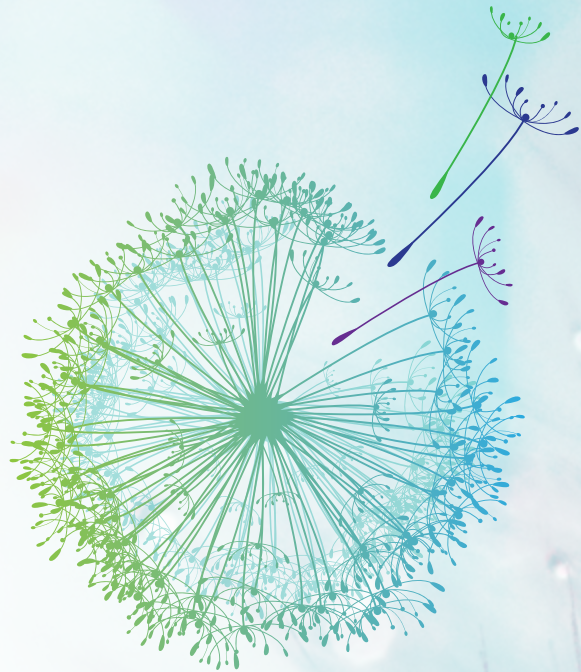




2017 / SUSTAINABILITY REPORT

experiencias xcaret



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

THE COMMITMENT TO SUSTAINABILITY BELONGS TO EVERYONE AT experiencias xcaret



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TOURISM AND SUSTAINABILITY: A PROMISING FUTURE

Twenty-seventeen was the International Year of Sustainable Tourism for Development, according to the United Nations Organization. It was a particularly important event as it boosted the efforts of the international community to adopt the new 2030 Agenda and the Sustainable Development Goals (SDGs), so that more organizations, institutions and governments can join this great cause.

At Experiencias Xcaret we share a vision of the world oriented to a more sustainable development. For us sustainability is not an option, it is the path. In nature there are no rewards or punishments, there are only consequences. In our case, it is the only way to do tourism business.

Our organization is close to reaching three decades of existence, and since its inception we have worked to have a profitable company that allows us to invest the necessary resources in social and environmental issues. We have built prosperity for many people and for our country.

In 2017 we laid the foundations for everyone in the organization to be clear, in our day to day, that sustainability is the way forward. We institutionalize sustainability, so that everyone, in the years to come, will have the clear know-how to continue generating virtuous circles in the tourism industry.

We work to understand in greater depth what the challenges are that the sector faces, and how we are addressing them from our organization. Likewise, we are dedicated to understanding our contribution to the achievement of the Sustainable Development Goals (SDGs) through our actions, projects and programs. These two analyses will lead us, in the following decades, to strengthen our sustainable tourism strategy, and to draw up a plan focused on improving the scope of the SDGs from our reality and corporate particularities.

The Sustainability Report that we present today gives an account of the achievements made in the last year. We align ourselves to international standards in the presentation of our report, and we are more precise in reporting how we contribute, from our management, to comply with the Sustainable Development Goals. We hope you extensively enjoy your reading of this material.

Experiencias Xcaret lives a new era. Its foundations are very powerful and are strongly rooted to the earth thanks to sustainability. We are on the right track and we visualize a promising future. Let's move forward, with all our heart, walking through this wonderful path.

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



EXPERIENCIAS XCARET



CORPORATE PHILOSOPHY

The business model that characterizes the organization has led it to expand its product portfolio over these years, with the aim of diversifying tourist offerings in the destination Cancun - Riviera Maya and the Yucatan Peninsula. In 2013 Experiencias Xcaret was consolidated as a corporate company, 24 years after the opening of its first business unit.

We are a **100% Mexican** organization dedicated to sustainable tourism recreation.

We offer unique and unforgettable tourism experiences for our visitors, inspired by respect for nature, culture and life.

We operate the most emblematic parks of Cancun and the Riviera Maya, and tours to the archaeological zones of the Yucatan Peninsula.

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

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

TOURIST EXPERIENCES



1990 PLAYA DEL CARMEN

At Xcaret you'll enjoy more than 50 attractions for the whole family, from swimming in three different underground rivers, to observing a great variety of birds in an impressive aviary. Taste exquisite flavors, and take a trip through the history and folklore of our country with the largest spectacle in Mexico; all this and much more on the shores of the Caribbean Sea.



1994 CONTINENTAL ZONE

From the heights of the Scenic Lighthouse admire the most impressive natural landscape of the destination. Snorkel freely to observe a great diversity of wildlife, and enjoy fun activities. Xel-Há awakens the excitement of experiencing a heaven closer to you.



2009 PLAYA DEL CARMEN



Live a day full of excitement, surrounded by nature, while you explore the jungle from above and discover the interior of the earth with its impressive rock formations in a unique experience. Be part of the adventure at Xplor, where fun is also extreme!



2010 YUCATAN PENINSULA



Travel in time with all the luxury and comfort to know the wonder of the Mayan world. Discover one of the most splendid cities of this ancestral civilization, where you can admire the mysticism of the temple of the warriors, the ball game court, the observatory, and the enigmatic castle of Kukulcán, the feathered serpent.



2013 PLAYA DEL CARMEN

Live an adventure full of adrenaline exploring the jungle at night! Admire the Mayan Riviera from the only nocturnal zip-lines, get to know the interior of the planet and its stalactites, immerse yourself in rivers of "lava" and cross wild roads through hanging bridges and flooded caverns. Live a night to the limit only at Xplor Fuego!

2013 PUERTO MORELOS



An exclusive tour to four different types of cenotes where you will get to know mysteries and Mayan stories. Accompanied by a guide and a photographer, descend by assisted rappel, swim and admires the underwater gardens, fly on zip-lines, paddle a kayak, and enjoy a delicious picnic in the middle of the jungle.



2013 CANCUN

Xoximilco is the best and most traditional Mexican fiesta in Cancun, where you won't miss out on the food, tequila and mariachi. Have fun aboard picturesque gondolas through fantastic scenarios, while you toast, sing and dance on a night full of fun, culture and tradition.



2016 PLAYA DEL CARMEN

A giant Pinwheel welcomes you to Xenses, a unique park where imagination is endless. Test your senses along two different circuits. Fly like a bird, immerse yourself in mud, float in a river of salt, and discover different ecosystems without using sight in this incredible place where nothing is what it seems.





TOURISM IN 2017





2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

“Tourism, when designed and managed well, can contribute significantly to the economic, social and environmental dimension of sustainable development.” - Ban Ki-moon, Former Secretary General of the United Nations.

1,322 billion
tourists traveled the world.

17 million
tourists visited Quintana Roo

**2017, International Year
of Sustainable Tourism**

TOURISM IN 2017

Tourism is one of the fastest growing economic sectors. In 2017, the arrivals of international tourists registered an increase of 7% with respect to the previous year, meaning that they reached a total of 1.322 billion. The Americas received 207 million international tourist arrivals in 2017, that is, 16% of the world total. Mexico ranked sixth in the world in international tourist arrivals, displacing Germany and the United Kingdom. It received 39.3 million international tourists, which represents a growth of 12% compared to the previous year. These visitors left an economic impact of 21.3 million dollars, which means an increase of 8.7% with respect to 2016. Therefore, tourism becomes the third source of net income for Mexico. Of the tourists who arrived by air, 59% did so from the United States, 16% from Latin America, 11% from Europe, 10% from Canada, and the remaining 4% from other countries of the world.

The state of Quintana Roo is considered the jewel of Mexican tourism and the reference for the sector. In 2017, it attracted 17 million tourists, that is, 43.2% of the total number of people who entered Mexico by air, land and sea. Undoubtedly, Cancun and the Riviera Maya are the favorite sun and beach destinations for international travelers; although the growth of the southeast of the state is also highlighted, according to hotel accommodation data.

Source: Tourism Secretariat, February 2018

These figures show the potential of the tourism sector as the engine of prosperity in the world. This sector employs one in eleven people in the world and drives more than one hundred billion trips a year. By 2020, the number of international tourists is expected to reach 1.6 billion. However, there is a growing trend in changing the habits of tourists, increasing the preference for sustainable destinations. From the planning of the trips, sustainability is a subject that begins to define behaviors and preferences. Travelers want to see that tourism companies and hotel developments carry out environmental practices and benefit the communities where they operate.

For this reason, the United Nations Organization declared 2017 as the International Year of Sustainable Tourism for Development with the purpose of promoting tourism through the construction of a better future for people and the planet. During this year, more companies in the sector committed themselves to managing in a more sustainable manner, which will allow the industry to be further energized in an orderly and respectful manner with the environment and host communities.

An underwater photograph of a sea turtle swimming over a coral reef. The turtle is the central focus, moving from the upper left towards the lower right. The water is clear and blue, and the reef below is covered in various types of coral. The overall scene is vibrant and natural.

SUSTAINABILITY IN EXPERIENCIAS XCARET

SUSTAINABILITY IN EXPERIENCIAS XCARET

For Experiencias Xcaret Group, sustainability is the balanced creation of economic, sociocultural and environmental value that guarantees the harmonious growth of our business and the environment in which we operate. In graphic form, sustainability is like a top, you cannot put more force on one side because it will fall over, it has to be balanced so it can keep rotating.

We are a team of people who share the vision of being unique in sustainable tourism recreation, this vision will allow us to continue offering unforgettable tourism experiences over time, which will always guarantee the growth of our business, as well as the wellbeing of the communities and the natural environment where we live.

This vision is based on the principles included in the Sustainability Policy and the Management Model, which describe how we implement sustainability at Experiencias Xcaret, at the corporate level and in each business unit. The Directing Committee approved these documents in July 2017, with the purpose of ensuring that sustainability continues to be part of our business model.



SUSTAINABILITY MODEL OF EXPERIENCIAS XCARET

In our corporate management model, sustainability is based on three axes, identified as the "3 Ps": PEOPLE, PLANET and PROSPERITY.

The scope of our actions have two dimensions: internal and external. The internal includes all the actions that are carried out within the company and that are related to the development of the business; and the external includes all actions that have an impact on the environment where the company operates.

All the actions that support the conservation of the environment are included in the pillar of the planet and cover two aspects: the conservation of ecosystems and species, and animal well-being. This pillar reflects that through our actions, we can achieve a more friendly relationship with the environment.

In the pillar of people all social actions are concentrated, which cover three aspects: respect for human dignity, quality of life, as well as preservation and dissemination of cultural heritage.

And, in the prosperity pillar, we consider all the actions related to the economic performance of the business and the generation of value to society and the environment. It covers four aspects: economic performance, responsible marketing, promotion of the Mexican economy, and business ethics.

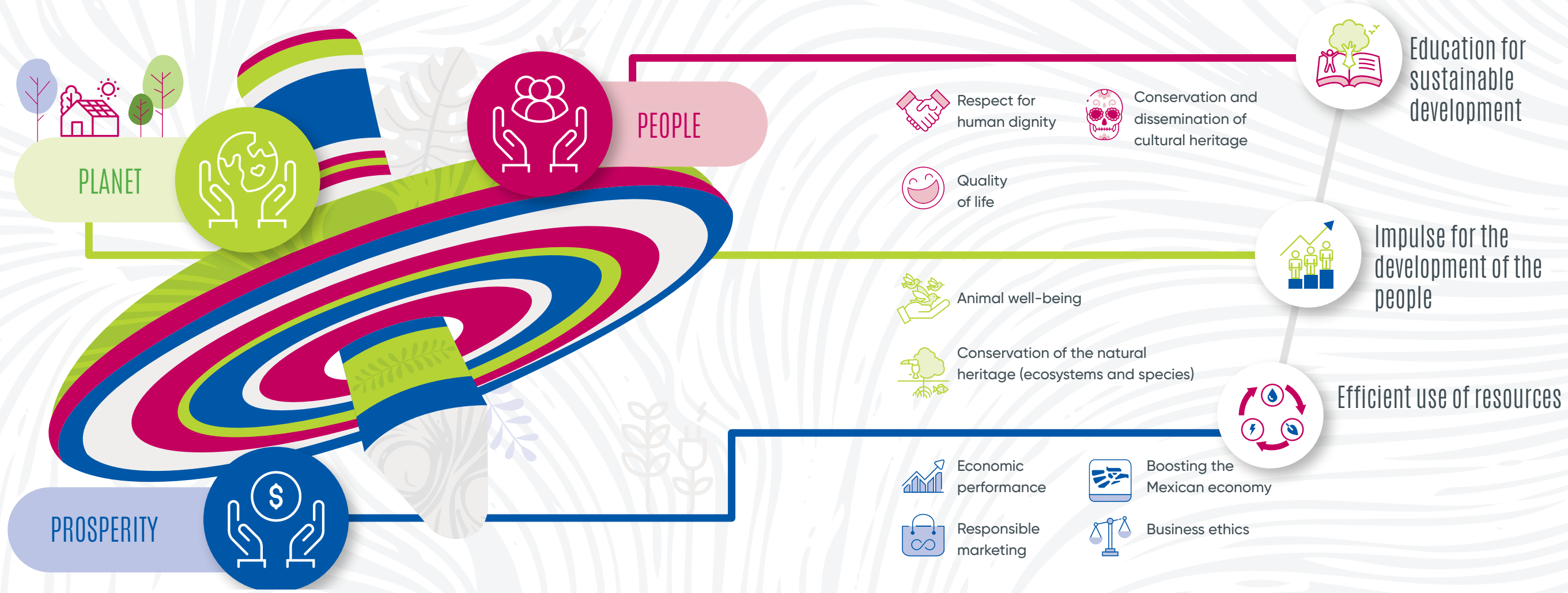
SUSTAINABILITY POLICY OF EXPERIENCIAS XCARET

To manage Experiencias Xcaret Group based on a model that ensures the conservation, dissemination and development of the natural, sociocultural and economic heritage for future generations.



SUSTAINABILITY MODEL

"Sustainability is synonymous with balance. It is the right balance between benefits for people, the planet and prosperity. It is like a top that rotates perfectly when it is in balance, but if it receives more strength in any of its points, everything collapses."
 Arq. David Quintana Morones



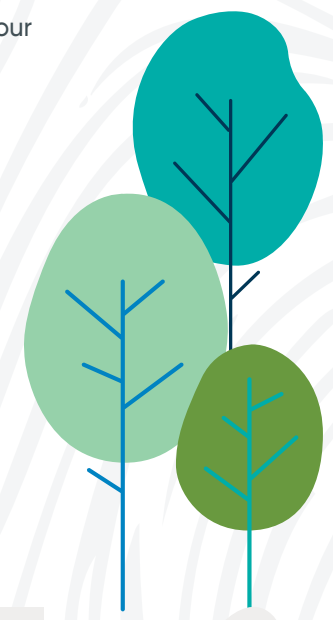
STAKEHOLDERS

In the development of our tourism activities, we have relationships with multiple groups of people. While we promote the creation of value in a sustainable manner for all of them, from the perspective of social responsibility, we are committed to responding to their needs and expectations, and from the perspective of reputation, commits us to managing their perception of our Group.

For practical purposes, we have classified our groups into categories:

- Co-workers
- Visitors
- Partners
- Opinion leaders and media
- Communities where we have a presence
- Schools and research centers
- Suppliers
- Commercial allies
- Non-profit organizations
- Governmental authorities
- Competitors
- Future generations

For each of these groups we have consolidated preferential communication channels in order to identify the most relevant issues and provide, whenever possible, a reasonable response to their needs and expectations.



MATERIAL ANALYSIS

At the end of 2017 we carried out the analysis of the relevant topics for Experiencias Xcaret and for our stakeholders in the process of sustainability management.

The themes identified in this analysis were obtained through three processes:

- 1 Materiality Matrix in the sector.
- 2 Benchmarking in Corporate Responsibility of nine national and international companies in the sector.
- 3 Press summary of Experiencias Xcaret, focused on aspects of sustainability.

During 2018, we will prioritize material issues, thereby updating the strategy and initiatives regarding sustainability.





PEOPLE



RESPECT FOR HUMAN DIGNITY

At Experiencias Xcaret we recognize that the human being is in himself worthy and deserving of respect.

Human dignity consists of respect for ideological differences, gender, social class, race, nationality, religion, skills and language, as well as equal opportunities for all people. It is based on the value of respect and ethics, ensuring not to compromise or under any circumstances affect the physical, emotional, moral and spiritual integrity of human beings.

Therefore, we prioritize all people, not only those who collaborate in our Group, but all those who are part of our social environment. We understand that people are the center of all economic, social and environmental development.

"Tourism is an important economic engine that contributes to the improvement of the livelihoods of millions of people around the world."
Taleb Rifai, Secretary General of the World Tourism Organization.



QUALITY OF LIFE

At Experiencias Xcaret we understand that quality of life is a series of actions that allow people to achieve well-being, satisfaction and happiness.

This purpose is achieved through different actions, both in the internal and external dimension. In the internal dimension, these actions focus on contributing to improve the skills, knowledge and attitudes so that co-workers develop in an integral way. In the external dimension, they are oriented towards the creation of synergies that lead to social development; to a greater competitiveness of the organization, of its productive chain and of the economic zone where it participates.

CO-WORKERS

The quality of life at Experiencias Xcaret is built generating a favorable, stimulating, creative and inclusive work environment, in which all co-workers interact from a just basis, promoting human and professional development. That is why we protect labor rights and provide safe work environments with the aim of creating full, productive and decent employment sources for the 4,700 co-workers of the Group.

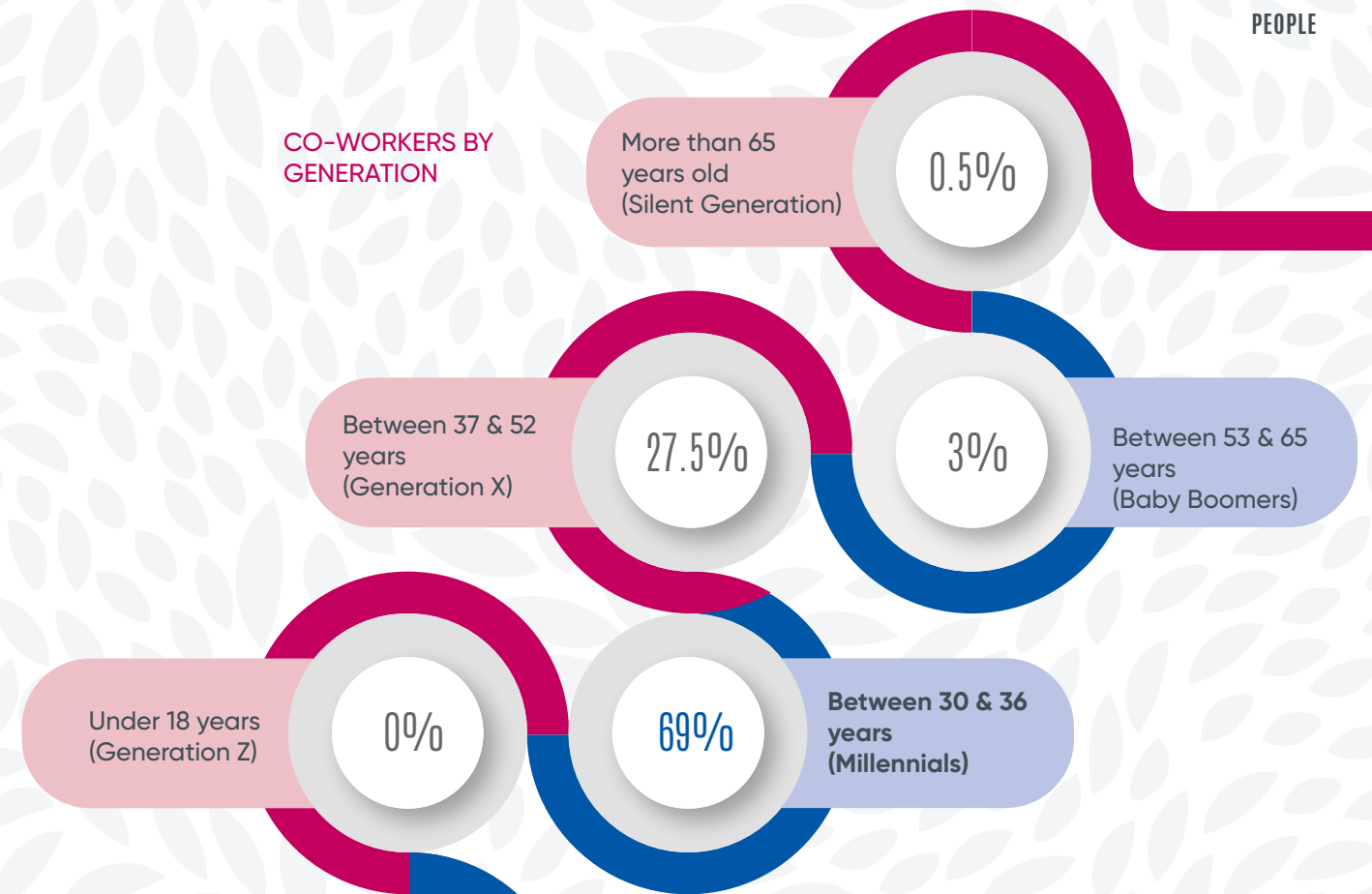
All of our co-workers are under a direct contract scheme and have a package of benefits in addition to those established by law.

CO-WORKERS BY GENDER



4,700
CO-WORKERS
IN 2017

CO-WORKERS BY GENERATION



CO-WORKERS BY FUNCTIONAL CATEGORY



CO-WORKERS BY ORIGIN



HEALTH AND WORK SAFETY

During 2017 the Safety, Health and Environmental Protection Management System was strengthened, which included an update of the policy of nonconformities and sanctions of safety, occupational health and environmental protection.

In September 2017, Xcaret Park won the "Ramazzini & Carvalho Prize", the highest distinction of the Safety, Hygiene and Civil Protection Association, A.C. (ASEHPROC), for its performance achieved in issues of Safety and Health at Work and Civil Protection.



To promote a healthy workplace, we carry out the "Te Cuido" Program (I Care for You). This includes a day of health that consists of free clinical analyses of the co-workers of all the business units; attention for at-risk groups, that is, a program for employees who require specific care for the activities they perform; nutrition counseling; and the program "Te reto, te cuido" (I challenge you, I care for you), where co-workers at risk of health due to obesity, participate by reducing weight and adopting a healthy lifestyle; sports activities such as soccer, basketball, volleyball, swimming and zumba classes; as well as the races Colorea Xoximilco and Troglodita Xplor.



39 co-workers
I challenge you,
I care for you

1,184 co-workers
Participated during
health days

271 co-workers
Assessed
for nutrition

2,314 co-workers
Sport events
and activities

CO-WORKER BENEFITS

Demonstrating the importance of co-workers is essential in our Group, which is why we have several benefits that affect their well-being.

SCHOLARSHIPS OF EXCELLENCE FOR CHILDREN OF CO-WORKERS

We awarded 186 scholarships to the children of co-workers who maintained excellent qualifications, increasing the number by 24% with respect to the previous school year.

CELL PHONES

We provide cellular phones with a data plan at no cost to all our co-workers, extending this benefit to their families by making available 1,624 additional lines.

TRANSPORTATION

In 2017 we transported 1,045,725 people, representing 61% of our employees, providing safe and comfortable rides through several routes. In addition, we reduce the Group's carbon footprint.

COURTESY ADMISSIONS FOR PARKS AND TOURS OF EXPERIENCIAS XCARET

We awarded 93,437 courtesies to encourage the right to recreation for our co-workers and their companions.

DINING CENTERS

We awarded 1,159,505 buffet meals to co-workers and interns, considering balanced and healthy menus. All the co-worker dining rooms are qualified with the Distinctive H.

DISCOUNTS

We signed 119 agreements with companies and businesses in Cancun, Playa del Carmen and Tulum, with the purpose of offering discounts on different products and services to our co-workers, and thus, strengthen the local economy.



At Experiencias Xcaret we have designed creative experiences for our co-workers:

EXPERIENCIAS XCARET CO-WORKER'S DAY

The leaders of the Group help us to thank and celebrate the effort and dedication with which our co-workers carry out their work.

FAMILY DAY

For the third year, we gathered 4,096 people who make up families of the Group's co-workers to enjoy a day of fun. This event allows us to highlight the social transcendence of the family and strengthen our bond with them.

END OF YEAR HOLIDAY PARTY

The Gran Tlachco Theater of Xcaret became a stage in which 3,887 employees celebrated the results achieved in an exceptional year of work.



TRAININGS AND DEVELOPMENT

At Experiencias Xcaret we have a commitment to the integral development of our co-workers. Our training programs seek to train people who are recognized for their professionalism in the approach to the satisfaction of our visitors, in the execution of their activities and in the attachment to the results of the business; so we have a commitment to their comprehensive training.

In 2017, all employees received institutional, strategic and technical training, with an accumulated total of 149,134 hours. On average, we offered 32 hours of training per person.

In addition to job training, it is very important to offer opportunities and spaces of development to our co-workers. Through the program of conclusion of studies, 53 co-workers concluded their preparatory, university and postgraduate studies.

Promotion of our co-workers has become a fundamental aspect to ensure the successful growth of our Group. During 2017, we promoted 793 employees in the following functional categories: 84% line, 14% middle managers, and 1% executive positions. Today, at Experiencias Xcaret, we have a pool of excellent talent.

CO-WORKER ACKNOWLEDGMENTS

It is very important to strengthen the pride and loyalty of our co-workers, and for this there are two types of recognitions:

- Collection of Smiles: Leaders give a collectable coin to co-workers who perform an outstanding action.
- "Entérate" Forums: During co-worker's meetings, the best co-workers of each area are distinguished.

In November, we held the Loyalty and Performance Ceremony, in which we recognized the co-workers with the longest standing in the organization, as well as those who stood out for excellent performance during 2017. In total, they 204 co-workers were recognized.

Additionally, architect Miguel Quintana made a recognition to the cast of the dance of the Viejitos de Michoacán, one of the most applauded artistic numbers of Xcaret México Espectacular. The most emotive distinction was that of Elwin Avilez y Castillo, who completed 20 years of being part of this cast, and who at 73 years of age, wants to continue to infect with joy the thousands of people who see the show every day.



215 Co-workers recognized under the Collection of Smiles program



172 Co-workers recognized in the company meetings, "Entérate" Forums



"I'm single, I do not have a wife, I do not have children. I live alone, my relatives are far away. It feels wonderful to interact with the public, when people who do not know you see you, they admire you; and people who already know you applaud for friendship. It's fantastic!" **Elwin Avilez**

CO-WORKERS BY TYPE OF TRAINING



14% Institutional



28% Strategic



58% Technical

LINKING WITH THE COMMUNITY

At Experiencias Xcaret we are very committed to the societies of the north of Quintana Roo and Valladolid in Yucatan, where the parks and tours that we operate are located. After the implementation of our Management Model, we assume that our Group is part of a social framework that depends on tourism and that it can only be developed in a sustainable manner.

As a tourism business group, we work in partnership to consolidate sustainable communities, not only through job creation and responsible management of natural and cultural heritage, but also with the support in improving the infrastructure and access to quality basic services for the communities where we have a presence. This commitment is permanent and genuine, for the gratitude and love we have for Mexico, for culture and life.

We have generated alliances with academic organizations, government authorities, other companies and non-profit organizations; all of them allow us to ensure the social, economic and environmental development of our communities.



ACADEMIC ALLIANCES

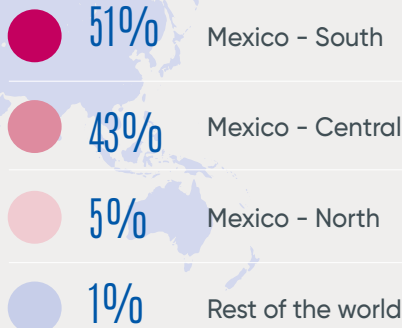
Academics is a relevant interest group for Experiencias Xcaret. Our social action is focused on promoting the development of people. We have developed alliances with centers of all educational levels to contribute in the training in sustainability, as well as the strengthening of the skills of the people. Likewise, we have partnerships with research centers to help raise the scientific level and find solutions to the problems of our environment.

ACADEMIC LINKING PROGRAM

Our Academic Linking Program aims to provide the opportunity to high school and university students for professional internships within the Group under the tutoring of co-workers that help them develop technical and personal skills. This program consists of a pool of talent; in 2017 we received 798 young people, of which 16% were hired at the end of their stay in the Group.



INTERNSHIPS BY ORIGIN





EDUCATION PROGRAMS FOR SUSTAINABILITY

For Experiencias Xcaret education is the main way to achieve sustainable development, where the participation and commitment of each of the people with whom we relate is required, living actively the values of sustainability in order to generate an impact significant in our environment and in the communities where we have a presence.

Our Xcaret, Xel-Há and Xplor parks have education programs to contribute to the education of the generations that will be responsible for the future of our world in the coming years.

At Xcaret and Xel-Há, we have the Environmental Education Program which promotes the protection and conservation of the natural and cultural heritage of Quintana Roo and Mexico through interpretive tours around climate change, endangered flora and fauna ecosystems, good environmental practices, responsible tourism and Mayan culture. In 2017, we received 12,732 students and basic education teachers from 300 state public

schools through an agreement with the Ministry of Education and Culture (SEyC) of Quintana Roo.

And through the Xplor Academic Excellence Program, 100 high school students and professors from public universities in Quintana Roo participated in an educational journey to enter the underground caverns full of stalactites and stalagmites, with the purpose of raising awareness of the importance to conserve this ecosystem of the Yucatan Peninsula.

In 2017 we worked on the design of the educational strategy for sustainability, which we will be implementing in the coming years, since we know that it transcends all our stakeholders, co-workers, partners, visitors, communities, commercial partners, suppliers, academia and future generations.



ALLIANCES WITH NON-PROFIT ORGANIZATIONS

Due to its intersectoral nature, tourism has the capacity to generate strategic alliances between the private sector and non-profit organizations in order to join efforts to achieve common objectives in community and environmental issues.

At Experiencias Xcaret we have five main alliances with non-profit organizations that constitute action platforms for the improvement and development of the community and the challenges of the environment. Our collaboration with these organizations is not only done through economic donations or in kind, but also in donation of time and talent from our co-workers. These organizations are: Flora, Fauna and Culture of Mexico; Mexican Red Cross, Cancun Delegation; Citizens for Transparency; Save the Children Quintana Roo; and Transforming by Educating.



FLORA, FAUNA AND CULTURE OF MEXICO, A.C. 15 YEARS OF SOWING THE FUTURE



This non-profit organization works for the conservation of the natural and cultural heritage of Mexico. It was created a decade and a half ago as a response to the environmental and cultural problems generated by the accelerated urban and tourist development registered in the state of Quintana Roo in recent decades. Since its inception, we work in partnership to generate welfare for the community and the environment. After 15 years of partnership work, Flora, Fauna and Culture

of Mexico has managed to continue the Riviera Maya-Tulum Sea Turtle Conservation Program with important data for the scientific community; it has developed the Green Areas Program, dedicated to the production of native plants of the region, as well as reforestation and monitoring of Protected Natural Areas; and it operates with great success three community welfare spaces in northern Quintana Roo.


SEA TURTLE CONSERVATION PROGRAM

The sea turtle program is a program of research, monitoring, protection and awareness of sea turtles that nest on the coasts of Quintana Roo.

 **1,763,135 sea turtle hatchlings** reintroduced 2017

 **3.7 tons** of waste recovered from beach cleanups in nesting areas

 **130 volunteers** at turtle camps

 **970 attendees** at the Sea Turtle Festival in Xcacel, Akumal and Tulum.





GREEN AREAS CONSERVATION PROGRAM

This program consists of the recovery of Quintana Roo's vegetation both in natural ecosystems and in public spaces through the reforestation of mangroves in Natural Protected Areas and production of native plants in the Riviera Maya Forest Nursery.



226 acres of mangrove reforested since 2008 with an 80% survival rate in the Protected Natural Areas of the municipalities of Benito Juárez and Cozumel.



103,600 plants produced in nurseries of a total of 110 species.



126 acres of casuarina (invasive species) eradicated in the Mangroves Protected Natural Area of Nichupté.



PEOPLE

COMMUNITY WELL-BEING PROGRAM

This program that contributes to the strengthening of the social fabric, the improvement in the quality of life, the promotion of values and respect for nature through various activities that take place in community spaces: Parque La Ceiba "El Corazón de Playa", La Ceiba Community Center "El Corazón de Ciudad Chemuyil", and La Ceiba Community Center "El Corazón de Tulum".

For Experiencias Xcaret, Flora, Fauna and Culture of Mexico is a true example of how you can contribute to the social and environmental transformation of the community.

We will continue "Sowing the Future Together".



91 projections 6,022 attendees at the "Cine Club" in Parque La Ceiba.



9,800 attendees for "Saturdays of Tianguis" in Parque La Ceiba.



60 participants in the "Sewing Workshop" of the Community Center of Chemuyil City.



More than 550 beneficiaries in six workshops on waste management, eco-efficiency, drawing, yoga, and empowerment of women in the Community Center of Tulum.



MEXICAN RED CROSS OF QUINTANA ROO

As in every year, during the Annual Collection of the Red Cross, we made a donation to support the well-being of the Quintana Roo population and tourists in emergency and disaster situations.

In alliance with Flora, Fauna and Culture of Mexico, we made a call to the solidarity and generosity of our co-workers to support those affected by the earthquakes in Oaxaca and Chiapas. Through a collection, we doubled each peso donated. In total, we donated \$245,344 pesos to the Mexican Red Cross, the Cancun Delegation, which was in

charge of supporting the reconstruction work of the affected communities.

During 2017, we donated \$4,458,000 pesos to support the construction of the Mexican Red Cross University Institute, Plantel Cancun, where the first Bachelor's Degree in Pre-hospital Medical Emergencies will be offered. Through this donation, we seek to support the strengthening of emergency care services to meet the needs of the communities of Quintana Roo.



CITIZENS FOR TRANSPARENCY, A.C.

This non-profit organization promotes transparency, open government, citizen participation and accountability with the aim of eradicating corruption in Quintana Roo. Last year we reaffirmed our commitment.



SAVE THE CHILDREN QUINTANA ROO

Our commitment to promote the protection of the rights of children and youth allow us to continue collaborating with Save the Children Quintana Roo through a donation that we make every year for the operation of the Playa del Carmen and Tulum toy libraries for the benefit of the communities where we maintain presence.



TRANSFORMING BY EDUCATING

This organization is focused on the education of children, adolescents and young people with educational struggles in the Riviera Maya, providing them with teaching and a high level of job training including a level of practical English, computer skills, and basic health programs, among others.

CONSERVATION AND DISSEMINATION OF THE CULTURAL HERITAGE

At Experiencias Xcaret we are ambassadors of the Mexican culture. We have established a commitment to the conservation and dissemination of Mexico's customs and traditions expressed in its music, gastronomy, art and dance, many of them considered Intangible Cultural Heritage of Humanity by the United Nations Educational, Scientific and Cultural Organization. and Culture (UNESCO).



According to UNESCO, intangible heritage is understood as all those expressions transmitted that give a sense of identity and promote respect for cultural diversity. Currently, Mexico has various cultural expressions inscribed in the list of intangible cultural heritages, some of them are expressed in our experiences such as the "Day of the Dead", "Ritual Ceremony of the Voladores de Papantla", "Mariachi, String Music, Singing and Trumpet" and "Charrería, Equestrian Art and Traditional Rodeo of Mexico".

We proudly share with all our visitors our love of Mexico through our shows, activities and events such as Xcaret México Espectacular, the Mexican Cemetery, the Museum of Mexican Popular Art, Equestrian Show, Mayan Pre-Hispanic Dance, the Mayan Ball Game, many others. We highlight the results of the emblematic events for the communities of Quintana Roo because of the cultural value they represent for the Mayan world and for Mexico, like the Sacred Mayan Journey and the Festival of Life and Death Traditions.



FESTIVAL OF LIFE AND DEATH TRADITIONS

The festival has become an emblematic event in which the Quintana Roo community comes closer to the most genuine customs and traditions of our country.

From October 30 to November 2 we celebrated the twelfth edition of the Festival of Life and Death Traditions at Xcaret Park. This cultural festival aims to recover and promote the traditions of the Day of the Dead as a common identity element to strengthen the regional identity of the state through artistic proposals alluding to this heritage.

In 2017, the guest state was Yucatan, which was represented by a great artistic, theatrical and musical cast. However, the most significant participation was that of the inhabitants of the Mayan communities from 25 locals in this state and Quintana Roo. They had all the facilities such as transportation, accommodation and free spaces within the event to market their handmade products and traditional foods.



PEOPLE



 48,306 attendees

 17 art groups
of Yucatan

 25 artisan groups
from the Mayan areas of
Quintana Roo and Yucatan

 315 volunteers



SACRED MAYAN JOURNEY

The ancient Mayans had a ritual associated with commerce, navigation and religious practice of crossing in canoes from Xcaret (formerly Polé) to the island of Cozumel, with the purpose of venerating the goddess of the moon and fertility, IxChel. After a meticulous research and documentation effort, Xcaret recovers this tradition and, in 2007 manages to recreate it with the intense participation of a group of canoers and performing artists.

The Sacred Mayan Journey is a model of conservation and dissemination of the Intangible Cultural Heritage that contributes to the sociocultural dimension of sustainable development and strengthens the identity of the Quintana Roo population.



4,259 attendees



30 canoes



311 canoers from 13 countries



195 artists



PLANET



PLANET

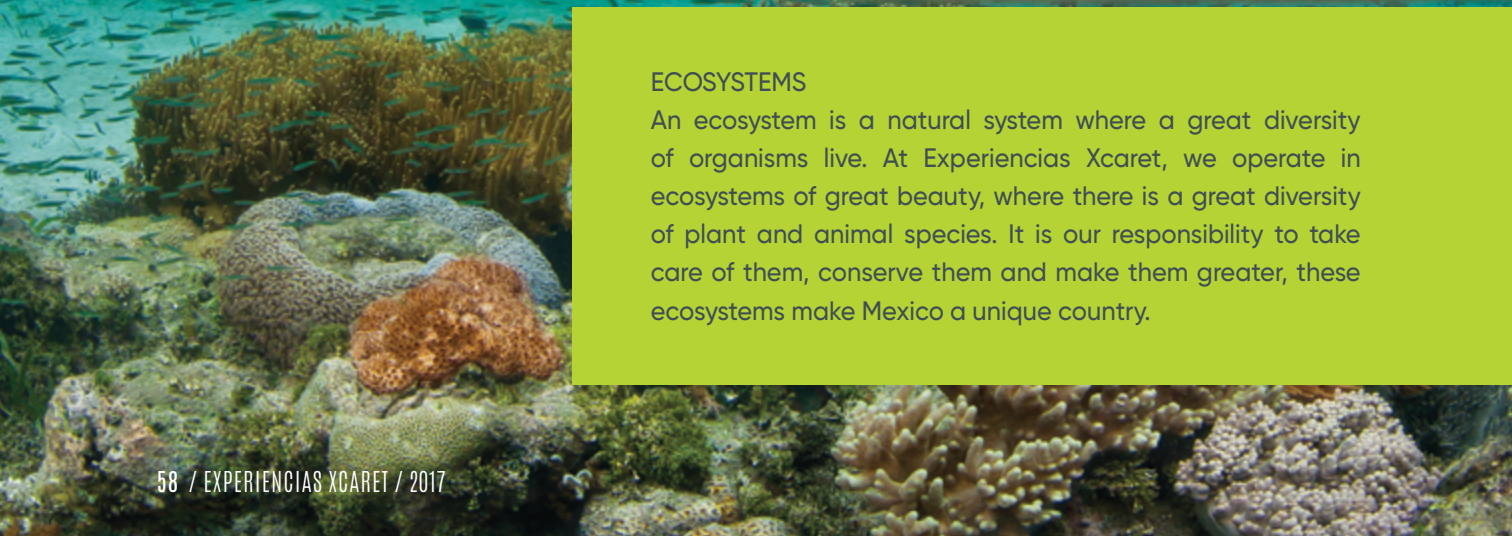
One of the most important challenges in the tourism sector is related to the environment. Tourism activities can have an impact on ecosystems; However, by promoting efficient management of resources and promoting measures against climate change, it is possible to minimize this impact in order to preserve the natural attractions that distinguish destinations.

We have selected the methodology of EarthCheck, the world's leading organization in scientific benchmarking and certification for the travel and tourism industry, as a tool that allows us to ensure sustainable management and the continuous improvement of our experiences. In 2009, Xel-Há was the first park in the world to receive the EarthCheck International Certification of Sustainable Tourism. Afterward Xcaret was certified and both have become global references of good practices. The other parks of the Group do not yet have certification. However, they follow the standards established by the organization and will have to be certified in the coming years.



CONSERVATION OF THE NATURAL HERITAGE

Our parks and tours are found in ecosystems with great physical, biological and geological richness. We are committed to the conservation of the natural heritages where we operate, and to fulfill this, we use resources responsibly, protecting and renewing them to guarantee their availability for future generations, including all the species of flora and fauna that live in said environment.



ECOSYSTEMS

An ecosystem is a natural system where a great diversity of organisms live. At Experiencias Xcaret, we operate in ecosystems of great beauty, where there is a great diversity of plant and animal species. It is our responsibility to take care of them, conserve them and make them greater, these ecosystems make Mexico a unique country.



COMPREHENSIVE WATER MANAGEMENT

Our commitment to the conservation of water and the life that lives in underground rivers, mangroves, cenotes, beaches and creeks, is backed by an awareness program on the use of chemical-free sunblocks. In our sales channels, the importance of using these products to ensure water care in our experiences is specified; our commercial partners support us in this process of awareness of visitors. We have an on-site program of exchanging traditional sunblock for chemical-free samples. In 2017, we exchanged 155,458 free samples with our visitors.

The parks have wastewater and osmosis treatment plants. Through these processes, we avoid the contamination of the underground layers of great fragility in the areas of karst geology. In addition, reclaimed water is used to irrigate green areas within our parks. In 2017, 144,405 liters of water were treated.

In addition, we have implemented efficiency systems in the use of water in our parks, such as dry urinals, sparing showers and faucets and low-flow toilets, supported by routine maintenance programs throughout the year.



COMPREHENSIVE WASTE MANAGEMENT

In all the parks and tours we implemented a solid waste separation program. In our Transfer and Collection Centers we make separations in greater detail. The inorganic waste that we recover is delivered to authorized external suppliers to give them an adequate end, most of them are destined for recycling. With organic waste we produce compost that serves as a substrate for the reproduction programs of native plants that we have in our nurseries, with which we reforest green areas of the parks and the central median of the Cancun - Tulum federal highway.

Hazardous wastes, such as fats, oils, paints and solvents, are delivered to a certified company that guarantees its proper final disposal.

84.5 % recycling
of organic and inorganic waste

2,520 tons
of compost produced
from organic waste

66 tons of PET
recovered

21 tons of recovered
aluminum and metal

243 tons of recovered
paper and cardboard

102 tons of glass
recovered



ENERGY EFFICIENCY

We continue with the integration of our business model energy efficiency programs. Although in all our parks the use of natural light is privileged, in those spaces that require it, we continue replacing lamps with LEDs and installing timers, as part of the energy efficiency programs.

Most of our spaces have natural ventilation availability; however, in the areas that require it, we have inverter technology air conditioners that are used responsibly.

Our vehicles and boats are eco-efficient, their engines guarantee fuel savings. We have a preventive maintenance program that promotes their proper functioning.

FLORA AND FAUNA SPECIES

FLORA PROGRAMS

We promote the conservation of the natural ecosystems where we operate, through our programs of production and reforestation of native plants. With this we guarantee the existence of the forest wealth of the environment and the natural beauty of our experiences.



219,713 plants produced
in our nurseries



173,401 plants reforested
in public spaces and park green areas



7,825 produced orchids

FAUNA PROGRAMS

At Experiencias Xcaret we have a biological population of Mexican fauna that is under our care, of which:

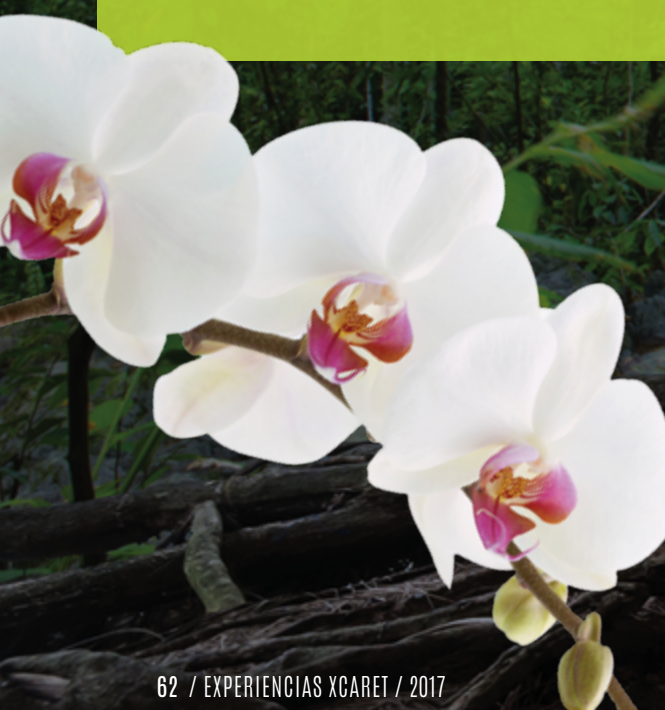
- 39% are birds
- 28% are marine species
- 22% are mammals
- 6% are insects
- 5% are reptiles



3,316 butterflies reproduced
in Xcaret Park



1,768 queen conch
monitored in Xel-Há Park





Within Xcaret Park we have an aviary, which is the result of years of research, where natural habitats were created (from low and middle jungle, to mangrove), which allow the development of more than 1,825 specimens of a total of 60 species in an area of 5,000 square meters. This aviary has an area of incubators for the reproduction of specimens, area of hummingbirds, area of birds of prey, high forest, humid forest, low jungle, forest of fog, mangrove, wetland area, aquatic area, semi-arid area, and shrubland.

Our commitment to the well-being of all the specimens that we have under our care, as well as the conservation of the species, have led us to develop a wide spectrum of activities such as reproduction, research and conservation, which are reinforced by a program of education.

- Reproduction programs: butterflies, great green macaws, red macaws, pink flamingos, toucans, horses, eagles, corals, Mexican parrots, king vultures, nurse sharks and manatees.
- Conservation programs: sea turtles, red macaws and elkhorn coral.
- Collaborative research programs: queen conch, southern stingrays, fish and mammal monitoring.

Some of these programs are aimed at cooperating with institutions with which we share activities and resources to achieve the path towards nature conservation.

SOME OF OUR ALLIANCES

The logos displayed include:

- ASSOCIATION OF ZOOS & AQUARIUMS &
- World Association of Zoos and Aquariums WAZA United for Conservation™
- ALPZA Asociación Latinoamericana de Parques Zoológicos y Acuarios
- THE DALLAS WORLD AQUARIUM
- DEFENDERS OF WILDLIFE
- Logo of the Government of Yucatán
- ALUXES PALENQUE
- FLORA FAUNA Y CULTURA DE MEXICO A.C. experiencias xcaret
- Shedd AQUARIUM
- WWF
- PITTSBURGH ZOO & PPG AQUARIUM
- ARROYO NEGRO A.C. Unidad de Manejo Ambiental
- Instituto Nacional de Pesca
- CONANP COMISIÓN NACIONAL DE ÁREAS NATURALES PROTEGIDAS
- PROFEPA PROCURADURÍA FEDERAL DE PROTECCIÓN AL AMBIENTE
- secore international
- CONACYT Consejo Nacional de Ciencia y Tecnología
- CONABIO 1992-2017 XXX ANIVERSARIO
- Cinvestav
- FUNDACIÓN Carlos Slim
- Logo of the Government of Quintana Roo



12,742,052
sea turtles

reintroduced since the
beginning of the program.

1,753,507 sea
turtle hatchlings

returned to the sea in 2017.

SEA TURTLE CONSERVATION PROGRAM

In partnership with Flora, Fauna and Culture of Mexico, A.C., we promote the protection of sea turtles, through monitoring, research and conservation of turtle populations that spawn in the main beaches of the central coast of Quintana Roo. In 2017, on the beaches of Xcaret and Xel-Há, we helped 1,753,507 sea turtle hatchlings return to the sea. Since the beginning of the program and through a joint effort, we have reintroduced 12,742,052 sea turtles, a historical record worldwide.

In addition, in the same year we joined the project "Critical habitats of sea turtles: satellite

monitoring" carried out by the Remote Sensing and GIS Laboratory of the Center for Research and Advanced Studies of the National Polytechnic Institute (CINVESTAV-IPN). As a result of this alliance, two sea turtles (one olive ridley and another hawksbill) were rehabilitated at Xcaret Park, and subsequently reintroduced to the Caribbean Sea. Both agencies received a satellite tracking device to monitor their movements, in order to support scientific information on the critical habitats of turtles and their vulnerabilities.



SCARLET MACAW CONSERVATION PROGRAM

At the end of 2017, we managed to get 235 more specimens to live in the jungles of Los Tuxtlas in Veracruz and in the Palenque region of Chiapas. This represents a 97% increase in the population of the species in the wild and is the result of the work of many people and institutions involved, such as the Institute of Biology of the National Autonomous University of Mexico (UNAM); Acajungla, A.C., Aluxes Ecopark, the reserves of Nanciyaga and The Other Option; the National Commission of Natural Protected Areas (CONANP); the United States Fish and Wildlife Service (USFWS); Defenders of Wildlife; Ancient Forest, A.C; and Xcaret Park.

The success of the reintroduction is based on the breeding program of the scarlet macaw that began in Xcaret Park in 1994, thanks to which it is possible to provide specimens, born under human care, to the reserves of Chiapas and Veracruz. In addition to an intense work to guarantee the conditions that allow the survival of the specimens in wildlife, the organizations of the civil society that protect these reserves, have fomented the conscience of the local communities to stop the capture and illicit traffic of the species, and at the same time, to awaken pride for the macaws.



Very soon we will double the number
of red macaws in the wild!

ANIMAL WELLBEING

We are a responsible organization, providing the best care to all the agencies that we have under our care.

Therefore, in 2017, we consolidated our strategy and model of animal well-being that allows us to provide challenging and positive experiences to all the organisms that we protect. This model is based on five domains:

ANIMAL WELL-BEING STRATEGY



Experience
Play, curiosity, tranquility, satisfaction, company, reward, and interaction



Conduct
Natural behavioral expressions, management, social interaction



Environment
Opportunities, diversity, environmental choices, safe environments, etc



Health
Capacities, adaptation



Nutrition
Availability, diets

NATURAL SKILLS



Good well-being

Freedom from sickness

Animal care

Survival

ELKHORN CORAL CONSERVATION PROGRAM

Experiencias Xcaret aims to contribute to the restoration and repopulation of the coral reefs of the Mexican Caribbean through the reproduction of the elkhorn coral *Acropora palmata*, a species characteristic of the area and in danger of extinction. This program is carried out in partnership with the National Autonomous University of Mexico, the National Fisheries Institute and Secore International.

The coral conservation program focuses on obtaining gametes through sexual reproduction, which guarantees the genetic diversity of the population, and therefore, its survival in the medium and long term. It has been possible to reintroduce colonies of this species in areas of affected reefs.



400,000 coral
eggs collected



1,691 reproduced
recruits



PROSPERITY





VISITOR AFFLUENCE



In 2017 we received **3'332,118 visitors** which represents a growth of 8.9% over the previous year.



75% of visitors are international.

25% of our visitors are of Mexican origin and 75% international. Other nationalities that enjoy our experiences are: United States, Colombia, Argentina, United Kingdom, Canada, Brazil, Chile, Spain, Peru and South Korea.

VISITOR SATISFACTION

Our purpose is that our visitors have the best experience before, during and after their visit. Our corporate culture is focused not only on ensuring the fulfillment of the promise of sale of our parks and tours, but on exceeding the entertainment expectations of visitors.

Therefore, we have established constant communication processes with our customers and visitors. We begin by measuring the satisfaction of

our visitors; however, for some years now we have implemented a system that measures excellence, that is, the ten rating of 100% of our visitors. "The voice of the customer" is a permanent listening system through social networks and satisfaction studies that has led us to consolidate a culture of measurement and analysis to evaluate our performance and identify new opportunities that keep us at the forefront of the offer tour.



98/100 is the qualification that our visitors give to the experiences lived in our parks



94% of our visitors agree that their experience in the Experiencias Xcaret parks was in accordance with what they paid



91.6% of our visitors are willing to revisit our experiences on their next trip to the destination



99.6% of our visitors would recommend our experiences

These indicators refer to the parks, where we have total control of the visitor's experience.



SPECIAL EVENTS

A strategy of attracting visitors has been the realization of special events that captivate specific audiences, but also leave a positive mark. Thus, we generated the Xplor Bravest Race and the Xel-Há Triathlon, events that not only encourage sport and healthy lifestyles, but are also linked to social and environmental causes that have a positive impact on the communities in which we have a presence.

XPLOR BRAVEST RACE

In its 5th edition, the Xplor Bravest Race is the most important obstacle and pursuit race in Mexico. It takes place in beautiful natural settings with rivers, cenotes, caverns, and the exuberant vegetation of the Mayan jungle that is part of the Xplor Park environment.

The Xplor Bravest Race is a sporting event that is characterized by the participation of personalities from sports and entertainment. In the competition the participants face more than 30 constructed, incidental and natural obstacles in a distance of 5 kilometers.

In 2017 the race consolidated good practices and a space of awareness on the care of the environment.



3,078 participants



98% nationals



47% men



2% foreigners



53% women



XEL-HÁ TRIATHLON

This event was born in 2009 to celebrate the 15 years of Xel-Há Park. It has grown significantly to position itself as one of the best triathlons in Mexico. It is endorsed by the Mexican Federation of Triathlons (FMI) and is considered an event with cause by allocating each year donations for Flora, Fauna and Culture of Mexico, A.C., and the Mexican Red Cross of Quintana Roo.

It has an environmental focus called "Green Triathlon". During the two days of the event, good environmental practices are performed, such as the use of chemical-free sunblock, separation of waste, collection of bicycle chambers for reuse, use of biodegradable materials and supplies, reduction of prints, collection of swimming caps for your donation, rehabilitation of roads, among others.

2,058 participating triathletes,
5% more than in 2016

9.6 tons of organic waste recovered

1.8 tons of recovered inorganic waste

187 volunteers

\$2,005,389 pesos donated
from inscriptions for the sea turtle program of Flora, Fauna and Culture of Mexico, A.C.

\$723,500 pesos donated for the benefit of the Mexican Red Cross through dinners

INNOVATION AND DEVELOPMENT

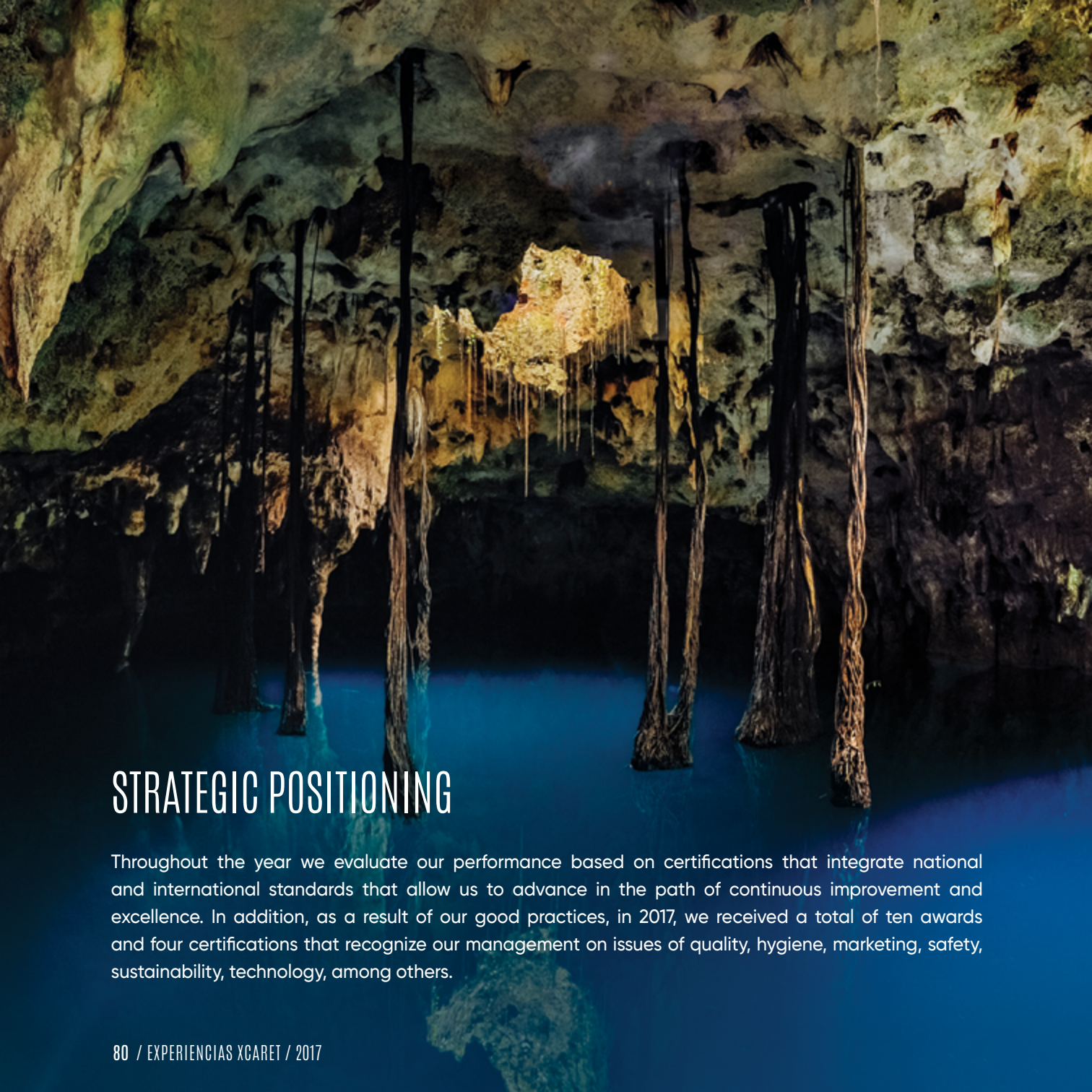
Tourism activity, by its nature, requires a constant innovation that can satisfy the requirements of the visitors; that is why our parks constantly have a renewed offer of attractions and services.

“Sometimes you don’t need to look up to find heaven.”

Arq. Miguel Quintana Pali



The Scenic Lighthouse of Xel-Há was one of the main innovations of 2017. This new icon of the Mexican Caribbean is a work that emulates a traditional lighthouse and fulfills the function of being a reference for maritime navigation. But conceptually it offers much more. It allows visitors to ascend to a platform located 40 meters high to appreciate, with a 360 degree perspective, the impressive blue ocean and a beautiful jungle; and the most fun is the descent, on a waterslide, visitors can glide at high speed by one of the four channels and end the experience with a refreshing dip in a pool.



STRATEGIC POSITIONING

Throughout the year we evaluate our performance based on certifications that integrate national and international standards that allow us to advance in the path of continuous improvement and excellence. In addition, as a result of our good practices, in 2017, we received a total of ten awards and four certifications that recognize our management on issues of quality, hygiene, marketing, safety, sustainability, technology, among others.

CERTIFICATIONS



CERTIFICATION OF SUSTAINABLE TOURISM EARTHCHECK GOLD

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.

DISTINTIVO



GARANTÍA DE SUSTENTABILIDAD

MÉXICO

DISTINCTIVE S

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



DISTINCTIVE H

We confirm the commitment to hygiene and quality in the elaboration of the food and drinks that we offer in the restaurants for visitors and in the dining rooms of co-workers of all our parks and tours.



QUALITY AND SAFETY STANDARDS CERTIFICATION

Xenses Park received the Certification of Quality and Safety Standards granted by Thomas Cook - SGS and the Association for Challenge Course Technology, having demonstrated compliance with the requirements of the SGS Health and Safety Compliance Program, which verifies safety, service and the sustainability of activities offered to tourists.

ACKNOWLEDGEMENTS



2017 CORPORATE CITIZENSHIP
FILM FESTIVAL



BOSTON COLLEGE CORPORATE CITIZENSHIP FILM FESTIVAL

This year we won three awards from Boston College at the Corporate Citizenship Film Festival with the film "Flying Home" about the scarlet macaw. The categories in which we were awarded were "Best Video by Public Voting", "Best Small Business Video" and "Best Video of All Categories". We were the only Mexican company participating in the festival and the only one that presented the testimony of a conservation program for a species in danger of extinction.



GREAT PLACE TO WORK

The Great Place to Work Institute recognized us as one of the Best Companies to Work for in Mexico, ranked number 19 in the ranking of organizations with more than 5,000 employees. In addition, we obtained the third national place in the list of the Best Companies to Work for the Millennial Generation.



TRIPADVISOR

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



BEST PRACTICES OF CORPORATE SOCIAL RESPONSIBILITY

The Mexican Center for Philanthropy (Cemefi) recognized the Reforesting Our Home Program as one of the Best Practices of Social Responsibility, in the category of Intersectoral Alliances.



TOP RATED TRAVEL AWARDS

We received the recognition of Viator, the most important online travel agency in the world, as a prominent provider in the reservations platform for tours, activities and attractions. This award supports the company's ongoing efforts to achieve excellence in the experience of each visitor.



HEEL AWARDS "MARKET EXCELLENCE"

We were awarded the Heel Award for "Excellence in the Market" by Meeting Professionals International Mexico at an industry meeting in Mexico. This award recognizes individuals, companies, or other organizations for having demonstrated their achievement in Market Excellence, and having created new business opportunities for partners and co-workers within the industry, in the field of marketing, sales, promotion and positioning of brands.



TRAVVY AWARDS

For the second consecutive year, Xcaret was recognized as the Best International Theme Park and the Best Water Park outside the United States by TravAlliancemedi.



DISTINCTIVE ESR (SOCIALY RESPONSIBLE COMPANY)

For 16 years, the Mexican Center for Philanthropy (Cemefi) has recognized us as a Socially Responsible Company for being the first to adopt social responsibility standards in the tourism sector and in the destination of Cancun - Riviera Maya.



INTERNET ADVERTISING COMPETITION

BEST DIGITAL TRAVEL CAMPAIGN

Xenses Park obtained recognition for "Best Digital Travel Campaign" by the Web Marketing Association, for its creativity, innovation, impact, design, copywriting, use of media and recall of the campaign.



BEST MANAGED AFFILIATE PROGRAM IN LATIN AMERICA

During the delivery of the International Performance Marketing Awards organized by PerformanceIN, we received recognition for the Best Managed Affiliate Program in Latin America.

VALUE CHAIN

Our business model not only contributes to the promotion of the tourism industry, but also to the economic impulse.

We consider our suppliers as important business partners, so we guarantee equal opportunities in the acquisition of their products and services under criteria of quality, profitability, service, competitiveness, added value and origin of the company. In addition, we give preference to companies that develop productive and commercial practices harmonious with people and the environment.

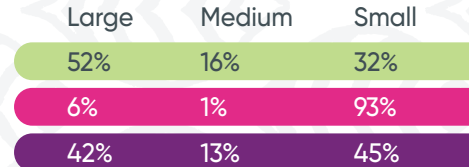
Our purchasing policy benefits in priority order local suppliers, then regional, national, and ultimately foreigners. In addition, this helps to reduce our carbon footprint; 95% of the purchases that we made in 2017 were to companies established in Mexico.



Suppliers



Companies by Size



Ninety-five percent of the purchases that we made in 2017 were with companies established in Mexico.

With this we reiterate our permanent commitment to generate value to all our suppliers.

BUSINESS ETHICS

Our business ethics is based on regulatory compliance, good corporate governance practices, transparency and responsible practices in our value chain, as well as the promotion of honest behavior. We know that we are promoters of an adequate, ethical, honest and transparent line of conduct in all areas of the business. During 2017 we worked on the redesign of our Code of Ethical Conduct, which will allow all employees to know the behaviors accepted by the organization. We estimate to present it soon.

In recent years we have experienced a very important transformation that arises from an awareness of transcendence. In 2010, the founding partners signed a trust that determines the direction our Group will take in the future. This trust guarantees the unity of the shares of the partners, which ensures that the capital will remain 100% Mexican; it conceives the principles of sustainability as a commitment to operation with deep respect for communities and nature, as well as programs for the preservation and dissemination of cultural heritage.



“What has positioned Experiencias Xcaret is sustainability”

Arq. Marcos Constandse Redko

The trust, linked to a solid organizational structure, allows us to increase the value for all our stakeholders. The executive directorates not only have responsibilities in the economic areas, but also in the social and environmental areas.





ABOUT THIS REPORT

ABOUT THIS REPORT

The Sustainability Report concentrates the main contributions of Experiencias Xcaret Group on economic, social and environmental issues, in the period between January 1 and December 31, 2017.

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

This report was made considering criteria of the Global Reporting Initiative (GRI) guide, so there are basic contents. Additionally, this document presents the commitment to the Principles of the United Nations Global Compact and the Sustainable Development Goals.

This document is available in electronic format, exclusively in English and Spanish, on the corporate website of Experiencias Xcaret:

www.grupoexperienciasxcaret.com

For more information about this report or the performance of Experiencias Xcaret Group in terms of sustainability, contact directly:

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Aida Erosa Flores

"Thank you very much Aida Erosa Flores for having been part of Experiencias Xcaret, and for your valuable contribution to this Report."



PRINCIPLES OF THE UNITED NATIONS GLOBAL COMPACT

In 2005, we were the first tourist company in Mexico to adhere to the United Nations Global Compact. At that time we visualized that social responsibility and sustainability were the only way to do business. Today, we understand that our role in this network is the inclusion of more tourism companies to build a more responsible, sustainable, and at the same time, more competitive sector.

Our organizational philosophy, corporate strategy and actions are aligned in four areas: human rights, labor standards, environment and anti-corruption.



Red México
APOYAMOS

HUMAN RIGHTS

Principal 1: Support and respect for the protection of human rights Pages: 10, 20, 21, 22, 23, 29, 30, 32, 33, 34, 35, 36, 38, 46, 47, 48, 49 y 50

LABOR STANDARDS

Principal 6: Eliminate discrimination in employment and occupation Pages: 20, 21, 22, 23, 29, 30, 31, 32, 33,34, 35, 36, 37, 38, 39, 47, y 50

ENVIRONMENT

Principal 7: Support for the preventive approach to environmental challenges. Pages: 20, 21, 40, 41, 42, 43, 44, 56, 57, 59, 60, 61,64, 65, 66, 67 y 68

Principal 8: Promote greater environmental responsibility. Pages: 10, 20, 21, 22, 23, 40, 42, 43, 56, 57, 60, 62, 64, 67, 69, 74, 75, 76 y 77

Principal 9: Encourage the development and diffusion of environmentally friendly technologies. Pages: 20, 21, 56, 59, 61 y 66

ANTICORRUPTION

Principal 10: Act against all forms of corruption, including extortion and bribery. Pages: 21, 22, 23, 47 y 86



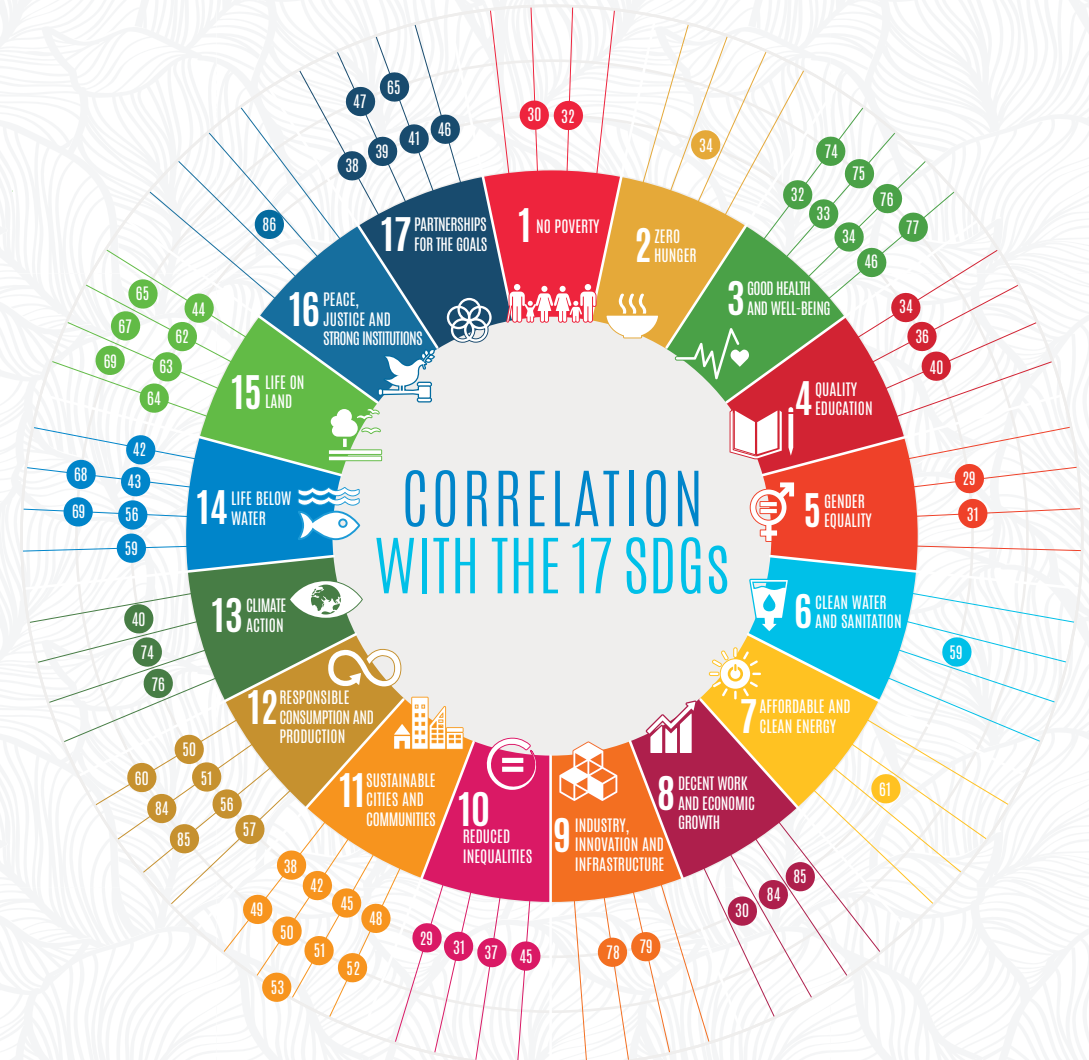
To get to know in more detail the actions, projects or programs aligned to each Sustainable Development Goal, consult the page number referred to in this diagram.

SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDG) have the purpose of achieving a better future for all; they represent a road map so that in the next 15 years it will be possible to eradicate poverty, protect the planet, and ensure prosperity for all people. It is a commitment that requires the contribution of all sectors: government, companies, organized civil society and citizens.

At Experiencias Xcaret we are aware that companies play a key role in achieving these objectives. That is why we carry out a deep analysis to understand the scope of our contribution through the projects, programs and actions that we develop. We are aligning our business strategy with these Global Goals, and thus, maximizing our contribution to meet the challenges posed in this common agenda.

SUSTAINABLE DEVELOPMENT GOALS



GLOBAL REPORTING INITIATIVE (GRI)

Since 2014, we have reported on our performance considering criteria of the Global Reporting Initiative (GRI), a non-governmental organization whose objective is transparency and accountability of companies in the fields of business management, economy, social, environment and labor practices.

BM- Business Management		
G4-1	Pgs: 6 & 7	Statement of the person in charge of the company
G4-3	Pgs: 10	Name of the organization
G4-4	Pgs: 12 & 13	Brands and products
G4-5	Pgs: 12 & 13	Venue location
G4-6	Pgs: 10	Countries in which the organization operates
G4-8	Pgs: 72 & 73	Markets served
G4-9	Pgs: 12, 13 & 31	Scale of the organization
G4-10	Pgs: 30 & 31	Number of co-workers by gender
G4-12	Pgs: 84 & 85	Supply chain
G4-15	Pgs: 7, 56, & 92	Letters, principles and initiatives
G4-16	Pgs: 65 & 91	Promotional organizations and associations
G4-24	Pgs: 24	Stakeholders
G4-27	Pgs: 25	Key issues for interest groups and institutional response
G4-28	Pág: 90	Period covered by the report
G4-31	Pgs: 90	Contact for resolving doubts
G4-34	Pgs: 87	Governmental structure of the organization
G4-56	Pgs: 86	Codes of conduct or ethical codes



EC-Economy			E- Environment		
G4-EC8	Pgs: 46, 47 y 77	Significant indirect economic impacts and their scope	G4-EN1	Pág: 60	Materials by weight and volume
G4-EC9	Pgs: 84 y 85	Percentage of purchases from local suppliers	G4-EN2	Pgs: 60	Percentages of recycled materials used
WP- Work Practices			G4-EN10	Pág: 59	Percentage and volume of water recycled and neutralized
G4-LA2	Pág: 34 & 35	Co-worker benefits	G4-EN13	Pág: 62, 64, 66, 67 y 68	Habitats protected or restored
G4-LA8	Pág: 32 & 33	Health and safety issues for co-workers	SO- Social		
G4-LA10	Pág: 30, 36, 37 & 39	Skill management and continuing education programs	G4-S01	Pgs: 38, 39 y 41	Commitments with the local community
			G4-S020	Pgs: 42, 43, 44, 45, 46, 47, 50, 51, 52 y 53	Significant operations within the community
			G4-EN22	Pág: 59	Volume of treated water
			G4-EN23	Pág: 60	Total weight of waste by type and methods of treatment

SUSTAINABILITY IS SYNONYMOUS WITH BALANCE. IT IS THE FAIR BALANCE BETWEEN BENEFITS FOR PEOPLE, THE PLANET AND PROSPERITY. IT IS LIKE A TOP THAT SPINS PERFECTLY WHEN IT IS IN BALANCE, BUT IF IT RECEIVES MORE STRENGTH IN ANY OF ITS POINTS, IT COLLAPSES.

Arq. David Quintana Morones

2017 / SUSTAINABILITY REPORT

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