public schools and afterwards the creation of vegetable gardens in schools; the results can be seen below:

### School reforestation from 2008 to 2013

More than **12,700** students participated.

**66** public schools in Playa del Carmen were reforested.

More than **1,700** native trees were planted.

### School Gardens in 2013

More than **1,000** students participated. We created awareness in more than **45** professors and parents.

More than **40** organic gardens created.





# Table of Indicators of the Experiencias Xcaret Corporate Social Responsibility Report 2013

Global Compact	EarthCheck	CEMEFI	GRI	Explanation	Pages			
Principle I: Businesses should support and respect the protection of internationally proclaimed human rights	Management of Social and Cultural Issues	Training and Development	LA10	Average hours of training per year per employee, broken down by professional category	16,22			
			LA11	Programs for skills management and continuous learning. LA3: Benefits provided to full-time employees that are not provided to temporary or part-time employees, broken down by main activity	16,22			
			Social Investments	EC3	Coverage of the organization's defined benefit plan obligations	40, 41, 43, 46-47		
				LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, broken down by main activity	19, 20, 21		
			CSR diffusion					
			Security & Health	LA8	Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases	20, 41		
			Labour Security			16-20		
			Human Rights and Human Dignity Culture		Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating, and exiting	22-23		
			Principle II: make sure that they are not complicit in human rights abuses		Fair Treatment and Globality	LA2	Total number and rate of employee turnover by age group, gender and region	16-17
			Principle VI: Elimination of all forms of forced and compulsory labour		Diversity and equality of opportunities			16-17



# Table of Indicators of the Experiencias Xcaret Corporate Social Responsibility Report 2013

Global Compact	EarthCheck	CEMEFI	GRI	Explanation	Pages
<p>Principle VII: Businesses should support a precautionary approach to environmental challenges</p> <p>Principle VIII: Undertake initiatives to promote greater environmental responsibility</p>		Training and Development in environmental topics	EC8	Development and impact of infrastructure investments and services provided primarily for public benefit	31,32-33, 51
	Ecosystems Conservation & Management	Biodiversity protection	EN13	Habitat protected or restored	34,51-52
	Land Use Planning & Management		EN14	Strategies, current actions, and future plans for managing impacts on biodiversity	38, 39
	Greenhouse Gas Emissions	<ul style="list-style-type: none"> <li>•Operaciones Ambientales</li> <li>•Management of environmental impacts</li> <li>•Environmental Politics</li> <li>•Environmental performance</li> </ul>	EN26	Initiatives for mitigation of environmental impacts and percentage of reduction of it Greenhouse Gas Emissions and achieved reductions	31
	All Solid Waste Management		EN1	Materials used by weight or volume	32
	Water Resources Management		EN10	Percentage and volume of recycled and reused water	31
	Greenhouse Gas Emissions		EN18	Initiatives for reduction of Greenhouse Gas Emissions and achieved reductions	32-33
	Wastewater Management		EN21	Total water discharge by quality and destination	31
All Solid Waste Management	EN22		Total weight of waste by type and disposal method	32-33	

## Table of Indicators of the Experiencias Xcaret Corporate Social Responsibility Report 2013

Apartado	Content	Pages
1. Strategy and Analysis		
1.1	Sustainability statement	10
1.2	Description of impacts, risks and opportunities	10
2. Organizational Profile		
2.1	Name of the organization	1
2.2	Primary brands, products and/or services	4,5,6,7,8,9
2.3	Operational structure	2,3
2.4	Location	2
2.5	Countries where the organization operates	2
2.7	Markets served	8,9
2.8	Scale of the reporting organization	N/A
2.10	Awards received in the reporting period	12,13
3. Report Parameters		
3.1	Reporting period	11
3.2	Date of most recent previous report	11
3.3	Reporting cycle	11
3.4	Contact point	Contraportada
3.5	Process for defining report content	54 - 57
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4. Governance, Commitments and Engagement		
4.1	Governance structure of the organization	2,3
4.4	Communication Mechanisms	11, 46-49
4.8	Mission, Vision, Code of Ethics and Fundamental Principles	2,3, 14-15
4.9	International Standards compliance	54, 30-40
4.12	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses	42-53
4.13	Asociaciones a las que apoyamos	51-52

## Resumen de Información Financiera 2013\*

	2013	% Integral
Visitors	2,494,067	
Net sales	\$2,627,593,286.16	100%
Costs	\$508,297,458.51	19%
Gross Profit	\$2,119,295,827.65	81%
Operation expenses	\$1,270,961,721.45	48%
Profits from operations	\$848,334,106.20	32%
Net Profit	\$366,878,832.50	14%
Cash and investments	\$133,694,411.88	5%
Property, plant and equipment	\$2,633,599,954.34	95%
Total Assets	\$2,767,294,366.22	100%
Total long-term debt	\$313,721,170.51	11%
Total Liabilities	\$1,803,839,158.55	65%
Total Shareholders Capital	\$963,455,207.80	35%

\*Financial information corresponds to: Xcaret, Xel-Há, Xplor, Xenotes & Tours Xichén.





## LINKS



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## CONTACT

wsantaolaya@experienciasxcaret.com.mx  
 irodriguez@experienciasxcaret.com.mx  
 + 52 ( 998) 881-2400 ext.1142  
 Blvd.Kukulcán Km. 9, Zona Hotelera, C.P. 77500,  
 Cancún, Quintana Roo, México.

[www.xcaret.com](http://www.xcaret.com)  
[www.xcaretse.com](http://www.xcaretse.com)

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