



experiencias  
xcaret

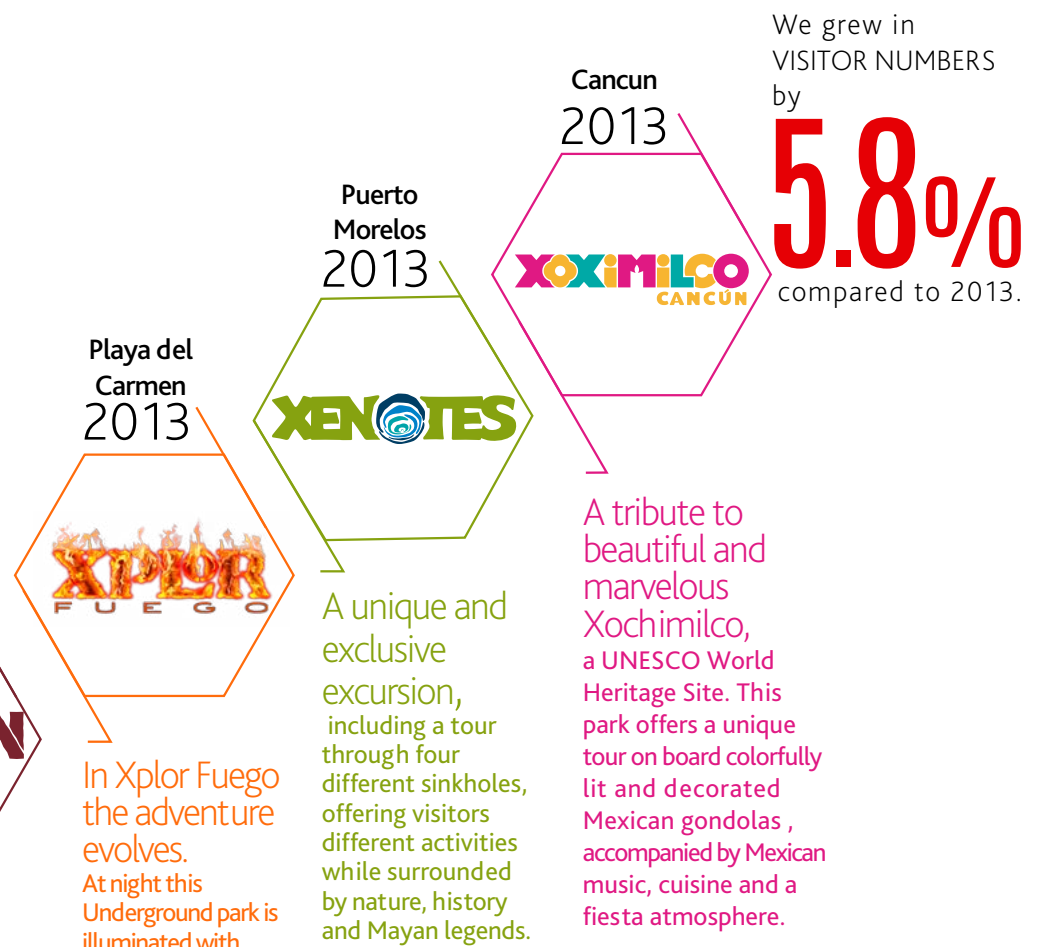
Corporate social  
responsibility  
**2014**  
Report

# Experiencias Xcaret

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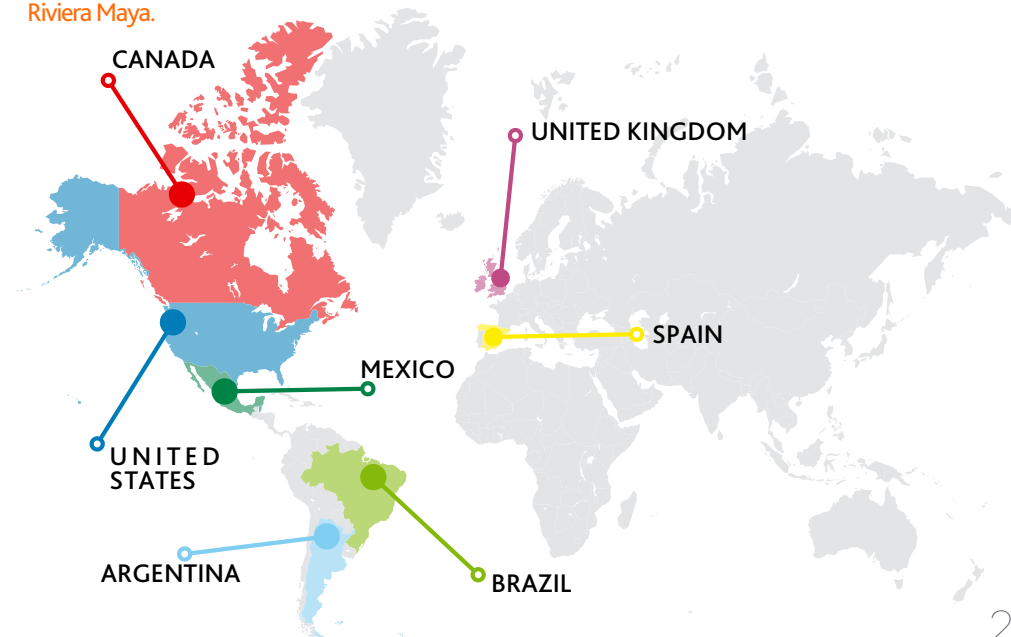
# 100% Mexican

company promoting love for Mexico by rescuing its traditions and showing respect for its vast natural beauty.



We grew in VISITOR NUMBERS by **5.8%** compared to 2013.

## Our Main Markets



# In the Words of...

Miguel Quintana Pali, President  
and Director of Experiencias Xcaret

2014 was a year of continued improvement where our actions were marked by innovation, creativity and commitment. At an organizational level, we have promoted productivity and quality in the different administrative and operational areas of our Business Units.

On the other hand, we have endorsed our commitment to business management, quality of life and the environment, by participating in programs such as Best Mexican Companies, Great Place to Work, Socially Responsible Company, EarthCheck Sustainable Tourism Certification and the United Nations Global Compact.

These achievements have been shared with our interest groups, who, together with us on a daily basis, are committed to improving the quality of products and services in the destination, as well as the way we carry out socially responsible business.

We firmly believe that continued improvement and implementation of projects that pursue the proper administration of all resources guarantee the sustainability of great companies throughout history. This is why we are sharing with you the results of our commitments in the field of Socially Responsible Company for the year 2014.

Sincerely  
Miguel Quintana Pali  
President and General Director  
Grupo Experiencias Xcaret

# About the report on Corporate Social Responsibility

The aim of this document is to publicize our results in the field of Corporate Social Responsibility for the period January – December 2014.

As a result of our good administration we have been awarded different recognitions and certifications, which we will now show you in **7 main areas**, each one in line with the 10 Principles of the United Nations Global Compact, related to Human Rights, Labor Relations, the Environment and the Fight against Corruption.



# 1 Organizational Culture

Grupo Experiencias Xcaret is a 100 % Mexican company promoting love for Mexico by rescuing its traditions and showing respect for its vast natural beauty.

We believe that to be a good corporate citizen it is necessary to go further than just fulfilling our obligations, by having a positive impact on the quality of life in society, the environment and the economic development of the region where we operate.



# Mission

To guarantee the importance of Grupo Experiencias Xcaret by continually maximizing our value throughout this journey.



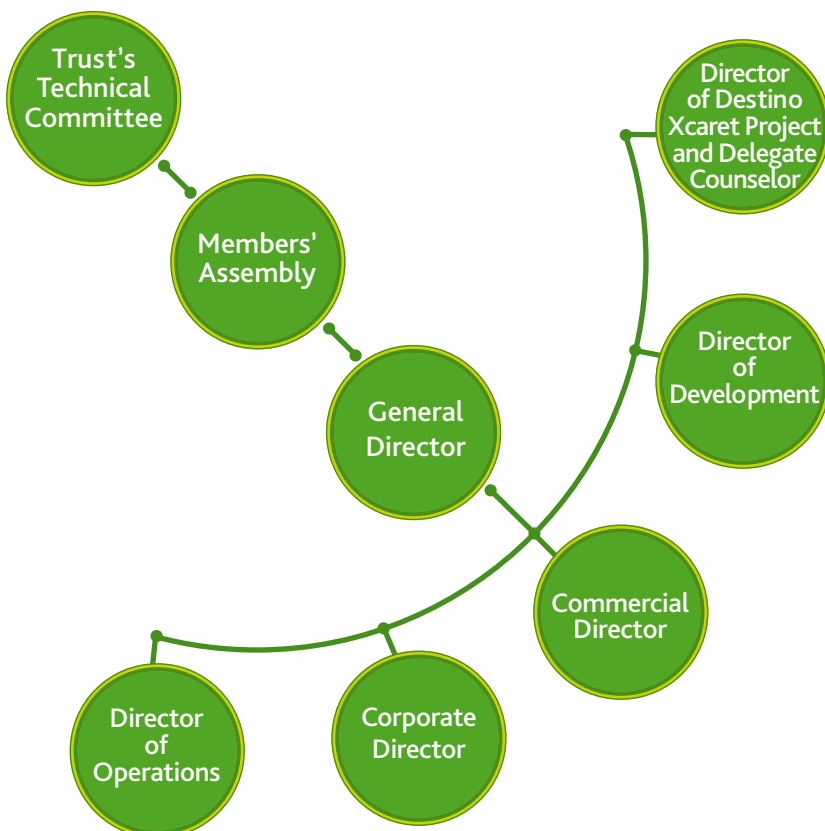
# Vision

To be unique in sustainable tourism entertainment



This campaign encompasses the following elements:

# Organizational Structure



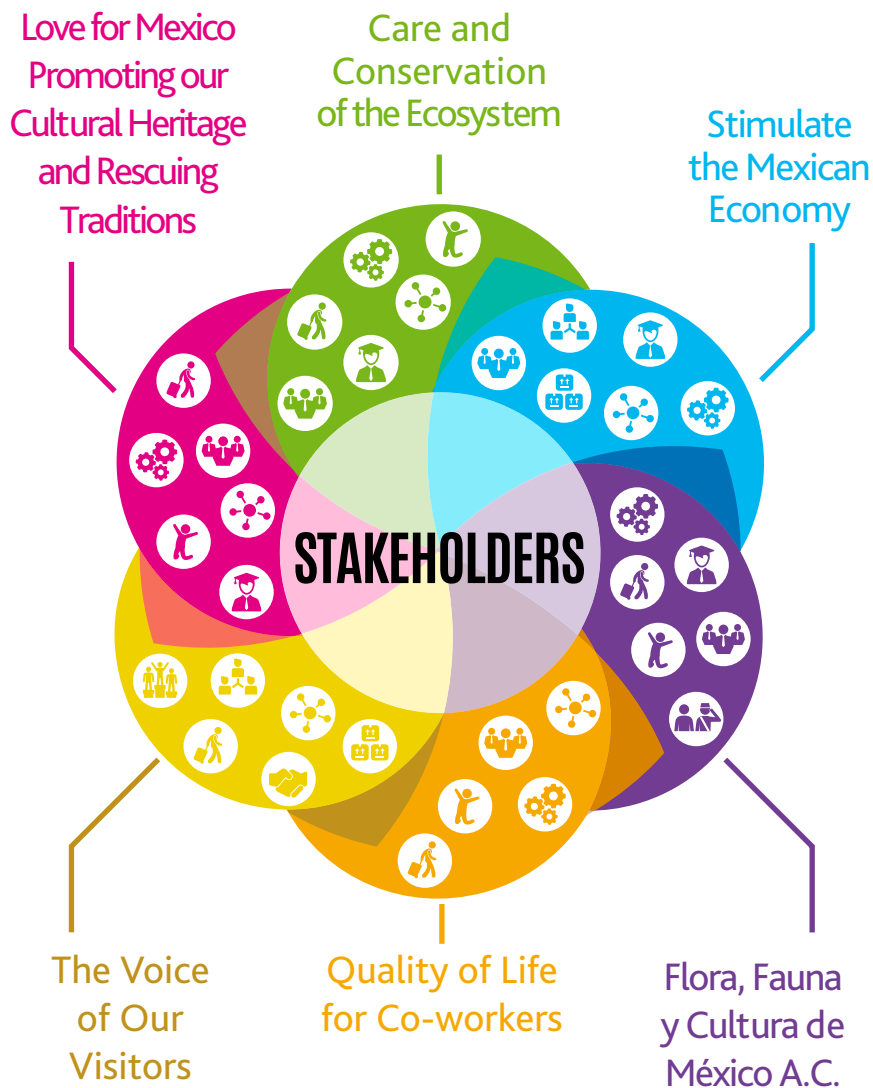
*Culture & Traditions*  
*Love*  
*Service*  
*Responsible Tourism*  
*Nature*  
*Creativity*  
*People*



# 2 Business Management

We manage our business by using Policies, Programs and Practices that are in line with the principles of the company and its operations. We are committed to excellence, quality, honesty, integrity and respect for all interest groups and future generations.

- |            |                    |                    |
|------------|--------------------|--------------------|
| Visitors   | Academy            | Community          |
| Government | Shareholders       | Civil Organization |
| Co-workers | Commercial Allies  | Competitors        |
| Suppliers  | Future Generations |                    |



of purchases at corporate level were from **59%** LOCAL SUPPLIERS in the Yucatan Peninsula.

**4,000** DIRECT JOBS.

**24%** of our VISITORS in 2014 were MEXICAN.

More than **\$1'000,000**

pesos were donated to Save The Children play centers.

ANNIVERSARY

**20** of XEL-HÁ, the first park in the world to receive the EarthCheck Sustainable Tourism Certificate.

**100%** OF OUR CO-WORKERS

have mobile phone lines with internet service and we provided 420 LINES TO FAMILY MEMBERS at a special rate.

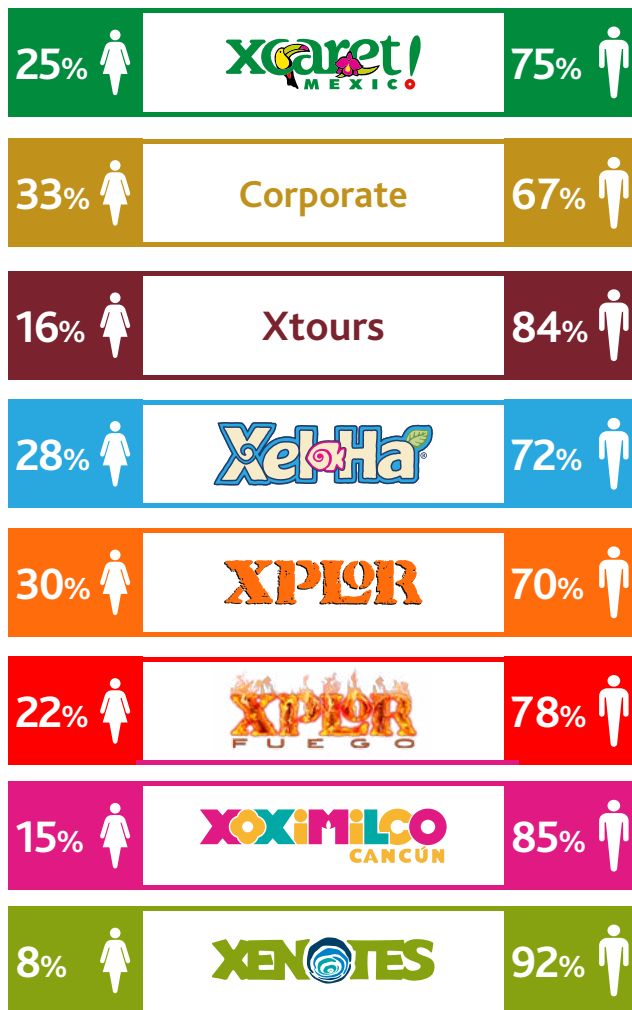
**896,000** MEALS PREPARED in workers' dining halls, certified by Distintivo H, in Food Safety and Hygiene.

**564,000** PERSONS benefitted by worker's transportation throughout the year.

# 3 Gender Equality

It is important for Experiencias Xcaret to have a work atmosphere that is positive, stimulating, safe, creative, inclusive and free from discrimination. We encourage human and professional development based on principles of fairness.

**Distribution of Co-workers per Business Unit**

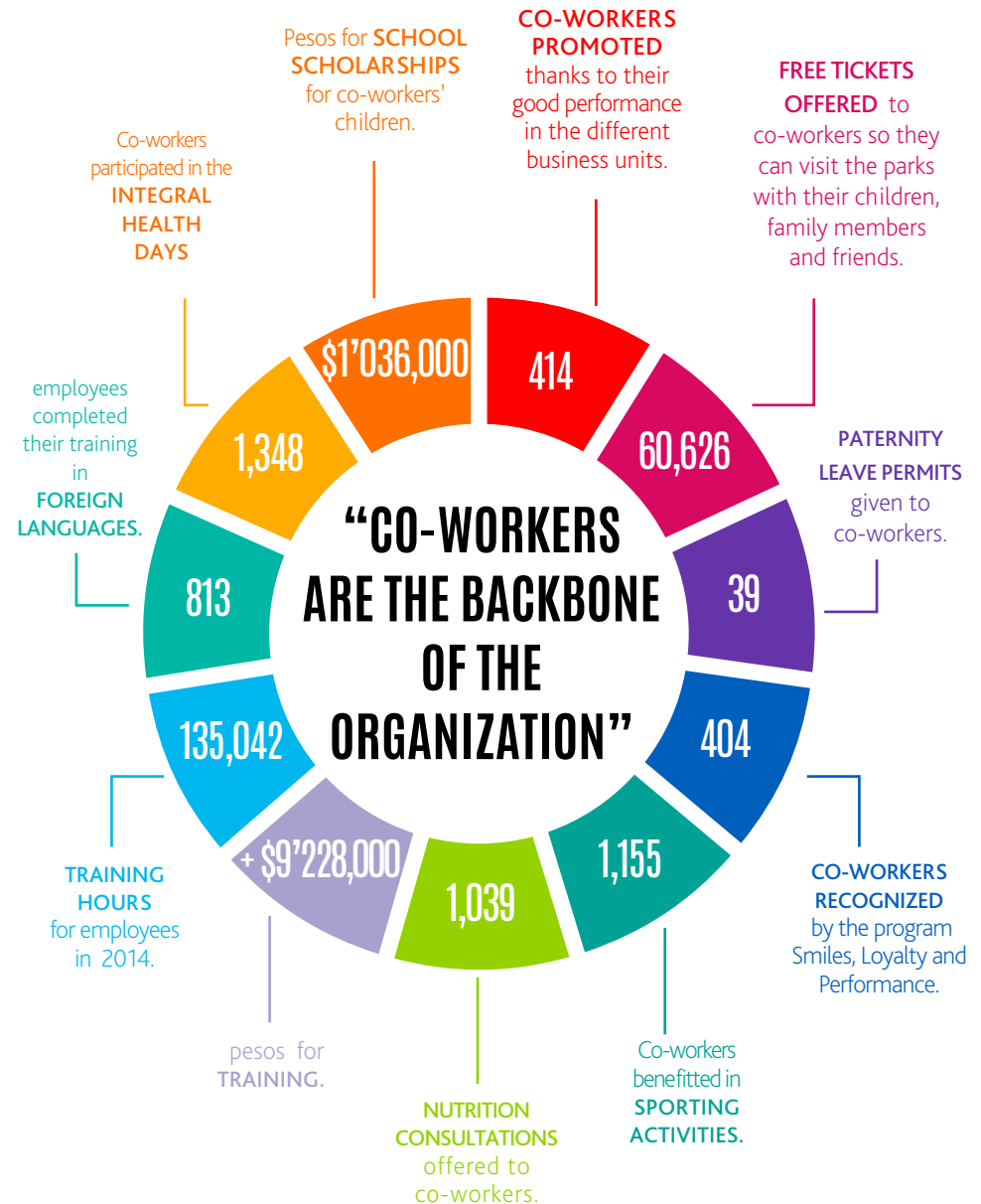


The Executive Committee is made up of

**41% WOMEN & 59% MEN.**

# 4 Labor Relations

The objective is to ensure co-workers' quality of life and a balanced lifestyle by offering the following benefits:



# Sustainability and the Environment

Respect for the environment goes further than being just an obligation; it is a necessity. The ecosystems in which we operate are unique and important since they are Mexico's natural heritage. We must guarantee their permanency for future generations.

Experiencias Xcaret, through its environmental programs, promotes everything from the reforestation of native plants to the conservation of endangered species by setting them free into their natural habitat.

**674,000**



**BABY TURTLES**

released on the beaches of Xcaret and Xel-Há.

**162** HARD CORALS

**84** & SOFT CORALS

live in the Xcaret aquarium, with an investment



**+\$ 98,000**

**2,700** SAMPLES OF THE QUEEN CONCH

monitored under the Conservation Program operated by Xel-Há in conjunction with the Yucatan Center for Research and Advanced Studies (CINVESTAV - IPN).



**9,265**

**FISH**

observed in the Xel-Há Cove, with



**61**



different species.

"Sustainability is not an option, it's the only way"

**21,970** BUTTERFLIES



reproduced by different species from the region.

**29,548** different species of ORCHIDS

were produced in our nurseries.



**972** MACAWS

live in Xcaret.



**+\$ 320,000**

pesos destined in 2014 for their care, food and reproduction.

IN 2014

THE MACAW POPULATION IN MEXICO

INCREASED BY

**41%**

thanks to the reintroduction projects for the species in Chiapas and Veracruz.

WE INCREASED THE REPRODUCTION OF NATIVE PLANTS BY

**18%**

compared to 2013.



**251,426**

NATIVE PLANTS REFORESTED in public and garden areas of the Parks.

**100%** OF

reforested plants, THE



**60%**

were produced in OUR NURSERIES.

# Sustainability and the Environment

We carry out practices on a daily basis that ensure we maintain respectful contact with nature.

Through the Sunblocks Free from Chemicals Program we invested



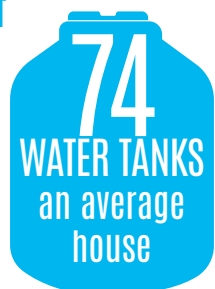
**+ \$ 270,000**

**IN 2014 AND AN AVERAGE OF 169,000**

**BIODEGRADABLE SAMPLES**  
were exchanged.

**THE TREATMENT CAPACITY**  
of the waste water plants in the Parks is an average of

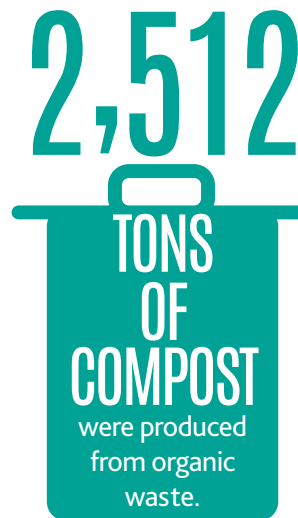
**749,000**  
liters per day.



Xcaret & Xel-Há  
generate an average of

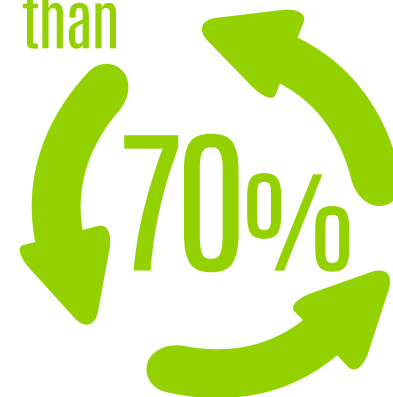
**1.55** of CO2  
per visitor.

The global  
measure is **1.50**



In our Parks' Transfer and Collection Centers we recovered 100% of waste generated.

We managed to recycle more than



TONS OF ALUMINUM recovered.





# Best Company Practices

## Our Cultural Heritage and Love of Mexico for the World

We define it as respect and care for our roots, for the influences characterize us as Mexicans, and we are proud of the cultural legacy we will leave for future generations.



**9<sup>th</sup>** Edition of the Festival of Life and Death Traditions

Guest state of the Mexican Republic:



**michoacán**  
EL ALMA DE MÉXICO

**23** GROUPS OF ARTISANS. **23** ARTISTIC GROUPS.

**15** COMMUNITIES from the Mayan Region. **306** VOLUNTEERS.

**39,584** VISITORS during the 9th Edition of the Festival of Life and Death Traditions in 2014.



**8<sup>th</sup>** Edition of the Sacred Mayan Journey 2014

**4,227** VISITORS.

**350** ROWERS.

**604** ARTISTS.



Xcaret México Espectacular 2014

**367** PERFORMANCES

**7,118** PERFORMANCES since 1995.



# 7 Community Relations

## Xplor Program for Academic Excellence

We invited university students with the best grades to discover the caves of Xplor on an educational tour where they learned about the region's geology.



**50 STUDENTS & TEACHERS** from universities in the State of Quintana Roo benefitted.



**3,891 STUDENTS & TEACHERS** participated in Xcaret's and Xel-ha's Environmental Education Program.



**285 STUDENTS & TEACHERS** released Sea Turtles.

## Social Tourism

Each year the owners of Experiencias Xcaret and its partner companies work hand in hand with different associations for the benefit of the community.

**8,239** FREE ADMISSIONS to Xcaret, Xel-Há and Xplor, so that underprivileged groups from Quintana Roo could enjoy its attractions.

**\$ 2'100,000** pesos donated to non-profit institutions and the Mexican Red Cross in the State of Quintana Roo.



**\$760,000** are donated to the Mexican Red Cross of the state of Quintana Roo.



# 7 Community Relations

## Promoting Sport

### “Xel-Há Triathlon as a Green Sport”



**1,800** participated during the two days of Olympic and Sprint competitions.  
**ATHLETES**

**6.7** TONS OF SOLID WASTE recovered during the event.



### “Xel-Há Triathlon as a Sport with a Cause”

**+ \$2'405,000** pesos donated through enrollment in the PROGRAM FOR THE CONSERVATION OF SEA TURTLES run by Flora, Fauna y Cultura de México, A.C. and



CRUZ ROJA MEXICANA

**\$690,000** given to the MEXICAN RED CROSS.



**1,357** PARTICIPANTS in the race.

**3%** were CO-WORKERS from Experiencias Xcaret.

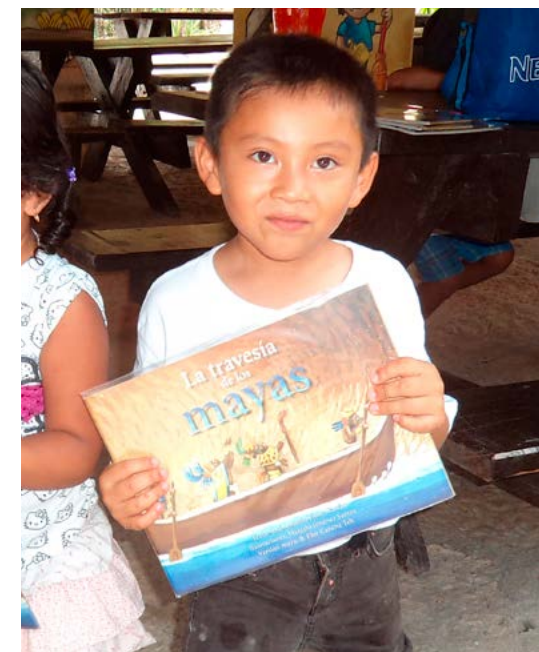
## Flora, Fauna y Cultura de México, A. C.

It promotes an integral vision through Conservation, Environmental Education and Community Relations in a synergy with different social service associations.

## Environmental Education and Culture

**3,675** STUDENTS.  
**195** TEACHERS.  
**23** SCHOOLS.

benefitted from workshops, seminars, vegetable gardens, school trips, visits to turtles camps, vacation courses and a teacher training program. These actions promoted environmental education and culture in our community.



## Conservation of our Natural Heritage

**674,000** SEA TURTLES released in 2014.

**+ 7.5 MILLION** BABY SEA TURTLES released over 18 years.

**67 HECTARES OF MANGROVE** reforested over 7 YEARS, with a SURVIVAL RATE of 74 %.

# 7 Community Relations

Flora, Fauna y Cultura de México, A. C.

We run the community projects:  
LA CEIBA PARK and CHEMUYIL  
CITY COMMUNITY CENTER.



**4,152** **10** YOUNG TURTLE  
PARTICIPANTS CARERS OF MAYAN  
in **96** **30** ARTISANS AND  
SCREENINGS PRODUCERS  
at the Cineclub in La Ceiba Park. from FIVE MAYAN COMMUNITIES sell  
their products at the "Saturday  
Market" in La Ceiba Park.

**+4,800**  
PARTICIPANTS IN 3  
ENVIRONMENTAL AND  
CULTURAL FESTIVALS

**1,419**  
VOLUNTEERS.

**6** UNIVERSITIES  
& **29** COMPANIES.

In activities and events such as:  
International Beach Cleaning,  
Earth Hour, Sea Turtle Protection  
and Plant Production.

**193**  
SOCIAL SERVICE  
WORKERS.



# 7 Community Relations

Flora, Fauna y Cultura de México, A. C.



# 73 ADULT STUDENTS

completed their primary,  
secondary and high  
school studies in  
CHEMUYIL CITY TECHNICAL TRAINING CENTER  
and

# 71

PRIMARY SCHOOL pupils  
took the COMPUTER STUDIES  
course.

## Our Mission:

“To contribute towards  
improving the quality of life  
in our society by promoting  
reexamination, respect and  
conservation of Mexico’s  
natural and cultural  
heritage”.



Operating area in  
Quintana Roo of  
Flora, Fauna y  
Cultura de México,  
A.C.

Operating Area

**5** locations in  
**4** municipalities:

- Benito Juárez
- Solidaridad
- Tulum
- Cozumel

**6** Nature Reserves in  
Quintana Roo:

- Flora y Fauna Protected Area at Nichupté Mangroves
- Sea Turtle Reserve Xcacel- Xcacelito
- Tulum National Park
- Flora and Fauna Protected Area on Cozumel Island
- National Reefs Park in Cozumel
- Sian Ka'an Biosphere Reserve

# Yucatan Peninsula

**NICHUPTÉ  
MANGROVES**

**SEA TURTLE RESERVE  
XCACEL-XCACELITO**

**TULUM  
NATIONAL PARK**

**COZUMEL  
REEFS NATIONAL  
PARK**

**SIAN KA'AN  
BIOSPHERE RESERVE**

Resources donated by Grupo Experiencias Xcaret for social  
and environmental projects + **\$11 MILLION**  
pesos in 2014.

# Summary

The co-workers, directors and partners in Experiencias Xcaret are committed to Sustainable Development Objectives (as promoted by the United Nations Organization) in which we develop environmental and social actions in line with the principles of the UN Global Compact.

## About the Global Compact:

it is a platform for the development, implementation and awareness of Social Responsibility policies.

## About the Global Reporting Initiative (GRI):

it is an organization focused on promoting the production of Sustainability Memories in all kinds of organizations. GRI produces a complete framework for producing Sustainability Memories for widespread use throughout the world.

GLOBAL COMPACT	GRI	EXPLANATION	PAGE
<b>PRINCIPLE 1:</b> Support and respect the protection of human rights.	G4-8	Markets served.	2
	G4-9	Number of co-workers and services offered.	9,10
	G4-10/G4-LA 1	Number of co-workers by gender.	9
	G4-24	List of interest groups.	7
	G4-27	Key themes for interest groups and institutional answers.	7,8
<b>PRINCIPLE 6:</b> Eliminate discrimination in the workplace.	G4/LA2	Benefits for co-workers.	8,10
	G4/LA3	Parental leave for fathers.	10
	G4-LA8	Health and safety for co-workers.	8,10
	G4-LA9	Average training hours.	10
	G4-SO1	Commitment to local community.	8,15,17,18
	G4-SO2	Significant operations with the community.	20-24
	<b>PRINCIPLE 7:</b> Support focusing on prevention when facing environmental challenges.  <b>PRINCIPLE 8:</b> Promote greater environmental responsibility.	G4-EN1	Materials used for providing services.
G4-EN2		Percentage of materials reused.	14
G4-EN13		Protected and restored habitats.	11,12,20,24
G4-EN15-EN16		Report on greenhouse effect gases (Range 1 and 2).	13
G4-EN22		Volume of water treated.	13
G4-EN23		Type of waste and treatment method.	14
G4-EN31		Investment in sustainability matters.	11,12,13,24
<b>PRINCIPLE 10:</b> Fight against corruption.		G4-56	Description of company values and principles.



FLORA FAUNA  
Y CULTURA  
DE MÉXICO, A.C.  
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Competitiveness