

2016



SUSTAINABILITY REPORT

experiencias xcaret



“Sustainability is not an option, it’s the way”.

Arq. Miguel Quintana Pali



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Education for Sustainable Development
Strengthening of the Mexican Economy
Respect for Human Rights **Cultural Heritage**

Environmental Education Economic Development
experiencias xcaret

● ● ● **Sustainability**

Efficient Use of Resources **Animal Wellbeing**

Natural Heritage Business Ethics

Responsible Marketing **Quality of Life**

Impulse to the Development of the People



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experiencias xcaret

We are a 100% Mexican business group dedicated to sustainable tourism entertainment through parks and tours such as Xcaret, Xel-Há, Xplor, Xichén, Xplor Fuego, Xenotes Oasis Maya, Xoximilco Cancun, and most recently, Xenses.

Geographically we are located in the tourist corridor of Cancun and the Riviera Maya, which traditionally has been a “sun and beach” tourist destination. As such, we create unique and unforgettable experiences for our visitors, inspired by a respect for nature, culture and life.

Since 2005 we have been part of the Coordinating Committee of the Global Compact Network in Mexico. For 15 years we have been distinguished as a Socially Responsible Company, and we have been named Great Place to Work in Mexico.



Message from the President and General Director



Experiencias Xcaret is a leading organization in sustainable tourism recreation. The philosophy established in 1990 by the founding members, to only consist of coworkers who pride themselves on making our visitors happy, has been practiced since the day that Xcaret, our first park, opened. Attached to our principles, the same has occurred with our genuine concern for the environment, to positively impact regional development, and to maintain a business model focused on prosperity.

Today, Xcaret is not only the most important park in our country, but also a model of tourist sustainability. The success of Xcaret has generated many other products: first Xel-Há, then Xplor, Xichen and Xenotes tours, Xplor Fuego, Xoximilco, and now Xenses.

Our tourist products are unique; none are the same, they are complementary, so we can offer different experiences to various types of visitors who arrive at the Cancun - Riviera Maya destination. But in all of them we apply the best practices that we have harvested over the years to be better, more efficient and generate greater positive impacts to the tourism industry in our country.

This report consolidates our interest and commitment to make our management transparent on sustainability. Nowadays sustainability is not an option, it is a necessity.

It is doing the right thing in all areas. It is not only about tourism, it is about everything: in the home, in the car, in the office. If you want to live in a healthy community, companies have to be sustainable.

This responsibility is not only with the shareholders of a company, it is with everyone. With the people you work with, with the community and with the environment. It is analyzing what we are doing, what we are consuming, from where we acquire it. I say that we always have to start at home, to support here, the community, our state, our country, and then the rest of the world.

On behalf of Carlos, Marcos and Óscar Constandse, and myself, I would like to express our deep gratitude to all of our stakeholders; to our coworkers for their commitment and high level of performance, for their hospitality; to our visitors for their confidence and recommendation; our business alliances for believing in our products and helping us acquire more colleagues; to our suppliers for offering quality products that help us deliver excellent services; to our friends, opinion leaders, media and digital communicators for spreading the stories that are lived in our parks and tours, and for recommending us. And especially to all members of the communities of northern Quintana Roo for allowing us to be yet another citizen.

Transcending time and getting a smile from all the people that know us, are the commitments under which we have built the history of our group for more than 25 years. And we are about to write the magnificent second part of this great story.

Arq. Miguel Quintana Pali
President and General Director
Experiencias Xcaret Group



Mission

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



Vision

To be unique in sustainable tourist entertainment.

- Values
- Equality**
 - Congruency**
 - Integrity
 - Honesty
 - Creativity**
 - Profitability
 - Commitment**
 - Spirit of Service
 - Social Responsibility

Organizational Structure

Marcos Constandse Redko
CEO and Director of Destino Xcaret

Lizeth Álvarez Gorosave
Corporate Director

Juan Manuel Soriano Macías
Director of Administration and Finance

David Quintana Morones
Development Director

Elizabeth Lugo Monjarrás
Operations Director

Miguel Quintana Pali
President and General Director

Parks

and tours



Playa del Carmen



Mexico's Majestic Paradise with unique activities where you can have fun discovering the natural and cultural wealth of Mexico.



Cozumel's Continental Zone



A Natural Wonder facing the Caribbean Sea, with an incomparable set of coves, lagoons, cenotes and crystalline water caves to practice snorkeling and discover the abundance of marine life.



Playa del Carmen



A unique park where you will live an incredible adventure exploring the Earth from above, on the surface, and into the interior of the planet.



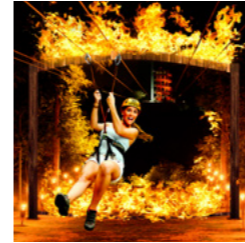
Yucatan Peninsula



Exclusive and fascinating tours to the archaeological sites of the area, 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.



Playa del Carmen



Venture into an adrenaline-fueled adventure exploring the jungle at night! From the treetops admire the impressive view of the Riviera Maya under the light of the stars on the only nocturnal zip-lines.



Puerto Morelos



Unique and exclusive tour to four different cenotes, with diverse activities at each one, surrounded by an environment of nature, history, and Mayan legends.



Cancun



Xoximilco from start to finish is the best and most traditional Mexican fiesta in Cancun, where you can't get enough of the food, tequila and mariachi. Toast, dance and sing with all the rhythms of Mexico, and live a night full of fun, culture and tradition.



Playa del Carmen



An incomparable park, a place as fun as it is magical, as astonishing as it is enigmatic, and as crazy as it is rational. You are the protagonist in a place with different real and imaginary scenarios that surround your senses and take you to a fantastic world, where your perception is challenged.

1990

1994

2009

2010

2013

2016

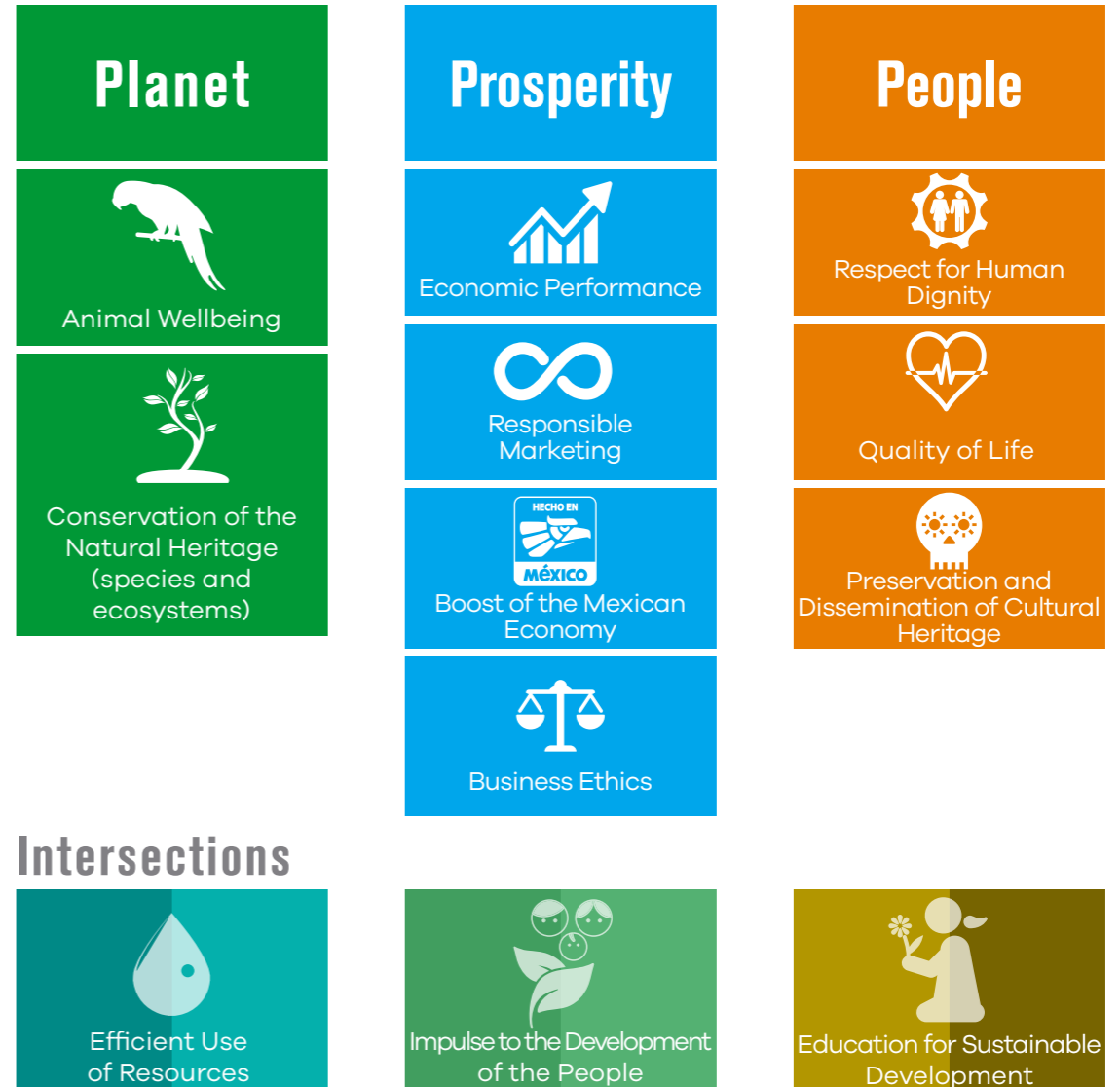
SUSTAINABILITY

Sustainability Strategy

Our vision emphasizes the importance of sustainability as a strategy that will allow us to continue offering unique tourist experiences inspired by a respect for nature, culture and life. That is why our model of sustainability considers three dimensions: People, Planet and Prosperity.

Through these three aspects we show our social and environmental actions sustained by our economic performance, always taking into consideration the value we generate for all of our stakeholders.

Sustainability Model



PEOPLE

At Experiencias Xcaret we are convinced that the people are the most important. That is why one of the maxims of our organization is respect for human dignity as the basis of all our relationships. We contribute to the wellbeing of all, respecting ideological differences, gender, social class, race, nationality, religion, skills and language, as well as equal opportunities for all our stakeholders.



Coworkers

The most important values of our organization are our coworkers. We create bonds of trust to continue to build together a great organization.

We have focused our management on strengthening the organizational structure and improving labor relations in order to increase commitment, learning, development and communication among our coworkers.

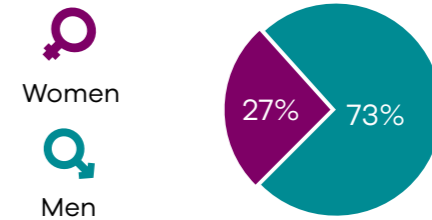
In 2016 we were recognized as one of the Best Companies to Work for in Mexico, a distinction awarded by the Great Place to Work Institute. In addition, Mariano Jiménez González, Coordinator of Xtours and Xenotes Operations, was recognized as "The Best Leader" by having the highest rating of all companies in the "congruence" dimension. Always ready to share our experience with the business community, in May we participated in the 2016 Latin America Conference of Great Place to Work, in which we presented to our CEOs and human resource leaders our strategy of assisting coworkers and their alignment with sustainability.



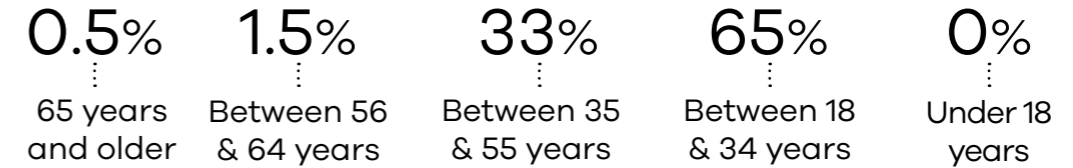
Employability and Working Relationships

We total more than 4,200 coworkers working with excellence, and always looking to make the experience of our visitors extraordinary. It's important to mention that our coworkers are under a direct contracting scheme, which ensures the fulfillment of their rights, and assures their employer's obligations.

Coworkers by gender:



Coworkers by age



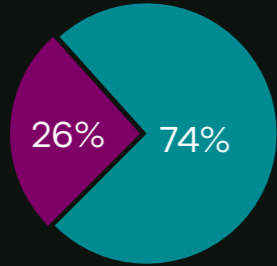
Coworkers according to provenance



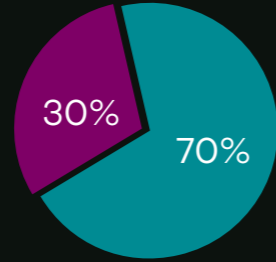
Coworkers by functional category



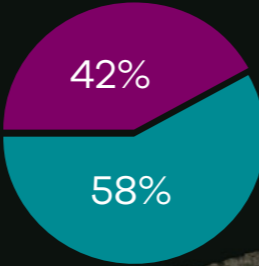
Operations and Administrations



Middle Management



Executives



Health and Job Security

We have developed and implemented programs for the prevention of special and general diseases, as well as the creation of awareness about self-care. Under this program we provide sports activities, a health day, nutrition counseling, and a motivating challenge to help those who are under risk of being overweight to change their habits.

We remain committed to promoting healthy and active lifestyles among our employees. In 2016, 3,841 coworkers participated in activities and sporting events in the different business units. Most of these events took place at our new sports complex at Xcaret, which has excellent facilities such as multipurpose courts for soccer, basketball and volleyball, including restrooms and shower areas.

“I challenge you, I care for you” Program

41 coworkers improved their lifestyle by changing their eating habits and losing weight.



Training and Development

For Experiencias Xcaret it is very important that our coworkers have the competence, knowledge, skills and attitudes that allow them to perform their work better, as well as to develop personally and professionally. Our Training and Development Program is aligned with the organization's strategic objectives and is divided into three types of training:

Institutional:

Oriented to basic knowledges about the organization.

Strategic:

Focused on the development of leadership skills and directed to aspiring positions with management responsibilities.

Technical:

Destined to the development of specific abilities of each function or position in the organization.

The most featured programs are:

Federal Guides Certification Program:

Contributes to the increase of the capacity and quality of attention of the tours to archaeological zones, which promote in visitors the cultural richness of Mexico. It is endorsed by the Secretary of Tourism of Mexico (SECTUR).

Xplor Workers' Self-Management Program:

Its objective is to certify coworkers that can train other coworkers, in subjects such as cable inspection, fauna management, inspection of PPE (Personal Protective Equipment), vertical work, and rescue in confined spaces.

Key Personnel Program:

Focused on the development of a selective group of coworkers with high potential and high performance standards, identified by directors to train them in management subjects.

3,282 TRAINED COWORKERS

225 training courses

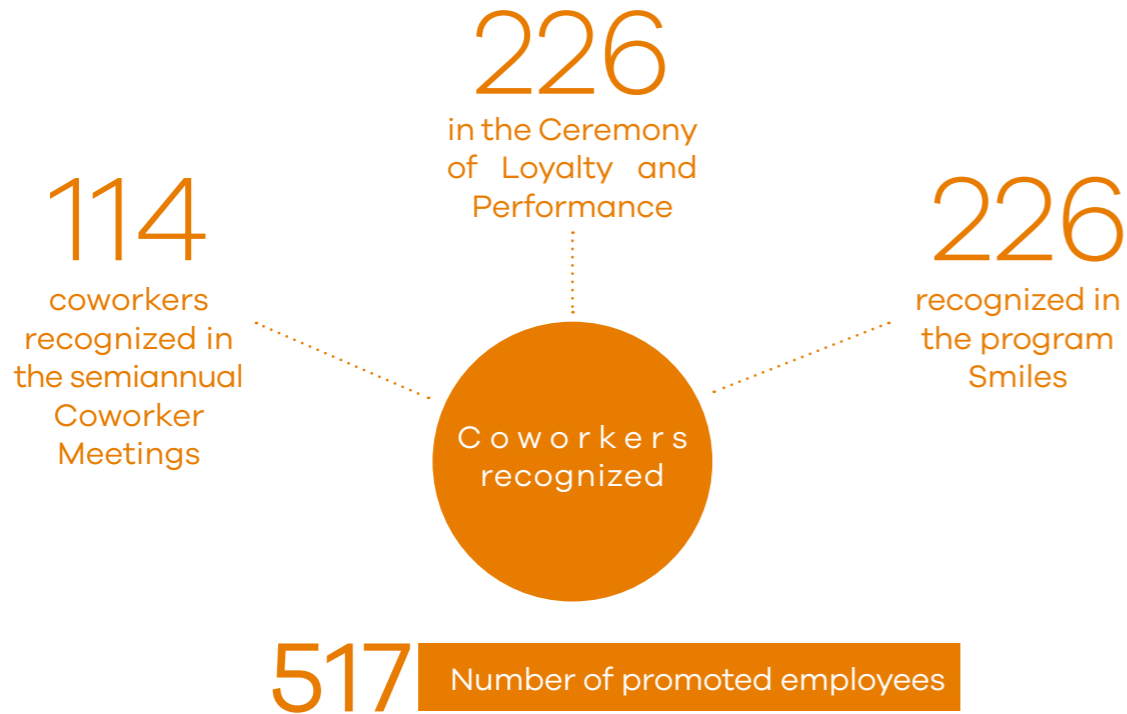
25 hours of training on average per coworker.

We have a continuing education program; as part of the academic development of our coworkers, we offer them the opportunity and facilities to start or continue middle school, high school and/or college in the Group's installations, providing consultations and exams within working hours. In 2016, 31 coworkers benefited from this program.



Recognitions

In November we held the annual ceremony for recognition of Loyalty and Performance, with which we inaugurated the Hall of Hacienda Henequenera of Xcaret Park. In it we thanked and congratulated our coworkers with greater permanence in the organization, as well as those who stood out for high performances during 2016.



Balance Between

Work and Personal Life

At Experiencias Xcaret we take care that our coworkers have a full life. This is achieved by balancing the biological, psychological and social aspects of the people. We have several programs aimed at this purpose.

For the second consecutive year, we celebrated the "Experiencias Xcaret Family Day", an event in which more than 3,500 people participated. This event has as its purpose to

strengthen the ties of the families of Experiencias Xcaret coworkers.

Experiencias Xcaret's End of Year Celebration is a grand party to celebrate with our coworkers and show gratitude for achievements and successes. The Gran Tlachco Theater at Xcaret becomes once again the stage where we mingle and visit with the coworkers of the Group in an environment full of color and fun.



Coworker benefits

Cell Phones:



We provide a smartphone for all of our coworkers with a data plan to keep us in constant communication. In 2016, we granted 3,097 cell phone lines. This benefit was extended to their families, opening 635 additional lines.

Transportation:



With the aim of facilitating the trajectories of our coworkers, and at the same time, reducing our carbon footprint, we offer personnel transport. In 2016, we benefited an average of 2,715 employees daily with this service, having a fleet of 26 units with 11 different routes in Tulum, Puerto Maya, Playa del Carmen, Puerto Morelos and Cancun.



Scholarships for Children of Coworkers:



Every year we offer financial support in recognition of the academic performance of the children of our coworkers, who have an average grade of 9 (A minus) or higher.

School Supplies Support:



We offer coworkers a preferential price in the acquisition of school supplies by discounting their paychecks over a period of four paydays.

Coworker Courtesy Admissions Program:



With the aim of our coworkers getting to know and enjoy all of our products, in the company of their family and friends, we granted more than 75,866 passes in 2016.

Discount Programs:



We established 106 agreements with different companies and local businesses to offer discounts to our employees, as well as providing back to the economy of our communities.

Coworker Cafeterias:



We offer the benefit of buffet-style dining rooms with balanced, low-fat, sugar-free and gluten-free foods. All the dining rooms are certified with the H Distinctive. During 2016 we served more than one million, among coworkers, purveyors and interns.



Community

Sustainable communities are spaces where people share social, cultural and environmental benefits. All its members, citizens, businesses, governments and nonprofit organizations, work in partnership to improve the quality of life in the community.

At Experiencias Xcaret we collaborate to consolidate sustainable communities in the

north of Quintana Roo. We not only offer full employment opportunities and strengthen the economy through the purchase of local suppliers, we also develop programs and actions aimed at preserving and disseminating cultural heritage, consolidating alliances with nonprofit organizations that help solve social and environmental problems, and promote the development of skills for future generations.

Alliances with nonprofit organizations

Strategic alliances between nonprofit organizations and companies favor the solution of the challenges of the communities where they have a presence. We have established alliances with organizations with common principles and values, and above all, with which we share a passion for sustainability, that is,

they also have as a priority the people and the planet. Through them, we support causes relevant to the communities where we have a presence, such as community development and protection of natural heritages; prevention and care of emergencies and disasters; protection of children; education and job training.

Mexican Red Cross, Quintana Roo Delegation

Our alliance with the state delegation of the Mexican Red Cross is based on the commitment to support the wellbeing of the people of Quintana Roo and tourists in emergency and disaster situations. That's why in 2016, we reaffirmed our support through a donation during their Annual Collection, as well as through the activities that take place within the framework of the Xel-Há Triathlon.





FLORA, FAUNA AND CULTURE OF MEXICO, A.C.

Flora, Fauna and Culture of Mexico is a non-profit organization that promotes conservation, community welfare and environmental education, through multiple locations and projects.

LOCATIONS:

- La Ceiba Park
- Community Center of the City of Chemuyil
- Turtle Camps
- Riviera Maya Tree and Forest Nursery
- La Ceiba Community Center, El Corazón de Tulum



CONSERVATION



COMMUNITY WELLBEING



ENVIRONMENTAL EDUCATION

Projects:

Sewing Workshop of the Community Center of the City of Chemuyil:

This is an alternative productive occupation that generates income for women in this community of Quintana Roo.

Sea Turtle Conservation Program:

Program for the protection, monitoring, research and conservation of sea turtles that nest in the Central Coasts of Quintana Roo.

Sea Turtle Friend Hotel:

Recognizes hotels that meet key criteria for not affecting sea turtle nesting.

Mangroves Project:

Project for the restoration of the mangrove forests of the Protected Natural Area of Mangroves of Nichupte in Cancun.

Green School:

Project that promotes a new environmental culture in children, parents and teachers, in public and private schools.

Environmental Festival:

An initiative, with free entry, that brings together and links organizations, companies, schools and citizens committed to the environment.

School Gardens:

Environmental awareness of educational establishments through the creation of school gardens.

Teacher Support Network:

Project that supports the teaching community in the investigation of educational resources, encouraging culture and environmental education in school curricula.

Vacation Courses:

Provides knowledge to participating children that allows them to value natural resources.

CITIZENS FOR TRANSPARENCY



We are in favor of accountability, transparency, and the eradication of corruption. For this reason, we support the non-profit organization "Citizens for Transparency", that works for an Open Government in Quintana Roo and the empowerment of its citizens.

SAVE THE CHILDREN QUINTANA ROO

Through our alliance with Save The Children, we promote the protection of the rights of children and young people. Our donation supports the operation of the Playa del Carmen and Tulum play centers, adding to Save the Children's goal of inspiring advances in the way the world treats children, and achieving immediate and lasting changes in their lives.



Save the Children®

United for the rights of boys and girls.

TRANSFORMING EDUCATION



Our alliance with this non-profit organization that has 20 years of experience in community development in the Riviera Maya, allows us to support the educational and labor development of the towns of Akumal, Chemuyil and Puerto Aventuras.

Academics

Our Academic Link Program includes the integration of students under a scheme of work practices, where they are formed through tutorial programs to develop them in specific positions. Upon completion of their stay, practitioners who stand out for their excellent performances are

invited to participate as potential candidates to fill a vacancy. In 2016, 11% of recruitments corresponded to practitioners who completed their internship in the Group, thus supporting their first job initiative.



Interns provenance



Preservation and Dissemination of cultural heritage

SACRED MAYAN JOURNEY 2016



In 2016 we celebrated the tenth anniversary of the revival of this tradition that took place during the late postclassic period (900 to 1550 AD), in which several villages of the Mayan community crossed the open sea aboard canoes from the port of Polé (today Xcaret) to the Island of Kuzamil (today Cozumel) to worship Ixchel, the goddess of fertility, health and water.

After three years of extensive research and documentation in coordination with institutions such as the Center for Mayan Studies of the National Autonomous University of Mexico (UNAM), and with the assistance of specialists from the National Institute of Anthropology and History (INAH), Xcaret restored this tradition in 2007, the Sacred Mayan Journey. Since then, it has been realized annually. Today it is an event that commends pride to Quintana Roo and its inhabitants.



Throughout these 10 editions we have undergone countless life experiences that have allowed us to understand the transcendence of having rescued a pre-Hispanic tradition that had been forgotten for more than five centuries, with the intents of sowing the seed of love for our land and our history in the new generations that live in Quintana Roo.

In addition, in October 2016, the Mexican Center for Philanthropy (Cemefi) recognized the Sacred Mayan Journey with Best Practices of Social Responsibility in the category of Linkage to the Community.

In 10 years:

2,660

canoes

383,000

hours of
training

80

hours of navigation
on the high seas

578

kilometers



FESTIVAL OF LIFE AND DEATH TRADITIONS 2016

With an attendance of more than 50 thousand visitors, we celebrated the eleventh edition of the Festival of Life and Death Traditions of Xcaret. During the four days of this event of the Day of the Dead, and through various cultural activities, the festival honors the faithful departed, celebrating the emblematic moment of passing from life to death. The festival represents and supports the beliefs that the souls of the departed return during these days, so that we can coexist with them in a reunion that year after year is held with our loved ones that have already moved on.

In 2016 we had the participation of the state of Puebla as a special guest with its Atlixcáyotl party, a cultural music and dance festival of Atlixco through which its participants thank Mother Nature for the benefits obtained from her. Thus, our visitors enjoyed the gastronomy, handicrafts,

music, dance, altars and folklore offered by a delegation of more than 300 people from this region of central Mexico.

In 2003 the Day of the Dead was declared an Intangible Cultural Heritage of Humanity by UNESCO.

PLANET

Our environmental strategy, which contributes to protecting the planet and ensuring a sustainable future, is based on five pillars: conservation of ecosystems, efficient use of resources, conservation of species of flora and fauna, animal wellbeing, and environmental education.



Care

for the ecosystems

The privilege of operating in such diverse ecosystems carries with it the great commitment to use its resources in a responsible manner, to protect them, and to renew them to guarantee their availability to future generations.

Among the actions we undertook in 2016, one of the highlights was the impulse to the initiative "Reforestation Our Home", with the support of the Secretary of Communications and Transportation and companies affiliated with the Hotel Association of the Riviera Maya. This program consisted of planting more than 22,000 native plants of different species (ciricotes, cedars, marculis, ceibas, akits and palms) in the central ridge of the federal highway from Xcaret to Cancun.



Efficient use of resources

The water, the air, the soil and the services that the ecosystems provide are necessary for the well-being of the people and of the planet. These are limited resources, so they must be managed efficiently.



WATER

At the Xcaret, Xel-Há, Xplor and Xoximilco plants, 168,466 liters of water were treated.

Through our Chemical-Free Sunblock Exchange Program, in 2016, we provided 128,347 free samples to our visitors at Xcaret, Xel-Há and

Xplor, and in the case of Xenotes, we have dispensers that are provided to them before starting the tour. In this way we ensure the quality of the water in the ecosystems where we operate, as well as the marine life that inhabit it.



128,347

free samples of chemical-free sunscreen.

GREENHOUSE GAS EMISSIONS

In order to optimize energy consumption and reduce greenhouse gas emissions, in 2016 Xcaret and Xel-Há Parks realized a change in its air conditioners, moving from mini-split technology to inverters, as well as the introduction of a high-efficiency LED lighting system.

During 2017 we will carry out an in-depth study of greenhouse gas emissions throughout the Group, so that we can identify aspects of energy improvement and reduce our emissions to combat climate change and its effects.



RESPONSIBLE WASTE MANAGEMENT

Responsible waste management is essential in saving natural resources, which is why we have waste recovery programs for aluminum, cardboard, paper, metals, plastics and glass. From the organic waste generated in our parks and tours, we produce compost to nourish the plants of the nurseries that are in our parks.

2,063 TONS OF COMPOST
PRODUCED FROM ORGANIC WASTE

78% ORGANIC AND INORGANIC
WASTE RECYCLED

TONS
RECOVERED

51
OF PLASTIC

67
OF ALUMINUM AND METAL

198
OF PAPER AND CARDBOARD

51
OF GLASS



Species

Conservation

SEA TURTLE CONSERVATION PROGRAM

10,988,545

sea turtle hatchlings released from the start of the program until 2016



1,061,152

sea turtle hatchlings released in 2016

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



Southern Stingray
Research Program

Ten reproduction programs: crested guan, pink flamingo, great green macaw, great curassow, Mexican parrot, butterflies, quetzal, tapir, nurse shark and royal toucan.

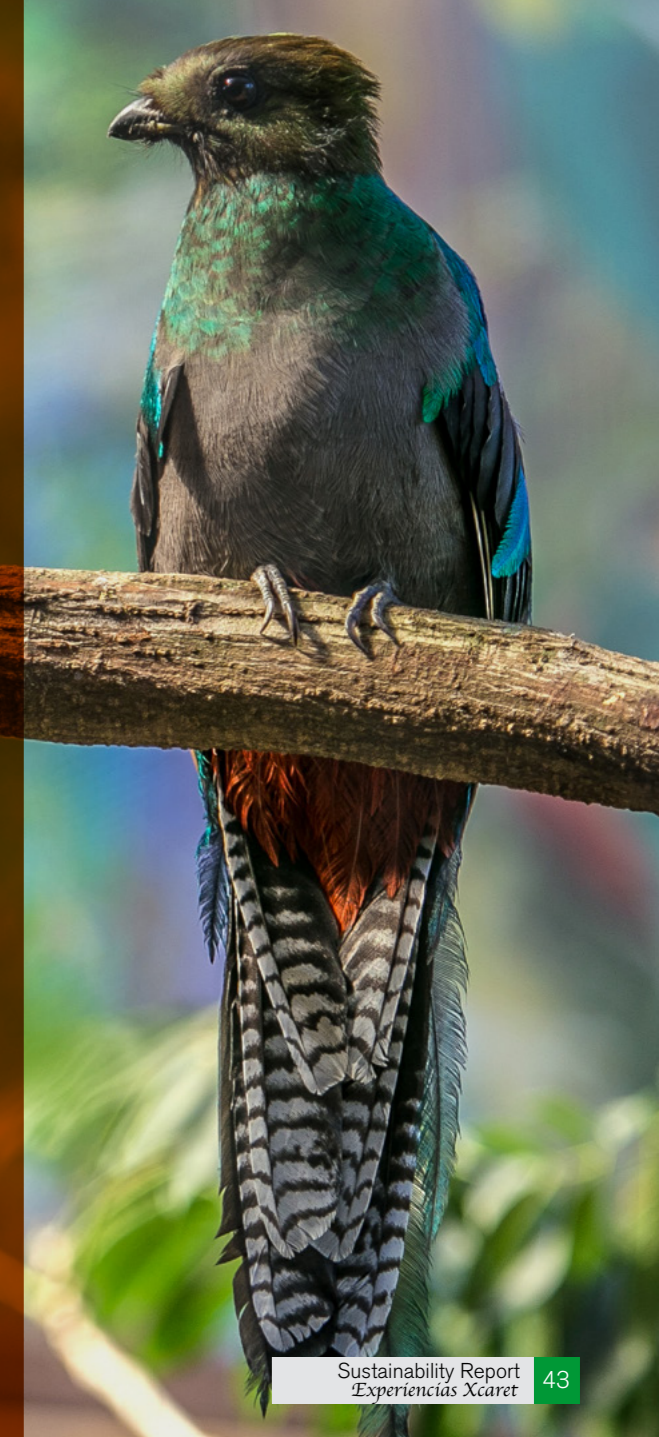
Four conservation programs: elkhorn coral, scarlet macaw, manatee and sea turtles.

27,342

butterflies reproduced

1,671

specimens of queen conch monitored



SCARLET MACAW REPRODUCTION PROGRAM

229

specimens of scarlet macaws released in Chiapas and Veracruz, achieving an increase of 91% of the free-living population of this species in Mexico.



CORAL REPRODUCTION PROGRAM

Elkhorn Coral (*Acropora palmata*) Conservation Program, for the restoration of the reef.

In 2016:

280,000

COLLECTED EGGS

60,000

CORAL GAMETES (GERM CELLS)

1,000

ARRIVED AT THE REEF



Species Conservation

We work in partnership with various research centers, universities, civil society organizations and government agencies:



Arroyo Negro Nonprofit Organization,
Chiapas (Environmental Management Unit)

FUNDACIÓN
Carlos Slim

At the 13th United Nations Conference on Biodiversity (COP 13), held in Cancun, Quintana Roo, we signed an agreement with the National Commission of Protected Natural Areas (CONANP) to strengthen the conservation program of the scarlet macaw in the jungles of Mexico. The agreement formalizes actions of joint collaboration in environmental education, specimen management, research, training and financing, aimed at the reproduction and reintroduction of the scarlet macaw in natural areas susceptible of receiving them, which will allow the expansion of the obtained results.

In addition, we collaborate with environmental authorities in the care of confiscated species. We have 690 specimens of 25 different species under our protection at the request of the Federal Office of Environmental Protection (PROFEPA).



Animal

Wellbeing

We have developed a model of knowledge generation with the learning obtained in the years of work with the species that we have under our care. This model is based on the efforts of documentation, monitoring, data banks, information analysis, and in the production of knowledge for species management techniques, habitat development, and in general everything related to achieving the objective of animal wellbeing.

We continue to persevere in the improvement of our standards of animal wellbeing, and we integrate international methodologies proposed by organizations that are experts in the subject,

which include research guidelines (measurement and monitoring of species), environmental enrichment, habitat design, feeding programs, breeding programs, conservation programs, population management, education and training actions, and guidelines for the interaction of specimens or organisms with humans.

Our wildlife department is one of the most recognized in its sector. Its members are highly recognized professionals in their sector, and are constantly invited to share their knowledge in different forums and conferences about the care of the species that we have experience in.



Environmental education

We are committed to the formation of the new generations of Quintana Roo. Through the Environmental Education Program of Xcaret and Xel-Há, we received 12,986 students and teachers of basic education from 296 public schools in Quintana Roo, to whom we stress upon the importance of conserving the natural and cultural wealth of the state.

Under the sea turtle release program, 600 pupils and teachers had the opportunity to set turtle hatchlings free to the sea.

Through the Xplor Academic Excellence Program, 60 upper-level students participated in an educational journey to enter underground caverns full of stalactites and stalagmites, with the purpose of creating awareness and inspiring conservation actions.

PROSPERITY

Economic development of the business

We are one of the most solid Mexican companies, having evolved exclusively with national capital. We maintain healthy finances, which will continue to provide valuable experiences for our visitors and ensure our growth, permanence and development of new projects.



Visitor Influx

We closed 2016 with a 4.7% growth in the influx of visitors compared to the previous year, with a figure of 3,059,541 people who enjoyed our parks and tours. Of these, 24% were Mexican, and 76% were foreign, particularly from the United States, the United Kingdom, Colombia, Argentina, Canada, Brazil, Spain, Chile and Peru.

3'059,541
visitors enjoyed our parks
and tours



¡Ven a liberar tortugas marinas!
Come and release
Sea turtles!
En la playa
On the beach
hoy, today 12:00 hrs

Special events



YEARS

2016 was a year to thank our coworkers, visitors, business alliances, suppliers, interns and the entire community, for being part of the first 25 years of Xcaret Park.

Since its opening in 1990, Xcaret Park has received more than 20 million visitors, and has become the most important tourist attraction in Cancun and the Riviera Maya for extolling the history, culture, gastronomy, architecture, nature, music, and traditions of Mexico.

Under the motto “25 years celebrating life... Thanks to you”, Xcaret Park developed several new activities throughout 2016:

☺The Xcaret Aviary was inaugurated, an impressive habitat that houses more than 1,500 birds of 50 representative species.

☺A new scene was added to Xcaret Mexico Espectacular, “Carnaval”, which projects the multicolored joy that frames this tradition of the different states of the Mexican Republic.

☺Visitors had the opportunity to take behind the scenes tours, to get to know the operations of the Gran Tlachco Theater.

☺Visitors were invited to participate in the Mayan Ballgame, wearing traditional attire.

☺During their stay at Xcaret, visitors got to enjoy a special parade in honor of Mexico that paid homage to traditional Mexican dress, with Indian and mestizo nuances.

☺Also presented was the exhibition “25 Years, 25 Traditions of Mexico”, which projects the pluricultural wealth of our country; and the photographic series “25 Years of Developing Xcaret” was displayed, which reveals how the park has grown over time.

CELEBRATING LIFE THANKS TO YOU!

XENSES



In June 2016 we started a new adventure: Xenses, a unique park in the world, an amazing, enigmatic, magical place. Simply fantastic. Located in the Riviera Maya, Xenses involved an investment of 25.5 million dollars, generating 119 direct jobs and 476 indirect jobs. The park operates in two half-day turns, with a maximum reception capacity of 1,500 people per turn.

It is part of our strategy of diversifying the supply in the destination, through the creation of a tourism genre that could be called “sensorial tourism”, since all of Xenses’ attractions represent a challenge to human perception, and allow ludic experiences for each of the senses of the body.

Through more than 15 activities, visual games and optical illusions are discovered at Xenses. You will experience different types of ecosystems, the freedom to fly through the air, the adrenaline of sliding down to land in refreshing waters, and moments to revive the senses and remember that what is valuable and important in life is to dare to do things out of the ordinary.

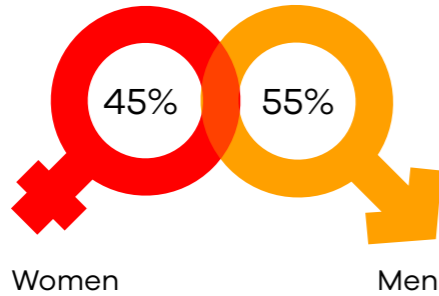


Xplor Bravest Race 2016

▪ Fourth edition

Incredibly fun race along a 5km route with obstacles through the jungles of Xplor Park.

2,739
participants



SEPTEMBER

18
2016

Foreigners



Nationals



Xel-Há Triathlon 2016

▪ Eighth edition

Together with the Mexican Triathlon Federation, we promote this competition as a green sport with a focus on caring for the environment.

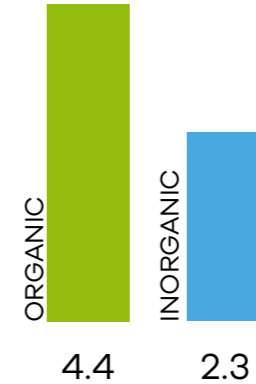
1,623
participating triathletes

484
volunteers promoted excellent environmental practices

\$1,962,259

pesos donated for the registration of the Marine Turtle Conservation Program of Flora, Fauna and Culture of Mexico, A.C.

WASTE
TONNAGE



NOVEMBER

19 20
2016

\$549,000

pesos collected at the Mexican Red Cross Benefit Dinner.

Recognitions



Xcaret Park was recognized as the best international theme park and the best water park outside of the United States, during the presentation of the emblematic 2016 Travvy Awards presented by TravAlliancemedi.



The world's largest travel website once again granted the certificate of excellence to all of our experiences because of the high ratings and recommendations made by our visitors.



Xcaret and Xel-Há parks received the EarthCheck Gold Sustainable Tourism Certification for their outstanding performance in the management of natural resources for tourism use.



We reaffirm our commitment to hygiene and quality in the elaboration of food and beverages that we offer in our restaurants for visitors and in the coworker cafeterias of all our parks and tours.



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



The Mexican Center for Philanthropy (Cemefi) recognized us with Best Practices of Social Responsibility for the Program of Reproduction of Corals in the category of "Care of the Environment", and for the Sacred Mayan Journey, in the category "Linkage to the Community".



The Ministry of Tourism once again recognized Xcaret and Xel-Há parks for their excellent environmental practices in the tourism sector.



For the seventh consecutive year Tecnológico de Monterrey, Deloitte and Banamex, recognized us as one of the best companies in our country, with the distinctive Platinum Company award, for proper financial, commercial and operational management.



For 15 years, the Mexican Center for Philanthropy (Cemefi) has recognized us as a Socially Responsible Company for being the first to adopt the standards of social responsibility in the tourism sector and in the Cancun - Riviera Maya destination.



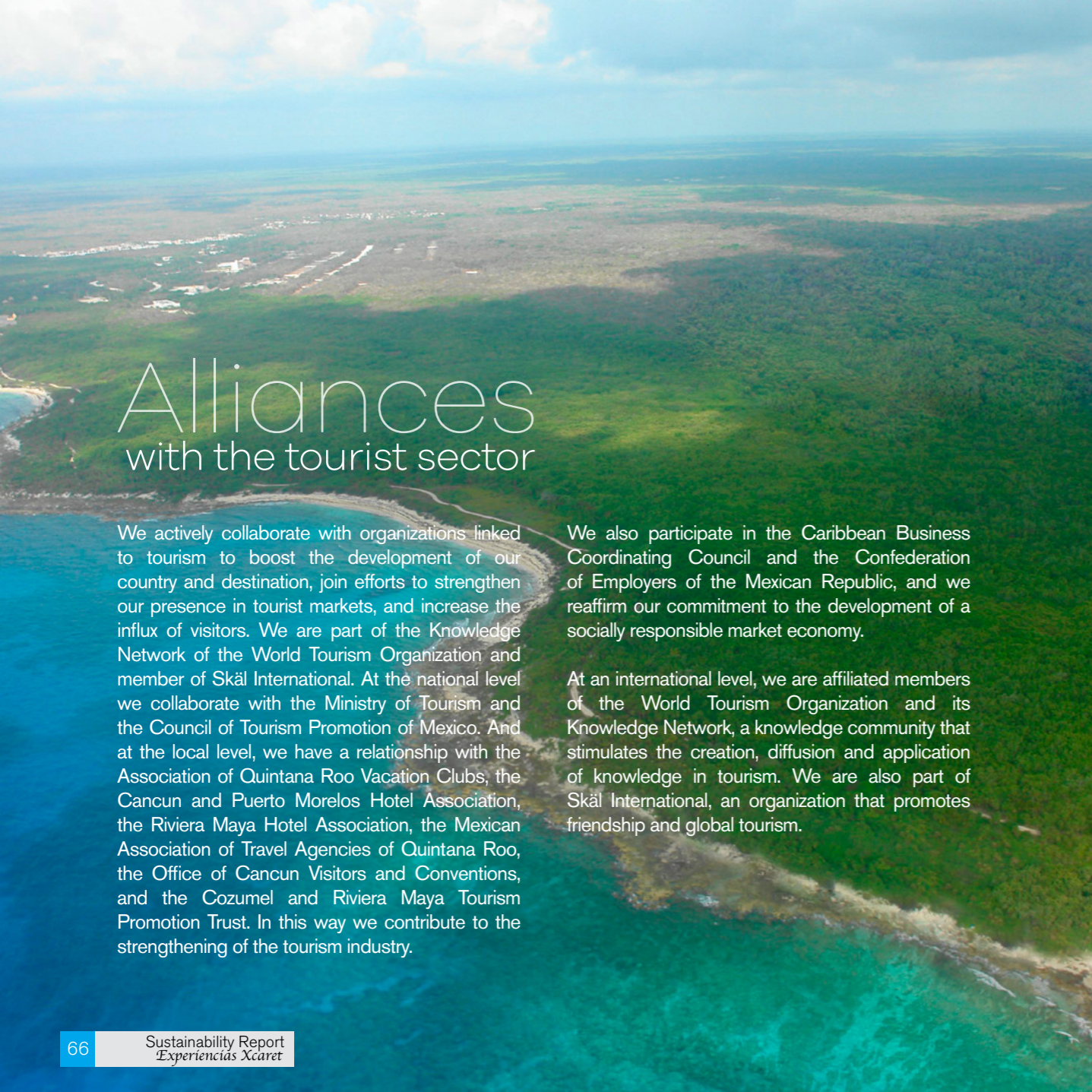
Strengthening of the mexican economy

Our business model contributes to the strengthening of the tourism industry, the local, regional and Mexican economy.

Indirect jobs

In 2016 we generated more than 16,000 indirect jobs of different natures, such as travel agencies, hotels, restaurants, transportation, and supply companies, among many others. This allows us to generate a positive impact in the communities close to our business units, and thus, increase their social welfare.





Alliances with the tourist sector

We actively collaborate with organizations linked to tourism to boost the development of our country and destination, join efforts to strengthen our presence in tourist markets, and increase the influx of visitors. We are part of the Knowledge Network of the World Tourism Organization and member of Skäl International. At the national level we collaborate with the Ministry of Tourism and the Council of Tourism Promotion of Mexico. And at the local level, we have a relationship with the Association of Quintana Roo Vacation Clubs, the Cancun and Puerto Morelos Hotel Association, the Riviera Maya Hotel Association, the Mexican Association of Travel Agencies of Quintana Roo, the Office of Cancun Visitors and Conventions, and the Cozumel and Riviera Maya Tourism Promotion Trust. In this way we contribute to the strengthening of the tourism industry.

We also participate in the Caribbean Business Coordinating Council and the Confederation of Employers of the Mexican Republic, and we reaffirm our commitment to the development of a socially responsible market economy.

At an international level, we are affiliated members of the World Tourism Organization and its Knowledge Network, a knowledge community that stimulates the creation, diffusion and application of knowledge in tourism. We are also part of Skäl International, an organization that promotes friendship and global tourism.

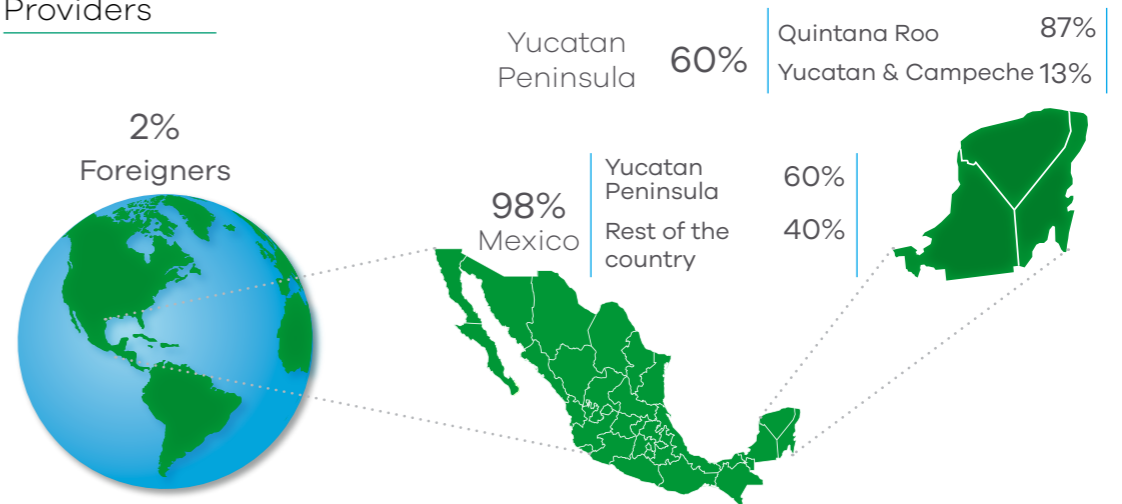
Value chain

Our value chain is a fundamental part of the Group's success, so our suppliers are relevant business partners, establishing long-term and mutually beneficial relationships.

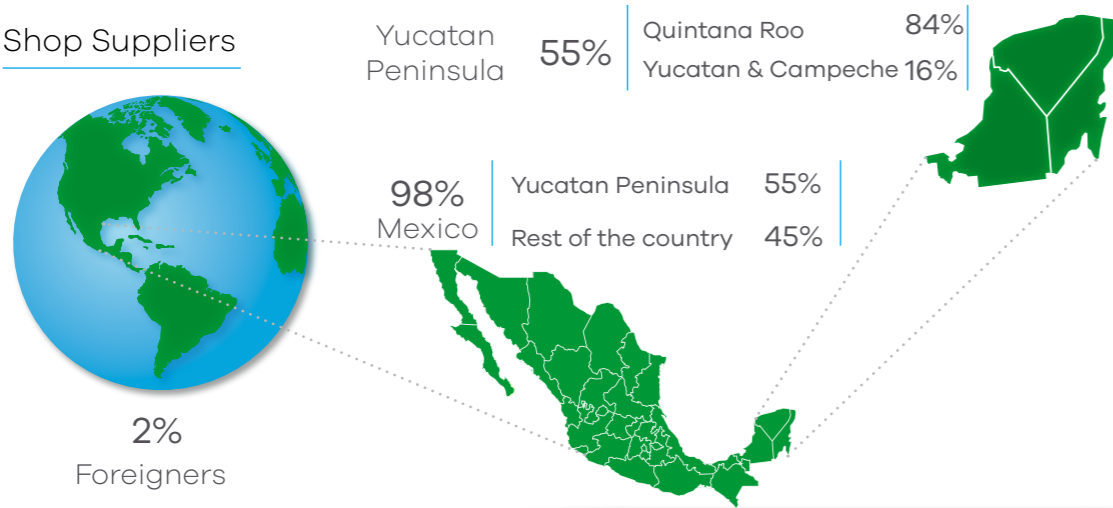
We guarantee equal opportunities to all suppliers that offer products and services, however, we select them according to criteria of quality, profitability, service, competitiveness,

added value, experience and provenance of the company. Our corporate philosophy is committed to the improvement of Mexico's economy. This is why our purchasing policy is intended to benefit local suppliers, then regional suppliers, national suppliers, and ultimately, foreign suppliers. In addition, with these actions we reduce our carbon footprint.

Supply Chain Providers



Shop Suppliers



In our park's stores, we privilege the integration of products made by groups of Mexican artisans with environmentally friendly materials, contributing to fair trade and the sustainable development of communities. The stores in our parks offer products with cause, supporting the development of the programs and activities of Flora, Fauna and Culture of Mexico, A.C.



Supply Chain + Stores



In 2016, in order to improve the environmental performance of our value chain, we participated as a leader in the Environmental Leadership Program for Competitiveness (PLAC), promoted by the Federal Environmental Protection Agency. We received the commitment of suppliers, with whom we carried out eco-efficiency projects that generated significant economic savings, and allowed us to continue strengthening our relationship of trust.





Ethical practices

At Experiencias Xcaret we pay special attention to the compliance with current legal regulations. We participate voluntarily in national and international initiatives that commit us to follow ethical principles as a key to transparency in business and respecting human rights. These include the United Nations Global Compact, the ESR Distinction (Socially Responsible Company), and the Global Reporting Initiative, to which we transparently report our sustainability results.

We are the principal promoters of appropriate, ethical, honest and transparent conduct in all areas of the business and with all our stakeholders. With our collaborators, we use our internal communication as a means to reaffirm messages that allow the appropriation of the values and ethical principles that govern our business. With our visitors, we make sure to fulfill our promise of sale. With our suppliers, business partners and other groups with whom we have a relationship, we respect the commitments, obligations and contracts arrived upon by mutual agreement.

About this Report

This Sustainability Report concentrates the main contributions to sustainable development by our Group in the period from January 1st to December 31st, 2016.

Unless stated otherwise, the figures and actions expressed in this report refer to all business units that make up Experiencias Xcaret Group.

This report was made under the criteria of the Global Reporting Initiative G4 guide, so basic contents are included. In addition, this report presents our commitment to the principles of the United Nations Global Compact and to Sustainable Development Goals.

For more information about this report or the performance of our Group regarding sustainability you may contact directly:

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Principles of the United Nations Global Compact

We align our strategies and operations with the principles promoted by the United Nations Global Compact in four areas:

Principle 10: Act against all forms of corruption, including extortion and bribery.
Pages: 70 & 71

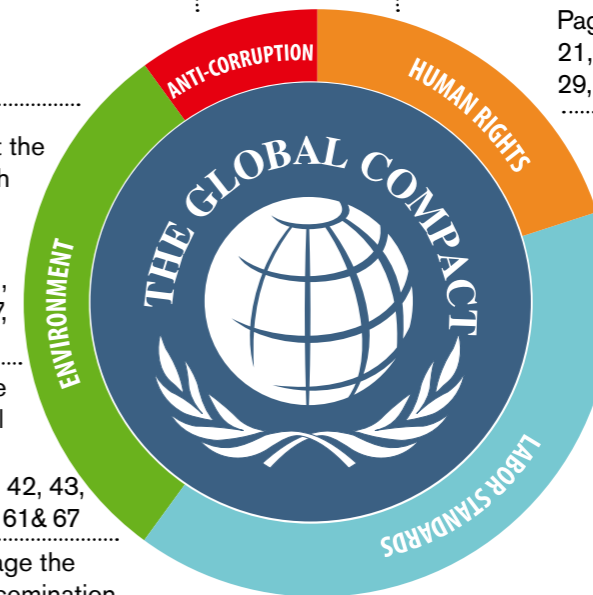
Principle 1: Support and respect the protection of human rights.
Pages: 3, 9, 10, 11, 13, 17, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32 & 33

Principle 7: Support the preventative approach to environmental challenges.
Pages: 37, 38, 39, 41, 42, 43, 44, 45, 46, 47, 48, 49 & 61

Principle 8: Promote greater environmental responsibility.
Pages: 35, 37, 38, 39, 42, 43, 44, 45, 48, 49, 50, 51, 61 & 67

Principle 9: Encourage the development and dissemination of environmentally friendly technologies.
Pages: 38, 39 & 40

Principle 6: Eliminate discrimination in employment and occupation.
Pages: 14, 15, 16, 18, 19, 20, 24, 29, 65, 67, 68 & 69



SUSTAINABLE DEVELOPMENT GOALS

In September 2015, many countries adopted 17 global goals to eradicate poverty, protect the planet, and ensure prosperity for all as part of a new agenda for sustainable development, whose goals must be met by 2030. The Sustainable Development Goals require the work and commitment of everyone,

governments, the private sector, and organized civil society, to build a better world for all.

At Experiencias Xcaret we have identified how we contribute to the fulfillment of these objectives through our strategy and performance.



SDG	Pages:
3 GOOD HEALTH AND WELL-BEING	25
6 CLEAN WATER AND SANITATION	39
10 REDUCED INEQUALITIES	15 y 16
13 CLIMATE ACTION	51
16 PEACE, JUSTICE AND STRONG INSTITUTIONS	70 y 71

SDG	Pages:
4 QUALITY EDUCATION	18, 19, 28, 29 y 51.
8 DECENT WORK AND ECONOMIC GROWTH	15, 16, 17 y 65
11 SUSTAINABLE CITIES AND COMMUNITIES	30, 31, 32, 33 y 37
14 LIFE BELOW WATER	38, 39, 42, 43, 45, 46, 48 y 49
17 PARTNERSHIPS FOR THE GOALS	24, 25, 26, 27, 28, 46, 47 y 66

SDG	Pages:
5 GENDER EQUALITY	16
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	66
12 RESPONSIBLE CONSUMPTION AND PRODUCTION	38, 39, 40, 41, 67, 68 y 69
15 LIFE ON LAND	35, 37, 38, 42, 43, 44, 45, 46, 47 y 48
SDG:	Sustainable Development Goals.

Global Reporting Initiative (GRI) Guidelines

BM Business Management

G4-1 Pages: 2 y 3 Declaration of the person in charge of the company.	G4-9 Pages: 6, 7, 15 y 16 Scale of the organization.	G4-24 Pages: 3 y 9 Groups of interest.
G4-3 Pages: 1 Name of the organization.	G4-10 Pages: 16 Number of coworkers by gender.	G4-27 Pages: 10 y 11 Key topics for stakeholders and institutional response.
G4-4 Pages: 6 y 7 Brands and products.	G4-12 Pages: 65, 67, 68 y 69 Supply chain.	G4-28 Pages: 72 Period covered by the report.
G4-5 Pages: 6 y 7 Location of headquarters.	G4-15 Pages: 62 y 63 Documents, principles or initiatives.	G4-31 Pages: 72 Contact for resolving any doubts.
G4-6 Pages: 1 Countries in which the organization operates.	G4-16 Pages: 1, 46, 47 y 66 Promotional associations and organizations.	G4-34 Pages: 5 Organizational structure.
G4-8 Pages: 54 y 55 Markets served.		G4-56 Pages: 70 y 71 Codes of conduct or ethical codes.

EC Economy

G4-EC8 Pages: 15, 59 y 65 Significant indirect economic impacts and their scope.	G4-EC9 Pages: 67, 68 y 69 Percentage of purchases from local suppliers.
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LP Labor Practices

G4-LA2 Pages: 17, 20, 21, 22 y 23 Coworker benefits.	G4-LA8 Pages: 17 Health and safety issues for coworkers.	G4-LA9 Pages: 18 y 19 Average annual training hours for coworkers.	G4-LA10 Pages: 18 y 19 Skills Management and Continuing Education Programs.
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S Social

G4-SO1 Pages: 24 Commitments to the local community.	G4-SO2 Pages: 24, 25, 26, 27, 28, 30, 31, 32 y 33 Significant operations with the community.
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EN Environment

G4-EN1 Pages: 41 y 61 Materials by weight and volume.	G4-EN2 Pages: 41 Percentages of materials used that are recycled.	G4-EN10 Pages: 39 Percentage and volume of recycled and neutralized water.	G4-EN13 Pages: 37, 39, 42, 43, 44, 45 y 47 Restored or protected habitats.
	G4-EN22 Pages: 39 Volume of treated water.	G4-EN23 Pages: 41 Total weight of waste, according to type and treatment methods.	

experiencias xcaret

The commitment to sustainability is the responsibility of everyone