

experiencias xcaret



# Corporate Social Responsibility

REPORT

# 2015



# Index

**1** Message from the President and General Director

page. 1

**2** Experiencias Xcaret

page. 2

**3** Our Corporate Social Responsibility Model

page. 8

**4** Our Performance 2015

page. 10

People page. 10

Sector page. 16

Ethical Behavior page. 19

Community Relations page. 25

Building Healthier Communities page. 29

Responsible Alliances page. 33

**5** Acknowledgements

page. 40

**6** About this Report

page. 42

Principles of the UN Global Compact page. 43

Global Reporting Initiative Guidelines page. 44

# 1 Message

## from the President and General Director

To our stakeholders:

Mexico is a country rich in resources, culture and natural beauties; it is recognized for the hospitality, warmth and happiness of its people. We have everything to ensure that our visitors enjoy the experience of a lifetime and to get to know the best of us: our natural, artistic, human, historical and architectural heritage.

I am convinced that there is no better time than the time we are living now, no better place than our home, Mexico. Therefore, we must seize the opportunities that our country offers us and empower them in tourism, business and social life with full respect for the environment. We believe in practicing Corporate Social Responsibility.

We work together with our stakeholders to offer our visitors unique tourist experiences inspired by respect for nature, culture and life; and at the same time expand the benefits of our management of the social and natural environment in which we operate.

We comply with international standards and we stick to them, aware that they are part of the success of the organization, which has earned initiatives and certifications such as "United Nations Global Compact", Best Mexican Companies, the CSR Seal and the EarthCheck Sustainable Tourism Certification, among the most important.

I am pleased to share our Corporate Social Responsibility Report of 2015, which summarizes a year of achievement and satisfaction. It involves effort, but certainly we are proud to note that we contribute our part to improve our community, our environment, our beloved Mexico and our world.

**Miguel Quintana Pali**  
President and General Director  
Grupo Experiencias Xcaret

# 2 Experiencias Xcaret

We are a group of 100% Mexican companies dedicated to sustainable tourist entertainment. We offer unique and unforgettable experiences for our visitors to Cancun and the Riviera Maya, inspired by a respect for nature, culture and life.

## MISSION

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

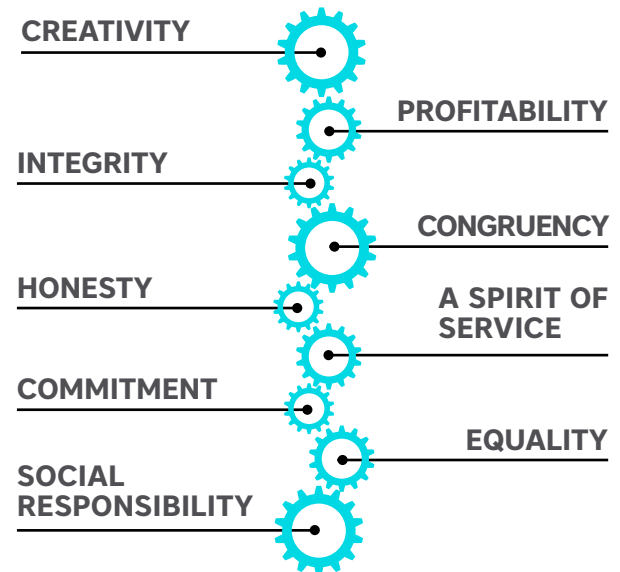
## VISION

To be unique in sustainable tourist entertainment.

## ORGANIZATIONAL STRUCTURE



## VALUES



# OUR parks and tours

Behind a great company, there are great brands. Those that make up our group are: Xcaret, Xel-Há, Xplor, Xichén, Xplor Fuego, Xenotes Oasis Maya and Xoximilco Cancun.



Mexico's Majestic Paradise with unique activities where you have fun discovering the rich nature and culture of Mexico.

Playa del Carmen, 1990



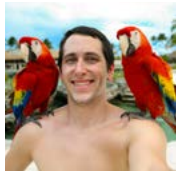
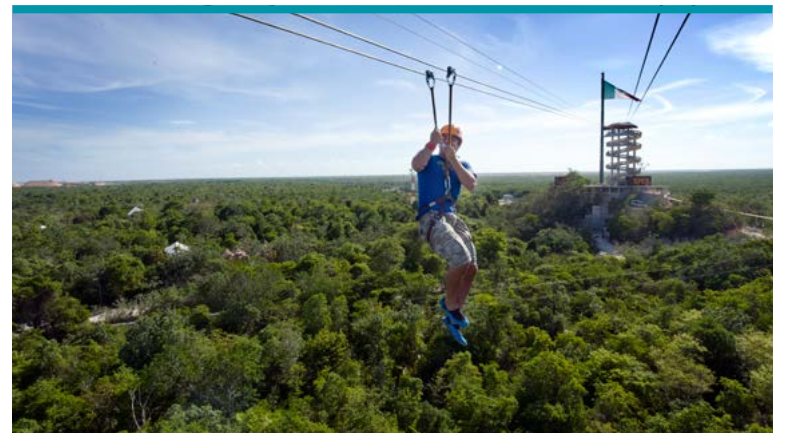
Continental Zone of Cozumel, 1994

A Natural Wonder facing the Caribbean Sea, with a unique set of bays, lagoons, cenotes and caves with crystal clear water for snorkeling and discovering marine life.



Playa del Carmen, 2009

Unique Underground World with nine circuits of activities that invite you to explore your emotions and get in touch with nature.



MADE IN:  
experiencias  
xcaret

Life is measured  
in moments

<http://bit.ly/2800fpW>

# XICHEN

Yucatan Peninsula, 2010

Unique and fascinating tours to archaeological sites with the highest level of knowledge about the history and secrets of the Mayan world. Visit the Magical Town of Valladolid and enjoy the cuisine of the region.



# XENOTES

OASIS MAYA

Puerto Morelos, 2013

Unique and exclusive Tour to four different cenotes, with various activities taking place in an environment of nature, history and Mayan legends.



# XPLOR

FUEGO

Playa del Carmen, 2013

At Xplor Fuego adventure evolves. At dusk this Underground Park is illuminated with torches, and it is the only nighttime zip-line circuit in Cancun and the Riviera Maya.



# XOXIMILCO

CANCUN

Cancun, 2013

Party times, music and folklore await you in this place where you can enjoy an unforgettable night. Tour the canals of Cancun on board colorful gondolas with music, food and a real Mexican fiesta.



# 3 Corporate Social Responsibility Model

Our business model, with a clear focus on Corporate Social Responsibility, allows us to generate virtuous circles that positively affect our people (coworkers and shareholders), our sector (visitors, suppliers, business partners and competitors), and our environment (communities where we have presence, academia, municipal, state and federal governments, as well as future generations). We channel our efforts to create value for all and contribute to sustainable development.



## OUR ENVIRONMENT

- Community Relations
- Conservation of the environment
  - Community
  - Academy
  - Governmental authorities
  - Future generations

## OUR PEOPLE

- Quality of life
  - Coworkers
  - Shareholders

## OUR SECTOR

- Business Ethics
- Responsible Marketing
  - Visitors
  - Suppliers
  - Business Partners
  - Competitors

# 4Performance 2015

## OUR people

The success of Experiencias Xcaret cannot be attributed without our people. We firmly believe in the idea that work can be better, more meaningful and can make us happier. Therefore, we provide opportunities for personal and professional development in stimulating environments that are safe, healthy and happy that allow our coworkers to enjoy a better quality of life.



● **HAPPY COWORKERS MAKES FOR HAPPY VISITORS** ●



<http://bit.ly/28NuDI3>

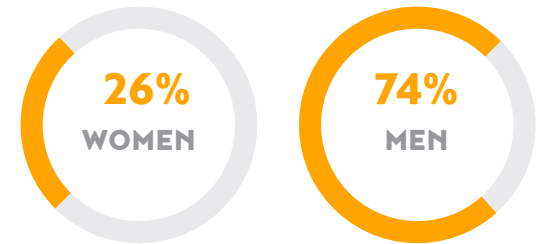


**TALENT:**  
▶  
**experiencias  
xcaret**

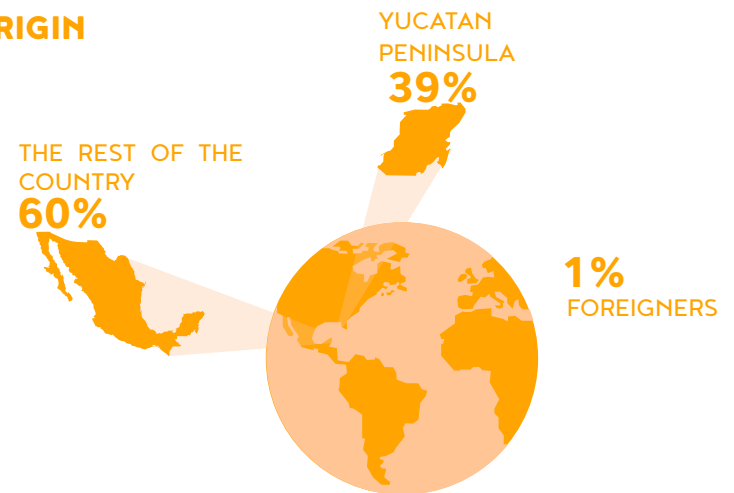
# WE ARE Experiencias Xcaret

We are a team of 4,000 coworkers, happy, committed, motivated and passionate about our work.

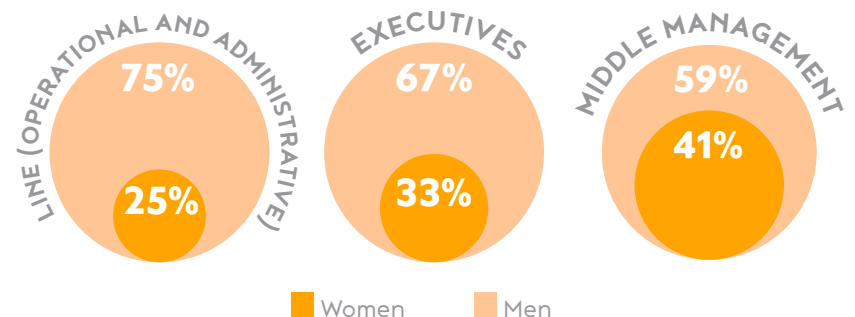
## GENDER



## ORIGIN



## LEVEL





The families of our coworkers are our families. For the first year, we celebrated “Family Day” with an event of integration, fun and coexistence, which involved 3,084 coworkers and their families.

The best way to show our love to those who make our success possible is by making them happy.

At Experiencias Xcaret we like to celebrate each year of life that our coworkers complete. We dedicate an investment of \$100,000 pesos in birthday gifts to show our appreciation for being part of the Group.

For the second year, we enjoyed the Experiencias Xcaret End of the Year Party, a night full of joy, fun, surprises and lots of dancing, in which we celebrated and appreciated together as a great team, a wonderful 2015 full of achievement and satisfaction.

## 3,084 COWORKERS

ENJOYED THE “ FAMILY DAY ” AT EXPERIENCIAS XCARET



In the program known as “Te reto, te cuido” (I challenge you, I care for you), 43 people participated and achieved goals of losing weight and adopting better eating habits.

We are committed to the welfare of our coworkers. Through various programs, we promote active lifestyles and healthy habits.

During a comprehensive health conference, 2,061 coworkers benefited from blood tests, vision screenings and preventive vaccines.

Through our nutrition program, 690 coworkers received treatments for weight control and health. Accordingly, in our coworker cafeterias we extend healthy food choices and always have menus suggested by the nutritionist. Eighty-five percent of users are very satisfied with these services we offer, based on the quality of the Distinctive H.



### PEOPLE PARTICIPATED

AND ACHIEVED GOALS OF LOSING WEIGHT AND ADOPTING BETTER EATING HABITS.



COWORKERS RECEIVED TREATMENTS FOR WEIGHT CONTROL AND HEALTH.



MADE IN: **experiencias xcaret**

**Coworker Cafeterias**

<http://bit.ly/28VxGJn>





is our sports program. During the year we carried out various activities and sporting events involving 2,843 coworkers: Xenotes 5k race, volleyball tournaments, Troglodita race, football tournament, Color Xoximilco race, 2K and 4K.

**2,843**  
COWORKERS  
PARTICIPATED IN  
ACTIVITIES AND  
SPORTING EVENTS



We have developed a benefits program representing an attractive value for our coworkers and their families.

Ninety-eight percent of our coworkers benefit from our personnel transport service.

We grant 76,252 courtesy admissions annually for our coworkers to enjoy our parks and tours with their families and friends.

We invest \$1,057,000 pesos to offer scholarships to our

coworkers' children.

To keep in communication with our coworkers, we provide 3,581 cell phone lines with an investment of \$8,575,523 pesos. We enable 673 additional lines for their families at preferred costs.

We have 77 established agreements with local businesses so that our coworkers and their families can enjoy discounts on various products and services.

**98%** from our coworkers

They were benefited with transportation service personnel.



## ACKNOWLEDGEMENTS

We celebrate success and reward the extra effort made by our coworkers; therefore, in 2015, we recognized 367 coworkers through the "Smiles" and "Loyalty and Performance" programs.



During the Loyalty and Performance Awards event of 2015, Carlos Mendoza Vázquez, General Manager of Xtours, was recognized as the "Best Experiencias Xcaret Partner". Accompanied by his wife and daughters, Carlos reiterated his commitment to the Group.

## TRAINING and development



We encourage our coworkers to discover and develop their full abilities to perform more challenging work and have the opportunity to advance their careers. Therefore, 475 people received a promotion in recognition of their excellent performance and commitment.

With an investment of \$9,919,297 pesos, we provide learning opportunities through basic, generic and specialized training to 4,479 coworkers with 2,423

courses. Under the "Certification Program Guidelines" we provide 3,810 hours of training to benefit 167 guides, both internal and external.

We started an incentive program for completion of studies and helped 38 coworkers finish their high school education, as well as complete their bachelor's and master's degrees, with an investment of \$170,000 pesos.

# OUR sector

The satisfaction of our visitors is the work of many people. The experience of tourists starts from the planning of the trip, to their stay at the destination and return to their place of residence. During this process

we identify our value, which includes all our allied business partners and suppliers, even permeating our competition. Therefore, our economic performance is important, as together we create value for all.



# BOOST of the Mexican economy

For our Group, 2015 represented a year of growth in revenues and improvements in profitability that didn't just impact our industry, but others as well. In our parks and tours we received 2,922,454 visitors from the United States, Mexico, United Kingdom, Colombia, Canada, Brazil and Argentina, mainly.

- UNITED STATES
- MEXICO
- UNITED KINGDOM
- COLOMBIA
- CANADA
- BRAZIL
- ARGENTINA



With our actions, products and services we contribute to strengthening national, regional and local economy.

Successful tourism businesses are fundamental to the local community getting tangible benefits from tourism development.

In 2015 we generated about 16,000 indirect jobs.

The good relationship we have with our suppliers has been a key factor for the proper management of the entire supply chain and thus the power to offer our visitors unique, unforgettable and quality experiences. Our purchases are made according to the criteria of social justice, product quality and environmental care.

## SUPPLIERS



98%  
DOMESTIC

2%  
FOREIGNERS

# ETHICAL behavior

We comply with the laws, rules and regulations applicable in each of the matters related to the operation and type of business. We guarantee contracts and commitments agreed upon mutually with our stakeholders.

Ethics is a principle that identifies our coworkers. Our conviction for wellbeing and a good working environment commit us to respect

ideological differences, gender, social class, nationality, religion, and to offer equal opportunities to all.

Our Code of Ethics and Conduct guides the behavior, actions and interactions between coworkers and stakeholders, promoting respect for Human Rights under the principles and values that support our corporate culture.



# OUR environment



Through our Sustainability Policy, we reaffirm our commitment to caring for the environment. We use resources efficiently, we reduce the impact of our operations, we conserve the ecosystems in which we operate, and we educate our visitors, coworkers and the community about the importance of protecting the environment.

Our parks Xcaret and Xel-Há received the EarthCheck Gold International Sustainable Tourism Certification for proper environmental management systems and for providing support to the communities where we operate.



**Xcaret & Xel-Há  
EarthCheck Gold  
Certified 2015**

<http://bit.ly/28VxWYK>



**EARTHCHECK  
GOLD CERTIFIED  
2015**



# CARE

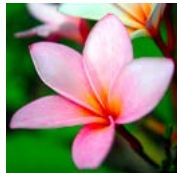
of the ecosystems

Our parks and tours operate in natural environments and unique ecosystems of the Yucatan Peninsula and Mexico: jungle, beaches, sea, mangroves, coral reefs, lagoons, underground caves, caverns and cenotes.

We have a program for the rescue, reforestation and production of native plants in the region, to ensure the conservation of terrestrial ecosystems and species in which we operate. In 2015, our parks were reforested with 218,018 native plants, of which 212,582

were produced in nurseries at Xel-Há and Xplor. At Xcaret Park, 29,791 orchids have been produced.

We sow life every day!



MADE IN:  
experiencias  
xcaret

▶ Reforestation

<http://bit.ly/28YBU48>

# EFFICIENT USE

of resources

94,225  
samples



provided for our visitors through the biodegradable sunscreen exchange program.

124,149  
liters



per day treated in sewage plants at Xcaret and Xel-Há.

# SOLID

waste:

2,625

TONS OF  
COMPOST IS  
PRODUCED



from organic waste  
generated in

OUR  
EXPERIENCES



WE RECYCLE

78%

of organic and inorganic  
waste

PRODUCED AT

OUR  
EXPERIENCES

OF THE ORGANIC WASTE  
GENERATED AT:

## OUR EXPERIENCES



62

tons of  
PAPER AND  
CARDBOARD  
recovered.



29

tons of  
ALUMINUM  
AND METAL  
recovered.



41

tons of  
GLASS  
recovered.



24

tons of  
PLASTIC  
WASTE  
recovered.

# ANIMAL welfare

For over 25 years we have worked with a focus on animal welfare. We respect life and implement the best practices which guarantee the development of wildlife in our care, always within the framework of the five freedoms internationally recognized for animal well-being.

Since 2004, the Federal Attorney for Environmental Protection (PROFEPA) has requested the protection of 791 wild animals, both land and sea specimens, that have been stranded, injured or rescued, in order to care for them, nurture them, monitor their health and rehabilitate them back into their environment or to dwell in our parks. These include howler monkeys, deer and jaguars, to name a few.

A portion of ticket sales from our parks and tours is channeled to conservation programs and environmental education, allowing us to promote respect and care for our environment, as well as

working to achieve reproduction of other species.

Our programs include conservation of sea turtles, through which we released 1,399,815 hatchlings, and since the beginning of the program up to this year, 9,799,241 babies have been released; a breeding program for scarlet macaws, for which we obtained for two years the Guinness World Record for the largest number of specimens of this species born under human care; a reintroduction program for scarlet macaws, through which we have released 177 specimens in the jungles of Chiapas and Veracruz, achieving a 55% population increase of this species in Mexico.



## THE FIVE FREEDOMS OF ANIMAL WELFARE



In partnership with the Center for Research and Advanced Studies of Yucatan (CINVESTAV-IPN), we monitor 1,399 specimens of queen conch on the beaches of Xel-Há.

We have achieved the reproduction of 27,237 butterflies at Xcaret.

We allocated \$189,816 pesos for the aquarium at Xcaret, where 324 soft corals and 135 hard corals live.



# ENVIRONMENTAL education

Through our parks Xcaret and Xel-Há, in 2015 we shared the rich nature and culture of Mexico with 9,422 elementary school students from 233 schools in the State of Quintana Roo. We showed them the importance of preserving the heritage of our country. In addition, we invited 317 students and 44 teachers to experience the releasing of sea turtle hatchlings at Xcaret.

Xcaret and Xel-Há parks, along with Delphinus and Flora, Fauna y Cultura de México, A.C., make up the Alliance for Environmental Education in Quintana Roo for the purpose of providing students and teachers in public schools learning experiences that help expand the wealth of terrestrial and marine ecosystems in the region and instill a desire to actively participate in the conservation of natural resources.

We facilitate learning and awareness for new generations.



# COMMUNITY relations

## Preservation of Our Cultural Heritage

Our greatest inspiration for the generation of tourism products are nature, life, cultural heritage of indigenous peoples and folklore of our country. We have programs to preserve and conserve the cultural heritage of Mexico.



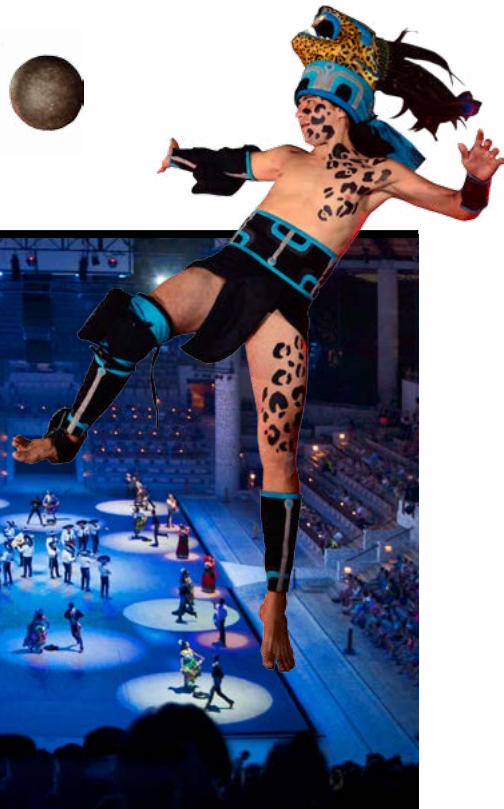
# XCARET

## México Espectacular

On July 2nd, 2015, we celebrated the twentieth anniversary of Xcaret México Espectacular, the most important stage spectacle about the history, music and traditions of Mexico, internationally renowned for the artistic and technical quality it displays and emotion it arouses thanks to its attachment to the values of national identity.

The spectacle has been appreciated by more than 16,860 persons from all over

the world. 7,491 representations have been produced, a record comparable to the most successful Broadway plays. It is available 365 days a year with more than 300 artists on stage at the Gran Tlachco, a theater that was built especially to share Mexico with the world.



<http://bit.ly/28PPZ7c>

MADE IN:  
**experiencias  
 xcaret**

**Xcaret México  
 Espectacular**

# FESTIVAL OF

## Life and Death Traditions

The Festival of Life and Death Traditions is a party full of color, music, culture and tradition, which over the last 10 years has commemorated the Day of the Dead, known as Hanal Pixán in the Mayan world.

The Festival has become a fundamental reference in the construction of the identity of the state of Quintana Roo, where citizens of many parts of Mexico and the world coexist, and where

the attachment to traditions is a valuable factor for current and new generations.

In this edition, 31,331 people, mostly from Quintana Roo, attended the event. It had the participation of 591 artists, 32 Mayan communities and 331 volunteers.



**“In 2003 the Day of the Dead was declared a masterpiece of the Oral and Intangible Heritage of Humanity by UNESCO”.**



# SACRED

## Mayan Journey

The Sacred Mayan Journey recreates one of the oldest and most important traditions of our ancestors, which consists of paddling in canoes in open ocean from the port of Polé (modern-day Xcaret) to the island of Cozumel, in order to worship Ixchel, goddess of fertility, health and water.

Since 2007, we recovered this pre-Hispanic ritual that, after more than 500 years of ceasing to be realized, it has become a practice that strengthens cultural identity in the area and has a positive



impact on the preservation of historical and cultural heritage of the Gran Península Maya.

In the ninth edition 377 canoers participated, along with 191 artists and 72 volunteers. It was attended by 3,953 people who encouraged the canoers to pass this test.

experiencias  
xcaret



Sacred Mayan  
Journey 2015

<http://bit.ly/28RiCP1>



# HEALTHY

## communities

We promote events that contribute to creating a culture of health and wellness through physical activities and sports.





# XEL-HÁ

## Triathlon

The seventh edition of this competition has for a stage the Natural Wonder of Xel-Há and joins three sports disciplines (swimming, cycling and running). Two thousand and five triathletes participated in the Olympic, sprint, child and women beginners categories.



We unite with the Mexican Triathlon Federation (FMTRI) to promote this discipline as a green sport that creates community awareness about environmental care.

Organic waste recovered

4.2  
TONS

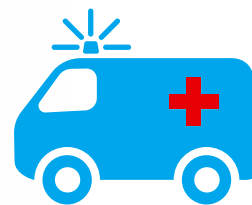
Inorganic waste recovered

1.9  
TONS

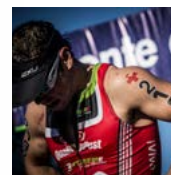


help us promote good environmental practices during the event.

We donated \$1,987,820 pesos corresponding to 100% of the registration fees to the sea turtle conservation programs of Flora, Fauna y Cultura de México, A.C.



At the Mexican Red Cross of Quintana Roo benefit dinner, we raised \$505,000 pesos and allocated that amount entirely to this humanitarian organization.



experiencias  
xcaret

▶ Triatlón Xel-Há  
2015

<http://bit.ly/28NIQ4q>

# XPLOR Bravest Race

This is a fun race that tests the physical and mental endurance of the participants along a 5 kilometer route with obstacles through natural settings in the jungle of Xplor Park. The third edition had 2,315 participants, of which: 50% were local, 48% foreigners and 2% coworkers.



experiencias  
xcaret

XPLOR BRAVEST  
RACE La Isla

<http://bit.ly/280d0X>

# COMMUNITY alliances

As a socially responsible company, we are aware of our role in the communities where we operate, so we maintain a constant dialogue with non-profit organizations and academia to jointly contribute to social and economic development.



# SOCIAL tourism

Through various non-profit organizations we granted 7,312 courtesy admissions to vulnerable groups to enjoy Xcaret and Xel-Há parks as part of our commitment to social tourism, which corresponds to an amount of \$6,786,510 pesos.

## Sharing experiences!



# ACADEMY

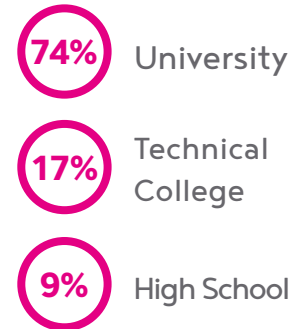
In order to enhance the intellectual capital provided by the education sector, we have strengthened and increased strategic alliances with 131 schools and universities throughout the country.

which we strengthened the development of the knowledge and skills of 919 students, who were integrated into projects that contribute to the goals and needs of our Group and allowed them to be more competitive and become integrated into the work environment.

In 2015 a new internship program was launched, through

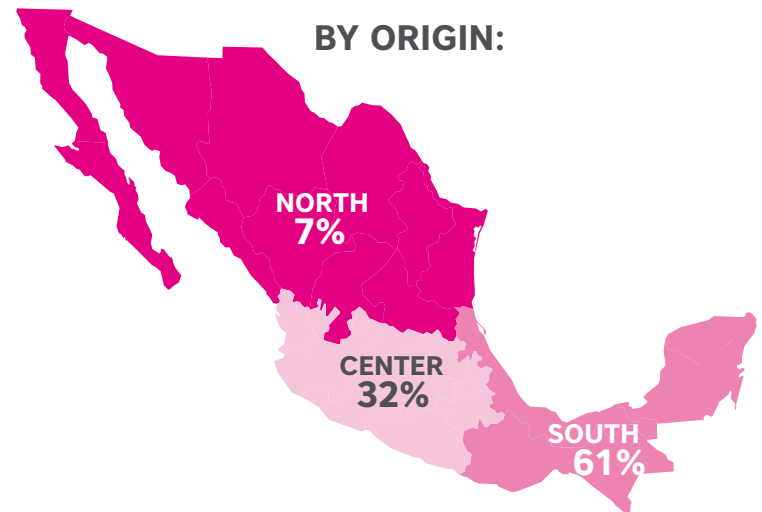
 **489,240 HOURS** of professional internship

### BY ACADEMIC LEVEL



**THE 12% OF PRACTITIONERS**  they were hired at the end of your stay.

### BY ORIGIN:



# FLORA, FAUNA y Cultura de México

**F**lora, Fauna y Cultura de México is a non-profit organization that promotes the conservation of the natural and cultural heritage of Quintana Roo. It operates programs for sea turtle conservation, environmental and cultural education, reforestation of mangroves, landscaping of schools, and community spaces such as Parque La Ceiba. In 2015, we



reaffirmed our partnership and allocated \$12,857,944 pesos to support the development of its programs.



experiencias  
xcaret

Flora Fauna y  
Cultura de México

<http://bit.ly/28PqgXR>

**For the  
trees, the  
sea turtles  
and the  
smiles of  
children.**



# MEXICAN Red Cross of the State of Quintana Roo

**W**e joined the mission to ensure efficient care to the population and to tourists in emergency and disaster situations; so in 2015, we contributed \$1,097,130 pesos during the Annual Collection of the Mexican Red Cross of the State of Quintana Roo.



**CRUZ ROJA  
MEXICANA  
QUINTANA ROO**



**Together  
we save  
lives!**

# SAVE

The Children

We continue joining forces with Save the Children Quintana Roo to support the development of children in the communities where we have a greater presence. In 2015 we allocated \$1,417,836 pesos to support the work of the Colosio (Playa del Carmen) and Tulum toy libraries. Toy libraries are safe spaces where children between 6 and 12 years old learn about values and Human Rights through activities and games, while they develop their intellectual, emotional, physical, social and creative abilities.



Save the Children

**POSITIVE AND LASTING CHANGES IN THE QUALITY OF LIFE OF QUINTANA ROO CHILDREN.**



Save the Children

<http://bit.ly/1HPH3bl>

# TRANSFORMAR

Educando

Transformar Educando, A.C. (Educational Transformation) is a non-profit organization, which utilizes a community development model based on education, gender equality and social values, and provides opportunities for youths and adults in the towns of Chemuyil, Akumal and Puerto Aventuras. In 2015 we renewed our alliance and allocated \$232,000 pesos to give continuity to the programs of the organization for social welfare of the communities in the Riviera Maya.



Transformar educando  
<http://bit.ly/28QvG81>



# 5 ACKNOWLEDGMENTS

In 2015, through the efforts and commitment of all who are part of Experiencias Xcaret, we received several awards and recognitions:



Xcaret and Xel-Há parks received the Gold Certification for their remarkable performance in the management of natural resources for tourism development.



Skål International awarded the distinction Sustainable Tourism in the Nature category at its 2015 World Congress.

DISTINTIVO



GARANTÍA DE SUSTENTABILIDAD

MÉXICO

The Tourism Ministry recognizes again Xcaret and Xel-Há Parks for their good environmental practices in the tourism sector.



For 14 years, the Mexican Center for Philanthropy (Cemefi) has recognized us as a Socially Responsible Company. We are pioneers in adopting the standards of social responsibility in tourism and in the destination Cancun - Riviera Maya.



Xoximilco Cancun was recognized by the Mexican Center for Philanthropy (Cemefi) with Best Practice of Corporate Social Responsibility in the category "Community Engagement".



For the tenth consecutive year, we reiterate our commitment as a signatory of the United Nations Global Compact and the work of the Board of the Mexican Network.



Banamex Deloitte

For the sixth consecutive year, the Tecnológico de Monterrey, Deloitte and Banamex recognized us as one of the best companies in the country with the Gold Companies distinction.



We reaffirmed our ranking as one of the Best Companies to Work for in Mexico by the Great Place to Work Institute.



We reaffirmed our commitment to hygiene and quality of food and beverages available in restaurants for visitors and staff cafeterias in all parks and tours.



The world's largest travel website awarded the certificate of excellence to all our experiences for the high ratings and recommendations made by visitors.



CNN-Expansion gave Experiencias Xcaret the 2015 Bit Award for best website in the category of Travel and Tourism.



Xcaret and Xel-Há were recognized in the category of Best Outdoor Advertisement and Xplor and Xoximilco Cancun in the category of Best Video Commercial by the International Association of Amusement Parks and Attractions (IAAPA).

# 6 About 0 this Report

For Experiencias Xcaret the Corporate Social Responsibility Report is a valuable tool to publicize our achievements and contributions to sustainable development. We hope that this will be a starting point for dialogue with our stakeholders. This report involved the key areas of the Group and allowed us to integrate cross-cutting efforts to make transparent the information we report and evaluate our maturity on issues of social responsibility.

The current report covers our actions from the period of January 1st to December 31st, 2015. Unless otherwise stated, the numbers and actions expressed in this report refer to all the business units of Experiencias Xcaret.

This report contains basic contents from the GRI Sustainability Reporting Guidelines and the ten principles of the United Nations Global Compact.

In this edition, figures related to CO2 emissions and the social investments of the Group were not reported, as we are refining the calculation methodology.

If you would like to help us improve on the topics that we report, you can answer the following survey:



<http://bit.ly/1W48oNi>

# Principles of UN Global Compact

Experience Xcaret has aligned their strategies and operations with the Universal Principles of Human Rights, labour standards, environment and anti-corruption promoted by United Nations Global Compact.



## Human Rights

**Principle 1:** Businesses should support and respect the protection of internationally proclaimed human rights.

**Pages:** 8, 9, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39.



## Labour:

**Principle 6:** The elimination of discrimination in respect of employment and occupation.

**Pages:** 4, 5, 6, 7, 11, 13, 15, 17.



## Environment:

**Principle 7:** Businesses should support a precautionary approach to environmental challenges.

**Pages:** 12, 13, 14, 20, 21, 22, 23, 31, 36.

**Principle 8:** Undertake initiatives to promote greater environmental responsibility.

**Pages:** 12, 13, 14, 20, 21, 22, 23, 31, 36.

**Principle 9:** Encourage the development and diffusion of environmentally friendly technologies.

**Pages:** 20.



## Anti-Corruption:

**Principle 10:** Businesses should work against corruption in all its forms, including extortion and bribery.

**Pages:** 18

# Global Reporting Initiative Guidelines

MA Management Approach	EC Economy	EN Environment	LA Labour Practices	SO Social
Statement from the senior decision-maker of the organization G4-1 page.1	Economic impacts G4-EC8 page.17	Materials by weight and volume G4-EN1 page.21	Benefits for coworkers G4-LA2 page.14	Commitment to local community G4-SO1 page.25,26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39
Name of the organization G4-3 page.2	Percentage of purchases from local suppliers G4-EC9 page.17	Percentage of materials reused G4-EN2 page.21	Health and safety for coworkers G4-LA8 page.12, 13, 14	Significant operations with the community G4-SO2 page.25
Brands, products and services G4-4 page. 4, 5, 6, 7		Percentage and volume of water recycled and reused G4-EN10 page.20	Average annual hours of training for coworkers G4-LA9 page.15	
Location of the headquarters G4-5 page. 4, 5, 6, 7		Protected and restored habitats G4-EN13 page. 20, 22, 23	Programs for skills management and lifelong learning G4-LA10 page.15	
Countries where the organization operates G4-6 page.2		Volume of water treated G4-EN22 page.20		
Markets served G4-8 page. 17		Type of waste and treatment method G4-EN23 page.21		
Scale of the organization G4-9 page.4,5, 6, 7,11, 17				
Number of coworkers by gender G4-10 page.11				
Organization's supply chain G4-12 page.17				
Charters, principles or initiatives to which the organization subscribes G4-15 page. 40, 41				
Memberships maintained at the organizational level G4-16 page. 40, 41				
Stakeholders G4-24 page. 8, 9				
Key themes for interest groups and institutional answers G4-27 page.8 y 9				
Reporting period for information provided G4-28 page. 43				
Contact point for questions regarding the report or its contents G4-31 Back cover				
Governance structure G4-34 page.2				
Codes of conduct and codes of ethics G4-56 page.18				

Experience Xcaret has used the criteria of the G4 Sustainability Reporting Guidelines to communicate its activities and impacts in the economic, social and environmental dimensions.



# experiencias xcaret

**Would you like to share your opinion  
with us about this report?**

**Contact:**

**Iliana Rodríguez**

Sub-Director of Communications and CSR  
[irodriguez@experienciasxcaret.com.mx](mailto:irodriguez@experienciasxcaret.com.mx)

**Miriam Alonso**

Manager of Corporate Social Responsibility  
[malonso@experienciasxcaret.com.mx](mailto:malonso@experienciasxcaret.com.mx)

**Discover our video:  
“A job with green heart”**



<http://bit.ly/1Qc3DzY>