



GRUPO  
**xcaret**

Sustainability  
Report  
2018





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# MES SAGE

FROM PRESIDENT  
AND GENERAL DIRECTOR

Dear friends:

I am pleased to present to you the 2018 Sustainability Report, in which we recount the achievements we obtained over the course of a year of intense efforts designed for the good of the people, the planet and prosperity.

To consolidate our growth, we decided that the operation of Grupo Xcaret will include parks, hotels, and tours. We also completed the first year of operation of Hotel Xcaret México and the All-Fun Inclusive® concept, with extraordinary success.

Our organization has always been characterized by its continual progress, that is why we are prepared to support all elected authorities, regardless of the party to which they belong. We ask that you provide the necessary support so that the country continues to grow. Working together for a well-prepared, sustainable, prosperous, fair and peaceful Mexico is everyone's responsibility and task.

On the occasion of World Tourism Day and the theme "Technological transformation", we shared to the public the investments made by the group in this area, due to the fact that they've had the most outstanding results up to this day.

Another achievement is the birth of our first baby red macaw, to parents born at Xcaret, in the jungles of Veracruz. This fact sets a world precedent because it shows that it is possible that these birds, born under human care, can breed in wildlife and contribute to the conservation of their species.

Since 2018 is the International Year of Coral Reefs, we have shared our work with institutions, organizations, and authorities, to find medium and long-term solutions that allow reef restoration.

I hope that reading this report is not only of interest but also serves as a reference tool. It contains data that is relevant and stores all our good practices in sustainability, which we are in the best disposition to share so that they are replicated. Thank you very much to all!

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

# Evolution to



G R U P O  
**Xcaret**



# GRUPO XCARET



We are a 100% Mexican business group of extraordinary hosts at the service of our visitors, guests and partners, to whom we provide fantastic memories to last a lifetime, inspired by the respect for nature, culture and life. We operate the most emblematic parks in Cancun and Riviera Maya: Xcaret, Xel-Há, Xplor, Xplor Fuego, Xoximilco, Xenses, Xavage, Xenotes, as well as tours to the archeological sites of Chichén Itzá, Cobá and Tulum, and Hotel Xcaret México, which is the world's first All-Fun Inclusive®.



## CORPORATE PHILOSOPHY

We have defined the following pillars to guide the consolidation process for Grupo Xcaret:

### VISION

Be unique in sustainable tourism recreation.

### MISSION

Make the planet happier.



## VALUES:

- Equality
- Congruence
- Honesty
- Creativity
- Profitability
- Commitment
- Spirit of service
- Social responsibility



# PARKS



## 1990

Playa del Carmen

At Mexico's Majestic Paradise, you'll be able to enjoy more than 50 natural and cultural attractions for the whole family. Swim in three underground rivers, see a variety of species in the Aviary, the Butterfly Pavilion and the Coral Reef Aquarium. Delight yourself with the typical gastronomy and feel Mexico in its history and folklore with its dances and the Xcaret México Espectacular presentation with more than 300 artists on stage.



## 1994

Riviera Maya - Tulum

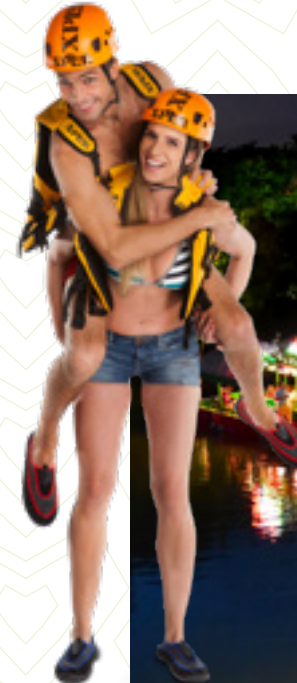
Admire the most impressive natural landscape of Riviera Maya from the Scenic Lighthouse which is 40 meters high. Snorkel freely, admire a great diversity of wildlife and participate in more than 20 activities. It is an all-inclusive park, since you can enjoy all the food and drinks you would like during your visit.



## 2009

Playa del Carmen

Live a day full of exciting adventures in the heart of Riviera Maya. Fly in the most visited zip-lines in the world, drive an amphibious vehicle through the jungle, and swim & paddle with your hands through rivers of stalactites. Be part of the adventure in Xplor, where the fun is unlimited!



## 2013

Playa del Carmen

Live an adrenaline-filled adventure exploring the jungle at night! Admire Riviera Maya from the only nocturnal zip-line park, get to know the interior of the planet and its stalactites, dive into underground rivers and cross wild roads through hanging bridges & flooded caverns. Live one night to the limit only in Xplor Fuego!



## 2013

Cancun

Experience the best and most traditional Mexican party at Xoximilco Cancun. Have fun aboard gondolas on a tour through the jungle and the canals, while celebrating, singing and dancing to the rhythm of our mariachi band on a night full of joy. The tour includes an exquisite dinner of typical Mexican dishes, tequila, beer and flavored waters.



## 2016

Playa del Carmen

Challenge your senses with more than 25 activities and two routes, with more than 50 fantastic scenarios. Walk through a town that will test your perception and balance. Fly like a bird, immerse yourself in mud, float in a river of salt and perceive different ecosystems without using your eyesight in this incredible place, where nothing is what it seems.

# TOURS

**XICHEN**  
by xcaret

**2010**

Yucatán Peninsula

Discover the wonders of the Mayan world with the only tours in Cancun and Riviera Maya that offer you the quality of Grupo Xcaret. They include comfortable transportation, a certified guide, food and visits to beautiful Mayan cenotes.

**XENOTES**  
ENIGMATIC WATERS TOUR  
by xcaret

**2013**

Puerto Morelos

The only tour in which you will perform activities such as assisted rappelling, zip-lines, kayaking and exploration swimming in the different types of cenotes that exist in the world. In addition, you will enjoy a picnic in the jungle and the company of a personalized guide.

**TULUM  
XEL-HÁ**  
by xcaret

**2018**

Tulum

The perfect combination between nature and culture, tour the archaeological zone of Tulum, the only Mayan city built in front of the sea. You will also enjoy more than 20 water & land activities within a natural wonder, making it the ideal place to snorkel freely.



**COBA  
TULUM**  
by xcaret

**2018**

Tulum

A tour where you'll discover Cobá while accompanied by a certified guide, and where you will climb the highest pyramid of the peninsula: Nohoch Mul. Then visit Tulum, the only Mayan city built facing the sea. Before your trip ends, you will enjoy an exquisite buffet meal at Xel-Há, where you will enjoy the beautiful settings of this natural wonder.



# HOTEL AND VACATION CLUB



HOTEL XCARET  
MEXICO

## 2017

Considered one of the most sophisticated resorts in Riviera Maya, Hotel Xcaret México is distinguished by its privileged location facing the Caribbean Sea and its innovative All-Fun Inclusive® concept, which offers all the benefits of a traditional "All Inclusive" service but with the addition of unlimited access to the parks and tours of Grupo Xcaret: Xcaret, Xel-Há, Xplor, Xplor Fuego, Xoximilco, Xenses, Xavage, Xenotes, and tours to Chichén Itzá, Cobá and Tulum, as well as transportation airport-hotel-airport and hotel-parks-hotel. The hospitality of its co-workers, its eco-integrating architecture and the national pride placed in every detail of the complex, guarantees that Hotel Xcaret México is the best of its kind.



## 2017

The exclusive loyalty program of Hotel Xcaret México, a resort integrated by the best of Mexico's culture and nature, with a unique concept of eco-integrating architecture that surprises, entertains and excites; in addition, it offers privileged access to all the attractions of Grupo Xcaret, such as its parks and tours. Additionally, the program offers extraordinary travel benefits through international strategic alliances.



# TOURISM IN 2018



According to the World Tourism Organization (UNWTO), 2018 closed with 1,400 million international tourist arrivals, 6% more compared to 2017. The growth of tourism in recent years confirms that this sector is one of the most powerful engines of global economic development.

North America led the growth in the continent with an increase of 4%, compared to South America and Central America and the Caribbean.

Mexico received 41.4 million international tourists mainly from the United States, Canada, United Kingdom, Colombia, Argentina, among others; which represents an increase of 5.5% compared to the previous year, according to the Secretariat of Tourism. This allowed the country to remain at sixth place in the world ranking of arrivals. For the national economy, tourism is the third largest generator of foreign exchange in the country and a key to growth and development by causing an economic spill of 22.5 billion dollars.

Quintana Roo has positioned itself as one of the best destinations in the entire Caribbean because of its great natural and cultural wealth, its excellent air connectivity and its wide range of hotels and tourist services. Without a doubt, it is the state of the Mexican Republic that attracts the most tourists; in 2018, \$16'911,163 tourists were received, 4% more compared to 2017.

Globally, the tourism industry will continue to grow, which must be accompanied by constant innovation and sustainable management that permeated the real benefits of tourism to host communities to ensure the prosperity of all, leaving no one behind.



# XUSTA INABI LITY

## COMMITMENT TO SUSTAINABILITY

For us, sustainability is the balanced creation of economic, sociocultural and environmental value that guarantees the harmonious growth of our business, the well-being of the communities and the environment in which we operate.

Sustainability has been inserted in the strategic agenda of our group and is one of the elements that are part of our unique management style. This understanding of the concept, even before being called that, allowed us to realize our vision of "being unique in sustainable tourist recreation". Today, it constitutes a true path that the founding partners have drawn for our group.

This vision is based on the principles included in the Sustainability Policy and in the Xustainability Model, which describe how we implement it at a corporate level and in each business unit.

## SUSTAINABILITY POLICY

Grupo Xcaret's management is based on a model that ensures the conservation, dissemination and development of natural, socio-cultural and economic heritage for future generations.



**SER  
ÚNICOS  
EN RECREACIÓN  
TURÍSTICA SOSTENIBLE**



## XUSTAINABILITY MODEL

Our Xustainability Model allows us to easily communicate the actions aimed at the performance of a prosperous business, the generation of social welfare and the conservation of our environment, based on three pillars identified as the "3P": people, planet and prosperity.

The reach of our actions has two perspectives: 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 one considers all the actions that have an impact on the environment where the company operates.

In the planet pillar we include the programs and projects that support the conservation of the environment and cover the aspects: environmental management, care of the ecosystems where we operate, monitoring and research, conservation of species and animal welfare. This pillar reflects that through our actions, we can achieve a responsible and constructive relationship with the natural environment.

In the pillar of people, we focus on social aspects that are related to respect for human dignity, quality of life, as well as preservation and dissemination of cultural heritage.

In the prosperity pillar, we consider the profitability of the business and the generation of value to society. It covers four aspects: economic performance, responsible commercialization, promotion of the Mexican economy and business ethics.



# XUSTAINABILITY MODEL



## STAKEHOLDERS

The relationship with our stakeholders develops from timely listening through the channels established by each group, as well as the management of their perception through information that we make public.

Since these stakeholders are very numerous in a company such as Grupo Xcaret, for practical purposes, they have been analyzed from the point of view of their relevance to the company's activities and have been grouped into the following categories:

- Co-workers
- Founding partners and members of the trust
- Visitors, guests and members of México Destination Club
- Communities where we have a presence
- Suppliers
- Commercial allies
- Academy and research centers
- Opinion leaders and media
- Civil society organizations
- Governmental authorities
- Competitors
- Future generations

## MATERIALITY

In 2018 we conducted a materiality study, which allowed us to identify the relevant issues about our management: good governance, ethics and integrity, respect for human rights, labor practices and impacts on the surroundings of the environment where we operate, as well as the relationship management with our stakeholders.

The sources of information that allowed us to identify the relevant issues for our stakeholders were:

- Reference publications of national and international organizations that influence tourism and sustainability.
- Economic, social and environmental criteria of the sustainability indexes of Robeco SAM and the Dow Jones.
- Principles of the United Nations Global Compact.
- Guidelines of the Global Reporting Initiative (GRI).

This report presents sustainability information based on our Sustainability Model: social information is under the axis of people; the environmental, under the axis of the planet; and economic as prosperity. In addition, we consider material issues assuming the commitment to inform about their attention and results.





# PEOPLE



# WE RESPECT PEOPLE AND WE VALUE DIVERSITY

## RESPECT FOR HUMAN DIGNITY

Our corporate behavior has as its central focus respect for human dignity. We interact with all people in a framework of respect and appreciation of diversity, understanding that social, religious, gender, cultural and capacity differences enrich living together. We urge our co-workers not to incur discriminatory practices before all our stakeholders.

## QUALITY OF LIFE

We are committed to promoting practices and services that ensure the well-being of people, either our co-workers or people who live in the communities where we have a presence in.

## GRUPO XCARET CO-WORKERS

We are a passionate family of unique and extraordinary hosts at the service of our guests, visitors and partners. At the end of 2018, this family was made up of more than 7,000 co-workers with a permanent contract. However, during the low season periods, we hire 1,037 co-workers. The annual turnover rate of the plant was 26%.

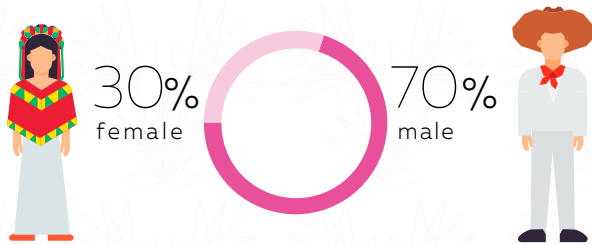
We guarantee that there is no mandatory, forced or child labor. In addition, we materialize the right of our co-workers to freedom of association and the effective right to collective negotiations.



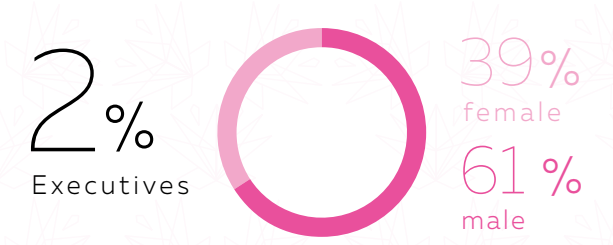
**WE ARE A FAMILY  
OF  
MORE  
THAN 7 THOUSAND  
CO-WORKERS**

# DEMOGRAPHICS OF GRUPO XCARET

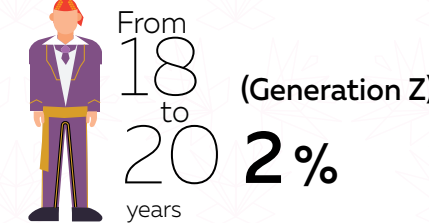
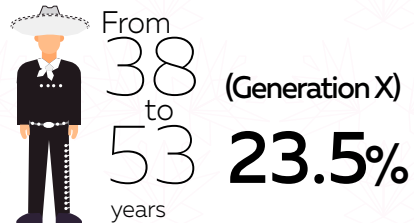
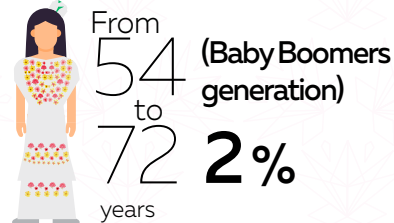
## CO-WORKERS STRUCTURE BY GENDER



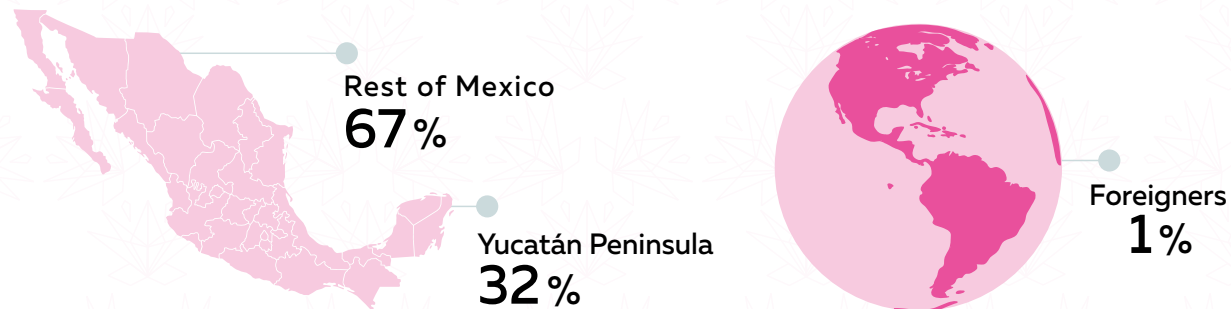
## CO-WORKERS STRUCTURE BY FUNCTIONAL CATEGORY



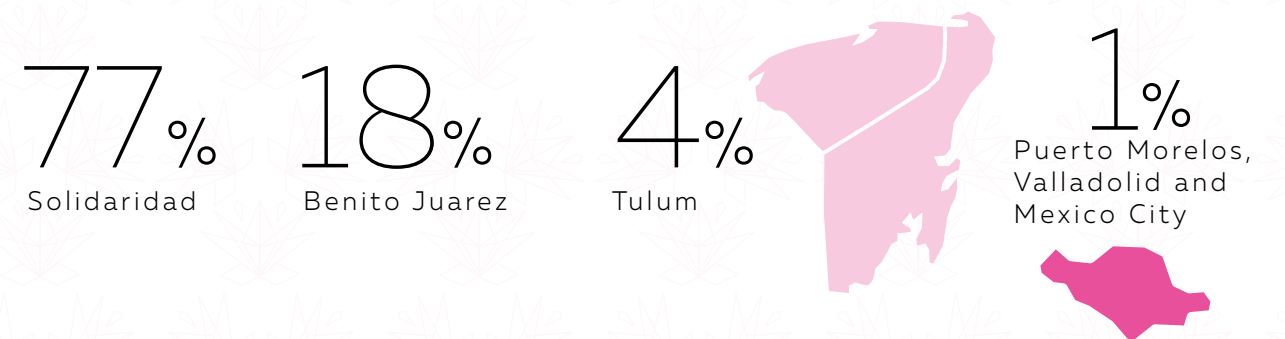
## CO-WORKERS STRUCTURE BY GENERATION



## CO-WORKERS STRUCTURE BY ORIGIN



## CO-WORKERS STRUCTURE BY RESIDENCE



## OCUPATIONAL HEALTH & SAFETY

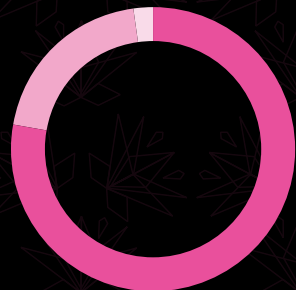
We actively encourage a culture of health and safety at work, which is guided by the criteria of excellence based on rigorous international standards. We carry out a preventive monitoring of the health of our co-workers through the "Health and Wellness Day" program in each business unit; from it, other programs such as weight reduction, nutrition counseling and sports activities such as football, basketball, volleyball, swimming, track, among others are deployed.

**3,628** co-workers received advice under the nutrition program

**4,991** co-workers participated in sports activities and events

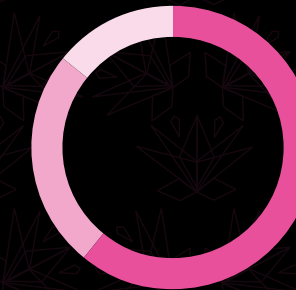
## TRAINING AND DEVELOPMENT

To enhance the knowledge, skills, abilities and attitudes of co-workers, we have developed talent management plans in sync with the group's growth needs.



Co-workers trained by job level:

- 78% Operational and Administrative
- 20% Coordinators and Jr. Managers
- 2% Executives



Co-workers trained according to the type of training:

- 61% Techniques
- 25% Generic
- 14% Strategic

Average training hours designated for each co-worker: **47**

Training hours allocated: **364,879**



**1,180** promoted co-workers

Through the Program of Conclusion of Studies, we offer the opportunity to co-workers to continue their academic studies at Primary, Secondary and University level. In 2018, 116 co-workers completed their studies and met one more goal in their professional life.



## CO-WORKERS RECOGNITION

The recognition of extraordinary work and personal effort stimulates the satisfaction and well-being of co-workers. We provide three types of awards:

### Sonrisas:

On a monthly basis, our executive committee of all business units recognizes the high-value actions carried out by co-workers.

★ 237 co-workers were recognized in the Sonrisas Program.

### Entérate Forums:

Twice per year, each business unit holds such meetings where we recognize the best co-worker in each area.

★ 155 co-workers were recognized during the Entérate Forums.

### Loyalty and Performance:

At the end of 2018, we held a ceremony where we recognized the best managers and executives, as well as the co-workers with the best performance that are part of our organization in the following categories; 10, 15, 20 and 25 years in the organization.

★ 221 co-workers received recognition during the Loyalty and Performance 2018 event.

★ Héctor Luna Torres, who is the Director in charge of the Engineering and Advanced Maintenance, was recognized as the Best Co-worker of Grupo Xcaret in 2018.



## BENEFITS

All co-workers have a unique layout of competitive benefits and bonuses that contribute to their well-being, economy, safety and recreation; some are even extended to their families.

### PARK & TOUR PASSES FOR OUR CO-WORKERS

We encourage our co-workers to enjoy tourist recreation, so in 2018 we granted 100,237 admissions to the parks and tours that are part of Grupo Xcaret, which included visitors' friends and family members.

### CO-WORKERS LUNCHROOM

The co-workers' lunch and dining rooms are buffet style, with balanced and low-fat food options that contribute to the care of the diet and health of our co-workers. In 2018, we granted 1'732,106 free meals in the different lunch and dining rooms of the group. Our facilities have been recognized with the FoodCheck award by Cristal International Standard and the Distinctive H certification, which ensures that high standards of quality in food preparation and service are met.

### CELLPHONE PLANS

We provide our co-workers with a smartphone-type cellphone device with a mobile plan at no cost. This benefit allows them to be more productive in their work, to be better communicated with their family and friends, and to guarantee one of their human rights, access to the internet. We give the possibility of extending this benefit to their families through the hiring of a second line with a preferential rate. In 2018, we granted 4,004 cellphone lines to co-workers and 1,713 additional lines.



## SCHOLARSHIPS FOR OUR CO-WORKERS' CHILDREN

We granted 200 scholarships of academic excellence to outstanding students of Primary and Secondary study levels, in which we benefited 518 children of our co-workers, increasing the number of scholarships by 8% compared to 2017. In doing so we support fathers and mothers to encourage new generations to achieve their dreams.

## TRANSPORTATION FOR OUR CO-WORKERS

We safely and conveniently carried out the transfer of 1'927,277 co-workers and practitioners of the group through a fleet of 38 buses covering ten transport routes in Cancun, Playa del Carmen, Puerto Maya, Chemuyil city and Tulum.

## DISCOUNTS AT LOCAL STORES

In 2018, we increased our network of agreements of Grupo Xcaret with companies of Cancun, Playa del Carmen, Cozumel, Tulum and Valladolid by 29%, so that co-workers can access discounts and special benefits on various products and services, while promoting the local economy.



## COMMUNITY BONDING

### COMMUNITY FOR GRUPO XCARET

Playa del Carmen, Cancun, Tulum, Puerto Morelos, Cozumel and Valladolid, are the communities where we have a greater presence because most of our co-workers reside there and that is where the operation of our parks, tours and hotel are concentrated. Next to other actors such as government authorities, civil society organizations, academic faculties and companies, we focus our resources, time and talent on improving the quality of life of the population of these areas.

### RESIDENTS OF QUINTANA ROO

During 2018, we had discounts on admissions and special benefits for citizens of the state of Quintana Roo throughout the year, it was valid every day and in all our parks and tours. In addition, in 2015 we launched the "Soy Xcaret" membership card; an exclusive program for Quintana Roo and Valladolid residents that allows unlimited access to Xcaret park for one year, including exclusive discounts and benefits.

We are convinced that people have the power to transform Mexico through their actions and commitment. In an electoral environment, Architect Miguel Quintana, president and general director of the group, shared his vision with the public so that united Mexicans could contribute to building a prosperous, healthy, sustainable, fair and peaceful Mexico, through the letter titled "The Mexico that I dream of", supporting any elected candidate. In addition, we encourage the participation of Quintana Roo citizens. In July 2018 we carried out a campaign of civic promotion of the vote, in which we received 5,991 citizens for free in Xcaret park.



## RELATIONSHIP WITH THE ACADEMY

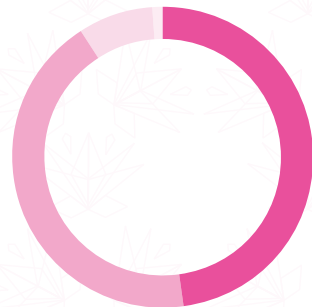
We firmly believe that the alliance with the academy is a way to forge the new generations towards the development and progress of our social and environmental conditions.

## ACADEMIC INTERNSHIP PROGRAM

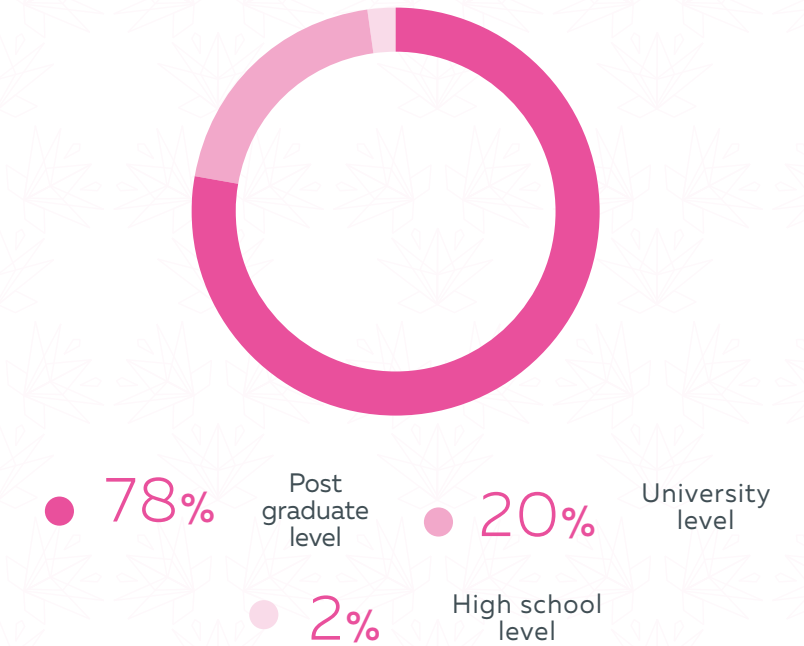
With the purpose of contributing to the training of future professionals in the sector and at the same time improving employability, through the Academic Vinculation Program we received 919 students from 64 national and foreign academic institutions, who completed 673,162 hours of professional practices.

## INTERNS' PLACE OF ORIGIN

- 48% South of Mexico
- 43% Central Mexico
- 8% North of Mexico
- 1% Rest of the world



## INTERNS' EDUCATION LEVEL



Additionally, we implemented a pilot program called "Xcaret-TECMilenio Summer Program", which takes advantage of possible positions during the summer season to offer a first job opportunity to young people in the training process of this university. The program aims to support an important development required for the students that join the operation of the parks and the hotel. During 2018 we received 19 young teens who participated in this program which, we look forward to expanding into more universities in the future.

## EDUCATION FOR SUSTAINABLE DEVELOPMENT

We have committed ourselves to contributing to the education of our state through educational programs and tours for sustainability and cultural interpretation aimed at public schools and universities.

In 2018, Xcaret and Xel-Há gave free admission to 13,009 students and teachers from 318 schools in the eleven municipalities of the state, as part of the agreement we had signed several years ago with the Secretariat of Education and Culture.

Through the Xplor Academic Excellence Program, which is aimed at students of higher education institutions in Quintana Roo, we received 120 students and teachers in Xplor park who made tours focused on the ecosystems of the Yucatán Peninsula and learned about the park's sustainability good practices.



## RELATIONSHIP WITH CIVIL SOCIETY ORGANIZATIONS

The Mexico we dream of is a country that builds bridges; that is why we have established alliances with civil society organizations in Quintana Roo to contribute to the social and environmental development of the communities in which we have a presence.

### TRANSFORMAR EDUCANDO, A.C.

In Grupo Xcaret we dream of a Mexico where there is quality education and training accessible to all. Therefore, we continue to support the work of Transformar Educando, A.C. to offer certified education opportunities to children and young people, as well as job training for adults in priority areas of Riviera Maya.

### SAVE THE CHILDREN QUINTANA ROO

We are part of building a better future for the girls, boys and teenagers of our state; that is why we continue to support the operation of the Playa del Carmen playroom, where the organization promotes the protection of the rights of this population of one of the main communities where we operate.

### KODOMO, A.C.

We contribute to the well-being and health of vulnerable communities, which is why we annually grant a donation to Kodomo, A.C. for the continuity of their care programs, diagnostic evaluations and therapies for the benefit of children and young people with autism in Playa del Carmen.

### CIUDADANOS POR LA TRANSPARENCIA, A.C.

In Grupo Xcaret we dream of a Mexico where there is no corruption and where law is respected as it protects us all. That is why we reaffirm our commitment to Ciudadanos por la Transparencia, A.C. to build a more just, empowered, participatory society with zero tolerance for corruption.



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

It is the philanthropic side of Grupo Xcaret that promotes the conservation of the natural and cultural heritage of Mexico through social, cultural and environmental programs in Playa del Carmen, Chemuyil city and Tulum.

## SEA TURTLES PROGRAM

Our Sea Turtles Program aims to do research, monitoring, protection and awareness of sea turtles that nest on beaches of Quintana Roo.

**2.3** tons of waste were collected in nesting areas.

**8** allies for the Sea Turtle Festival in Xcacel, Akumal and Tulum.

**13'567,193**

turtle hatchlings have returned to the sea since the program began in 1996.

**10,534**

nests registered in 2018.

**815,513**

hatchlings returned to the sea in 2018.



**26**

turtles and

**40**

volunteers in camps.

## GREEN AREAS PROGRAM

A program made up of three projects that contribute to the rehabilitation and reforestation of public spaces and protected natural areas of Quintana Roo.

### RIVIERA MAYA FOREST NURSERY

**1'700,000**

plants were produced in the nursery with a total of **112 species in 12 years.**

**111**

public schools reforested with 1,700 native trees in the communities of Playa del Carmen, Puerto Aventuras, Akumal, Chemuyil city and Tulum.

### GREEN SCHOOL

**160**

school gardens built by 80% vegetable sprouting.

**1,004**

students and 992 teachers benefited through the Green School projects.



## MANGROVE PROJECT

**68**

acres have been reforested with 363,000 mangrove plants in the Mangrove Protected Natural Area of Nichupte.

**45**

acres of casuarina trees (invasive species) eradicated in the Natural Protected Areas of Mangroves of Nichupte and Cozumel Island.

**200**

people from the community of Leona Vicario in Quintana Roo have been benefited under a temporary employment program through the mangrove project for 8 years.



## COMMUNITY WELL-BEING PROGRAM

A program that promotes the construction of the social fabric in Quintana Roo through community centers.

### LA CEIBA PARK "THE HEART OF PLAYA DEL CARMEN"

**9**

tons of solid inorganic residue collected in 2018.

**349**

students and teachers participated in the Nature Classroom in 2018.

**7,338**

participants in the Cine Club in 2018.

**6,189**

participants in the Saturday Bazaar in 2018.

### LA CEIBA PARK "THE HEART OF CHEMUYIL CITY"

**60** families benefited and 1,178 liters of paint donated through the "Facades Competition".

**85**


participants on the "Sewing Workshop".

**78** participants in the "Only if you mix it it's trash" workshop.

### LA CEIBA PARK "THE HEART OF TULUM"

**72** participants on the summer course "I Love Tulum" and the "Eco Playroom".



 Humanidad


 Imparcialidad

 Neutralidad

 Independencia

 Voluntariado

 Unidad

 Universalidad

 **CRUZ ROJA MEXICANA**   
DELEGACIÓN CANCUN

**KEEP HELPING SAVE  
LIVES, THANK YOU!**

## MEXICAN RED CROSS CANCUN DELEGATION

In Grupo Xcaret, we dream of a Mexico where people are supportive; therefore, in the framework of the 2018 Annual Collection of the Mexican Red Cross, we made a donation of \$1'689,500 MXN to the Cancun Delegation that contributes to the strengthening of emergency care services in Quintana Roo and assists tourists in emergency situations and disasters.

## CULTURAL HERITAGE

The rescue and valuation of the Intangible Cultural Heritage is one of the priorities of Grupo Xcaret. We are convinced that our visitors, guests and partners want to know of the cultural wealth of our country. But we are also convinced that we operate in a multicultural environment where most of the inhabitants are from other places in Mexico and around the world. Through the rescue, preservation and dissemination of the ancestral traditions of the Maya and of all the cultures that make up our country, we reinforce the sense of belonging to this state that today is our home and that shows the best of Mexico to each of its visitors. We highlight two events that have this purpose: the Sacred Mayan Journey and the Festival of Life and Death Traditions.





## SACRED MAYAN JOURNEY

The Sacred Mayan Journey represents the effort of Grupo Xcaret to recover a pre-Hispanic tradition that was abandoned, practiced before for more than five centuries. It is an ancient practice that recreates the maritime processions carried out by the ancient Maya to worship the goddess of the moon and fertility, Ixchel, departing from the port of Polé (Xcaret today) to arrive in Cuzamil (Cozumel today).

In the 2018 edition, more than 350 canoeists belonging to the Quintana Roo community participated voluntarily; they all conducted a six-month training to be able to row this route back and forth within two days (a total distance of 50 kilometers).

The journey has positioned itself as a community event that strengthens the valuation of ancestral culture and reinforces identity in a multicultural state, but also represents a cultural event of great attraction for local, national and foreign tourism.

6,068

attendees

354

canoeists from 11 countries

203

artists



54% male canoeists

46% female canoeists

71

volunteers

6

months of training

## LIFE AND DEATH TRADITIONS FESTIVAL

Another tradition that brings together Mexicans and interests foreigners for their mysticism, is the Day of the Dead celebrations, considered as Intangible Cultural Heritage of Humanity by UNESCO.

In Xcaret park we hold a festival every year that exalts customs and traditions around death; in 2018, we invited the state of Zacatecas to share with the attendees the gastronomic, artistic, theatrical and musical expressions, typical of their native people.

As every year, we also invite the Mayan communities to make a gastronomic show of their celebration.

**54,425** attendees  
**30** artisan groups from Quintana Roo and Zacatecas

**10** Mayan communities of Quintana Roo  
**7** artistic groups of Quintana Roo

**391** volunteers





# PLANET

## PLANET

A sustainable future, both for people and for nature, is only possible when we join in global efforts, always applying the principle: "Think global, act local." Locally we take care of the ecosystems in which we live and efficiently use the resources we have such as water and energy; we separate the waste to recycle as much as possible and not send them to the municipal dump, thus reducing the possibility of contaminating the aquifers; we protect the flora and fauna that we have under our care and support the conservation of species that are in danger of extinction.

## NATURAL HERITAGE

We have developed good sustainability practices in partnership with the public, private, civil and academic sectors to care for, protect and restore the environment and natural heritage where we carry out our activities.

## ECOSYSTEMS

The jungle, beach, sea, mangrove, coral reef, creek, underground grottos, caverns and cenotes are the ecosystems in which we operate and where a great variety of species of flora and fauna interact; this commits us in its management in a responsible way.



## COMPREHENSIVE WATER MANAGEMENT

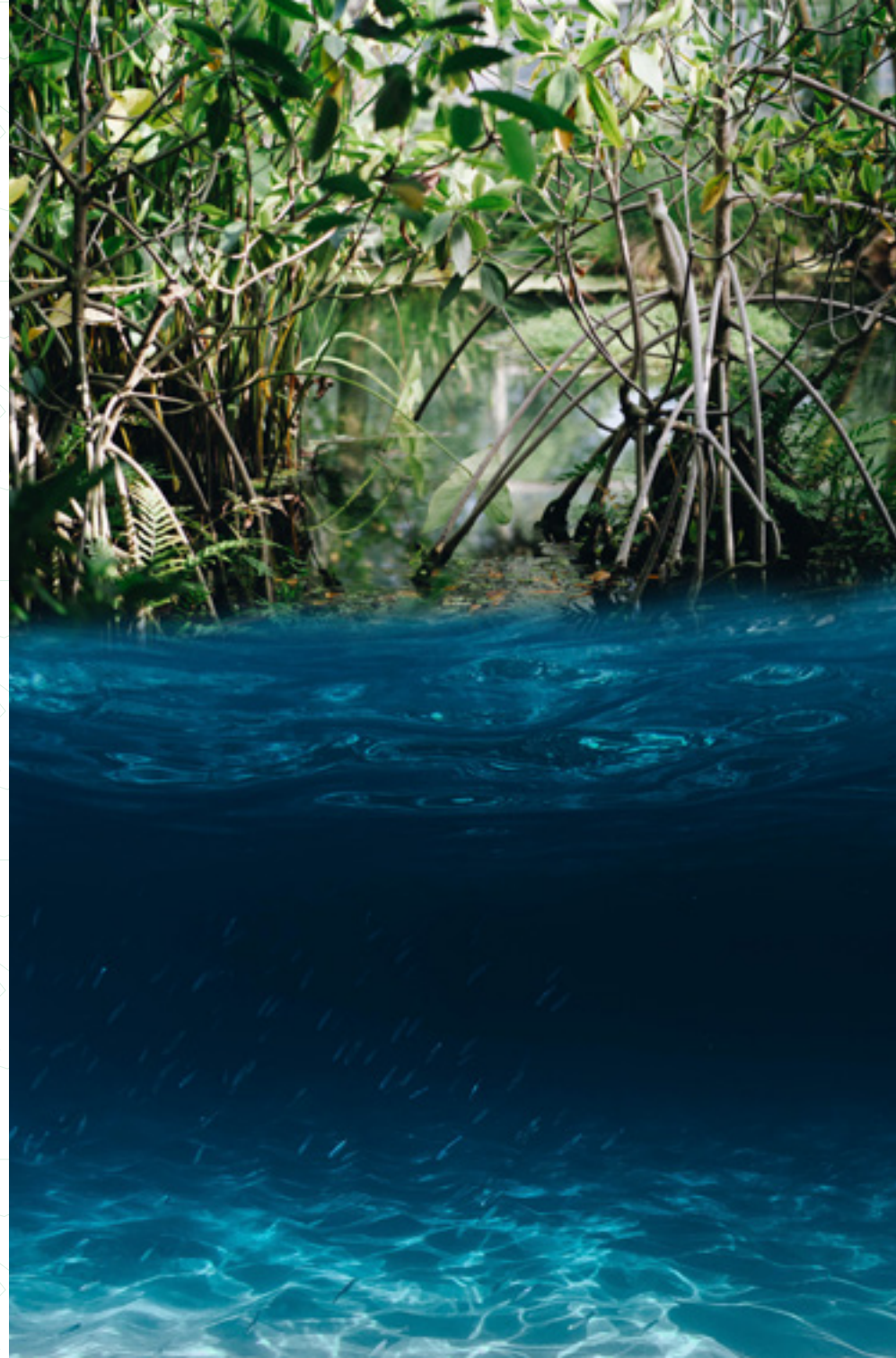
Water is a non-renewable strategic resource that is an inseparable part of our identity. We assume the commitment to manage it in a responsible manner, that is, guaranteeing its efficient use in obtaining, consuming and disposing.

Through 12 wastewater and osmosis treatment plants we reuse the water required as part of the operation every day and use it to irrigate the green areas of the parks and hotel. In 2018, 676,384 cubic meters of water were treated.

For the protection of marine ecosystems and the flora and fauna that inhabit them, we have the program of exchange of traditional blockers for free samples free of chemicals. In 2018, we exchanged 210,852 samples with our visitors.

## COMPREHENSIVE RESIDUES MANAGEMENT

Throughout the organization we carry out a solid waste separation program with both our visitors and co-workers. We have seven Transfer and Collection Centers in which we allocate the waste we generate as part of our daily operation in parks, tours and hotel. This allows us to reduce the generation of waste and ensure its treatment, disposal and transport in a responsible way for recycling.



With the organic waste generated we produce compost that we use as a substrate for nurseries and reforestation programs. As for inorganic waste, they too are destined for sale with collection companies for recycling. The funds raised by the sale of inorganic waste are allocated to Flora, Fauna y Cultura de México, A.C. for the development of its social and environmental programs for the benefit of the communities of Quintana Roo.

**4,139** tons of compost produced from organic waste

**81.5%** recycling of organic and inorganic waste

**312** tons of recovered paper and cardboard      **232** tons of recovered glass

**89** tons of recovered PET      **38** tons of recovered aluminum and metal

**\$541,036 MXN**

donated for the sale of waste to Flora, Fauna y Cultura de México, A.C.



## ENERGY

At Grupo Xcaret, we use energy efficiently, although we are always in the search of reducing greenhouse gas emissions generated by our operation.

We have energy efficiency programs and actions in our facilities and spaces for both visitors and co-workers, so that we can take advantage of natural light and wind.

All our equipment, vehicles and boats have preventive maintenance programs with which we ensure their proper functioning. In addition, we made the decision to open a gas station that will allow us to optimize the use of fuel for our transport fleet, utility vehicles and construction equipment, this gas station will start operations in 2019. With this, we can have greater control and precision on our consumption and about the CO2 emissions we generate to look for reduction measures.

## GREENHOUSE GAS EMISSIONS

We are aware of the effects, risks and opportunities that climate change represents for our industry. We have focused our efforts from a global vision to counteract it. Therefore, we ensure that our investments in innovation and technology are efficient and viable to manage energy consumption more responsibly.

In 2018, we calculated our CO2 emissions per business unit: 17,837 tons in parks, 12,250 tons in transportation and logistics, and 8,073 tons in the hotel. This will allow us in the medium term to strengthen our actions to mitigate and reduce greenhouse gas (GHG) emissions as Grupo Xcaret.

## FAUNA AND ANIMAL WELL-BEING

We have a specialized team of biologists, veterinarians and wildlife technicians who take care of the population of organisms we have under our care.

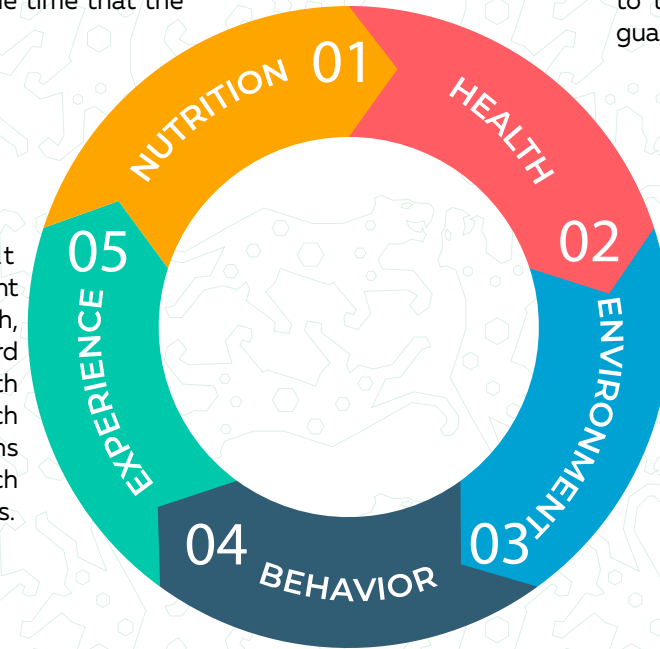
To ensure the well-being of all these organisms, we have established policies, programs and actions that guarantee their physical, functional and mental health based on the fulfillment of the five freedoms and the model of the five domains.

We take advantage of our installed capacity to contribute to the conservation of wildlife species to ensure their existence. We have programs for reproduction, monitoring, scientific collaboration and conservation of various species of birds, insects, mammals, reptiles, fish and invertebrates. We have three emblematic conservation programs: corals, macaws and sea turtles.



We guarantee a balanced diet according to the physiological needs and activities of each species, ensuring that food and water are available at the time that the organisms need it.

We offer spaces that guarantee the development of behaviors of search, socialization, game, reward and relationships with their environment in such a way that organisms choose the way in which they interact with visitors.



We carry out preventive programs with which we ensure specialized veterinary medical services according to the needs of each organism to guarantee their health.

We provide all organisms with suitable habitats according to the biology of each one in such a way that it responds to their stimuli, shelter and safety needs.

We provide all the conditions in their habitats so that organisms can express their social and individual behaviors according to the characteristics of each species.

## CONSERVATION PROGRAMS

### SEA TURTLE CONSERVATION PROGRAM

In collaboration with Flora, Fauna y Cultura de México, A.C., We promote the protection of sea turtles through monitoring and conservation actions of nesting sites distributed in turtle camps along 13 beaches over an area of 120 kilometers from Punta Venado, south of Xcaret, to the reserve of the Biosphere of Sian Ka'an.

In 2018, on the beaches of Xcaret and Xel-Há, we ensured that 815,513 sea turtles returned to the sea, increasing our world historical record of 13'567,193 organisms reintroduced since the beginning of the program. Hotel Xcaret México joined the initiative of the hotel industry in Quintana Roo to have a sea turtle committee for the protection of nesting areas in the beaches of our resort.

MORE  
THAN **13**  
MILLION  
**TURTLES**  
REINTRODUCED TO THEIR HABITAT,  
EQUIVALENT TO THREE  
TIMES THE TOTAL  
POPULATION OF THE YUCATÁN PENINSULA



# 2018

## INTERNATIONAL YEAR OF CORAL REEFS

## ELKHORN CORAL CONSERVATION PROGRAM

There are several initiatives for the restoration of reefs in the world, some of them based on the sexual reproduction of corals. In 2011, at Xcaret park we started an experimental research program that consists of collecting gametes that, after in vitro fertilization, are conditioned in artificial substrates where coral larvae settle. These substrates are installed in marine nurseries as passage sites for monitoring and adaptation of coral colonies before being relocated to the restoration sites of the Cuevones and Manchones reefs within the Parque Nacional Costa Occidental of Isla Mujeres, Punta Cancun and Punta Nizuc in Quintana Roo.

In these processes there are several variables that can affect the development and recruitment of coral larvae. In 2018, seawater conditions were not ideal; despite having obtained larvae, we did not achieve their settlement in the substrates to obtain new coral colonies.

However, we continue working with the improvement of biotechnology for the maintenance of sexual recruits under human care, as well as in the monitoring of the juvenile colonies that were transplanted at the restoration sites. During this year, the monitoring of spawning in these colonies will be carried out, since they have turned 8 years old and some of them are already sexually mature and will produce gametes that contribute to the genetic diversity and formation of new colonies, closing the first life cycle of the first colonies at the restoration sites.



## RED MACAWS CONSERVATION PROGRAM

As a result of one of the most successful and emblematic programs of reintroduction of endangered bird species born under human care in Mexico, in 2018, we witnessed the birth of the first red macaws, one in the Nanciyaga Ecological Reserve in Los Tuxtlas, Veracruz, and two at Ecoparque Aluxes in Palenque, Chiapas.

After 50 years of being extinct in these areas and thanks to the efforts of institutions, organizations and the community, the birth of these first offspring whose parents were born at Xcaret park, were part of the first 242 organisms taken to repopulate the jungles of Chiapas and Veracruz in 2013.

**WE ARE GRANDMACAWS!  
BIRTH OF THE FIRST  
RED MACAWS IN MEXICO  
UNDER A REINTRODUCTION PROGRAM**

## CONSERVATION ALLIANCES

In the Mexico we dream of in Grupo Xcaret, we build bridges to ensure the conservation of ecosystems and their species. We have established 21 collaboration alliances with various private, public, academic, and civil society organizations

at local, state, national and international levels to carry out programs, projects and initiatives for the conservation of species of flora and fauna of Quintana Roo and Mexico.

ASSOCIATION OF ZOOS & AQUARIUMS



ALPZA



THE DALLAS WORLD AQUARIUM



Aluxes



Shedd AQUARIUM



PITTSBURGH ZOO & PPG AQUARIUM

ARROYO NEGRO A.C.  
Unidad de Manejo Ambiental

Instituto Nacional de Pesca



PROFEPA

secore international

CONACYT



Cinvestav

FUNDACIÓN Carlos Slim



## FLORA SPECIES

We have forest nurseries in Xcaret and Xel-Há where we annually produce native plants of the Mexican southeast that we subsequently reforest in the green areas in our parks and public spaces in the communities where we have a presence in.

6,835

orchids produced and reforested.

275,713

plants produced and reforested.





# PROS PEE RITY



## PROSPERITY

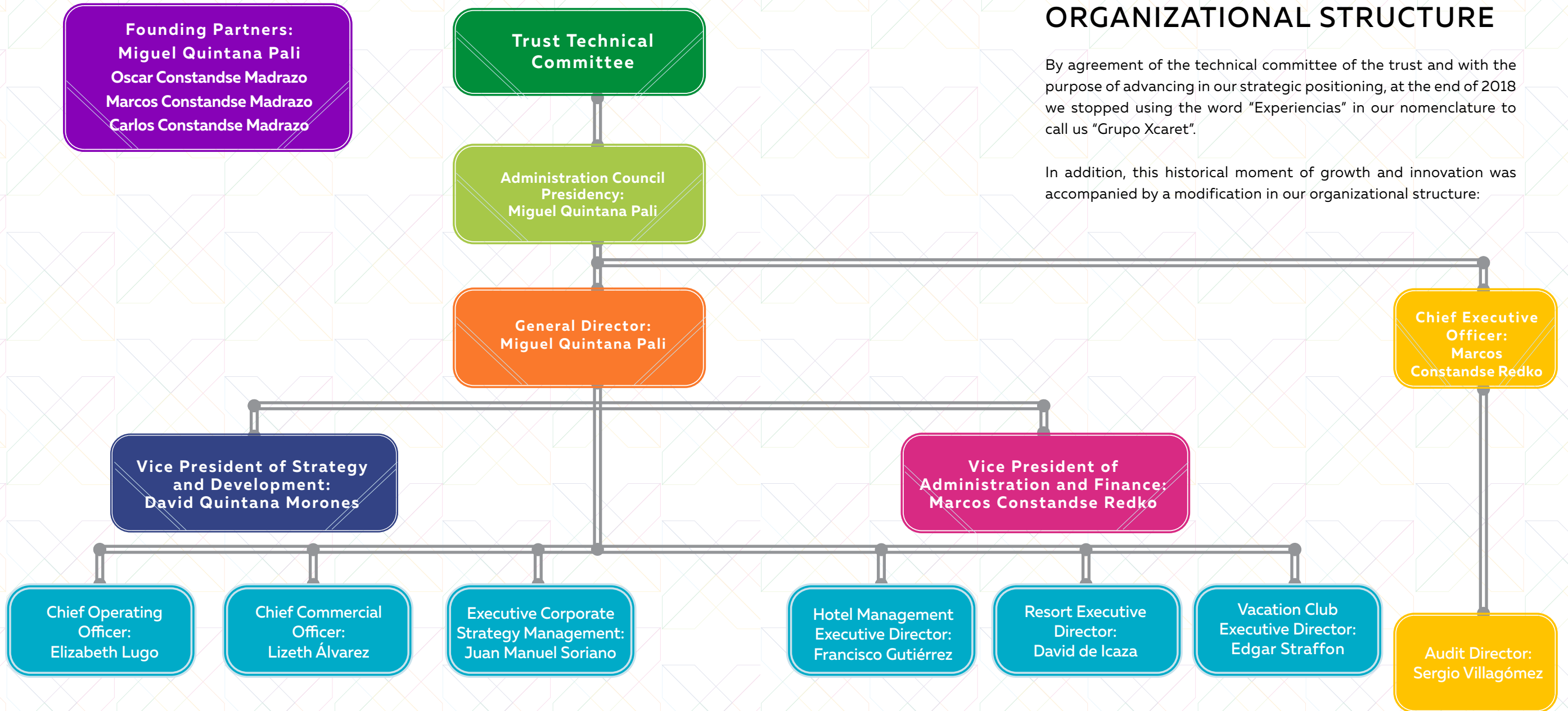
With the purpose of consolidating ourselves as an even more profitable and sustainable company, we established "prosperity" as one of the pillars of our management; in it we consider all actions related to the economic performance of the business and the generation of value to society and the environment. Here we integrate aspects related to governance, business ethics, economic performance, responsible marketing and promotion of the Mexican economy.



## GOVERNANCE

We are a privately held company, whose property remains in the possession of a family. However, the partners made the decision to institutionalize the family business to achieve its permanence, growth and continuity. In 2010, they signed the "100 años de sustentabilidad" trust, which governs the corporate decisions of our organization.





## ORGANIZATIONAL STRUCTURE

By agreement of the technical committee of the trust and with the purpose of advancing in our strategic positioning, at the end of 2018 we stopped using the word "Experiencias" in our nomenclature to call us "Grupo Xcaret".

In addition, this historical moment of growth and innovation was accompanied by a modification in our organizational structure:

## BUSINESS ETHICS

In Grupo Xcaret, we have developed a code of ethics with 14 principles that endorse our commitment to avoid conflicts of interest, compliance with the law, regulations and standards that apply to us; as well as the unrestricted and absolute respect for the diversity of ideologies, gender, age, social class, race, nationality, religion, skills and language. Only in this way will we guarantee equal opportunities for growth, improvement and development towards all our stakeholders, the strengthening of national, local and regional economy through the hiring of Mexican collaborators and suppliers.

Code of Ethical Conduct, we prepare the proposed code that was implemented in 2019, signed at the annual meeting of partners.

## ECONOMIC PERFORMANCE

Our organization is about to achieve three decades of existence. We want to continue building prosperity for many people, for many families and for our country. That is why our commitment to a more prosperous society is interdependent on our lasting business success, but also on the success of other companies, professionals and artisans.

Excellence, ethics, innovation, sustainability and love for Mexico are core themes of our group's growth strategy.



## INFLOW OF VISITORS AND GUESTS

In the park segment, during 2018, we received 4'193,229 people in our parks and tours, 5.4% were courtesy guests. 28% of our visitors were Mexican, while 72% came from different countries, mainly from the United States, Colombia, United Kingdom, Argentina, Canada, Brazil, Chile, Spain, Peru and Puerto Rico.

**WE RECEIVED**  
**4'193,229**  
people  
IN THE PARKS AND TOURS SEGMENT

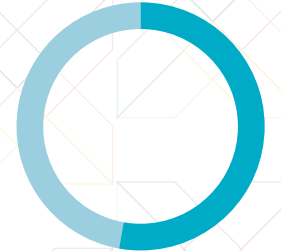
- 28% MEXICAN VISITORS
- 72% VISITORS OF OTHER NATIONALITIES



In the hotel segment we received 143,000 people. In total, 53% of our guests were Mexican and 47% of other nationalities, highlighting Canadians, Colombians, Peruvians, Ecuadorians, Koreans, Argentines, Spaniards and Chileans. With an offer of 900 rooms, the occupancy rate of Hotel Xcaret México was 80.74%.

**WE RECEIVED**  
**143,000**  
people  
IN THE HOTEL SEGMENT

- 53% MEXICAN GUESTS
- 47% GUESTS OF OTHER NATIONALITIES



# VISITORS AND GUESTS' SATISFACTION

## PARKS SATISFACTION



**97 /100**

is the rating granted by visitors to the experiences lived in our parks.



**94%**

of visitors find that their experience in our parks was consistent with what they paid.



**95%**

of visitors would visit our experiences again on their next trip.



**99%**

of our visitors would recommend our experiences.

# HOTEL XCARET MÉXICO SATISFACTION



94 /100

is the satisfaction rating given by guests to the Hotel Xcaret México.



97%

of our guests would recommend the Hotel Xcaret México.



95%

of our guests would return to the Hotel Xcaret México.



## SPECIAL EVENTS



### XPLOR BRAVEST RACE

Xplor Bravest Race is a 5-kilometer race along beautiful natural settings, including some inside underground rivers and caverns, and others in the jungle of Xplor park.

In its 6th edition, this sporting event paid tribute to the brave and strong spirit of the Mexican people in the face of adversity, while continuing to promote the care of the planet through good environmental practices.

**3,389**  
participants

**51%**  
men

**49%**  
women

**99%**  
national

**1%**  
foreigners

**100**  
volunteers

# XEL-HÁ TRIATHLON

Xel-Há Triathlon celebrated its 10th year as a reference sporting event in Mexico by being considered one of the most emblematic events of its kind. It took place in a natural wonder with the participation of competitors from all over the country in its olympic, sprint, children's and women beginners' categories.

It is a competition endorsed by the Mexican Triathlon Federation. Considered as a green event by promoting sustainable practices such as the use of chemical-free sun blockers, waste separation, recovery of cameras for reuse, reduction of impressions and donation of caps to swimming schools; and with cause to allocate donations to civil society organizations such as Flora, Fauna y Cultura de México, A.C. and the Mexican Red Cross of Quintana Roo.

1,894	57%	43%	182
participating triathletes	men	women	volunteers

7.6	tons of organic waste recovered	4.7	tons of inorganic waste recovered
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**\$2'191,310.00 MXN**  
 donated for registration of the Sea Turtle Conservation Program of Flora, Fauna y Cultura de México, A.C.

**\$797,000.00 MXN**  
 donated to the Mexican Red Cross of Quintana Roo for benefit dinners





V Edición  
**PREMIOS platino**  
 DEL CINE IBEROAMERICANO  
 XCARET RIVIERA MAYA, MÉXICO

## PLATINO AWARDS

In 2018, we hosted the 5th edition of the Platino Awards, the most important international event of Ibero-American cinema, with Xcaret's Gran Tlachco theatre as a stage and in which more than 500 celebrities and 300 members of the media from different parts of the world gathered. Hosting this great event allowed us to share with all Xcaret attendees a window of Mexico, where we display the best of its history, cuisine, music, nature and cultural expressions; but, above all, the hospitable character and magnificent host that is the Mexican people, for national and international tourism.

## INNOVATION AND DEVELOPMENT

Due to its nature, tourism is a sector that requires constant innovation in order to diversify the supply of tourism products in the destination. That is why our parks, tours and hotels offer our visitors and guests attractive, unique and innovative activities and services.

### XAVAGE

During 2018 we carried out the construction of a new product, Xavage. The first adventure park in Cancun, which opened in April 2019. Xavage has six activities of varying degrees of difficulty in one place: Rafting, in the only whitewater rapids in the region, Monster Truck, Xavage Zip-line, Jet Boat, Kayak and Ropes Course.





## STRATEGIC POSITIONING

For Grupo Xcaret, certifications are tools that evaluate our performance through national and international standards that allow us to advance on the path of continuous improvement and, therefore, of excellence. In addition, we consolidate good practices on the

programs and projects we develop. During 2018 we received a total of four certifications and 13 awards, which recognize our management in matters of quality, hygiene, marketing, safety, sustainability, technology, among others.

## CERTIFICATIONS



### EarthCheck

Xcaret, Xel-Há and Xplor received the EarthCheck Sustainable Tourism Certification that guarantees the good performance of our environmental management systems and the execution of good international practices in favor of sustainability in the tourism sector worldwide.

DISTINTIVO



GARANTÍA DE SUSTENTABILIDAD

México

### Distintive S

Through the Ministry of Tourism, our Xcaret, Xel-Há and Xplor parks received the Sustainability Badge as they are tourism companies established in Mexico that operate under sustainability criteria.



### Distintive H

All of our restaurants, bars and dining rooms in parks, tours and hotels were certified under Distintive H for complying with the highest standards of hygiene according to Mexican Standard NMX-F605 in the preparation and service of food and beverages for our visitors, guests and co-workers.



### Cristal

Hotel Xcaret México received the Cristal Certification in the FoodCheck, AquaCheck, SafetyCheck, FireCheck, SpaCheck and RoomCheck. This accreditation is granted by Cristal International Standards for hotel resorts for maintaining compliance with the hygiene and health standards of all its areas, facilities and services. Our restaurants and bars in Xcaret, Xel-Há and Xplor were also certified in the FoodCheck, SafetyCheck and FireCheck fields.

CRISTAL  
INTERNATIONAL STANDARDS

# ACKNOWLEDGEMENTS



## Liseberg Applause Award

With an original and creative vision, Xcaret has developed one of the most authentic and unique park destinations in the world. "The park balances world-class experiences based on native culture and natural attractions with sustainable operations and a strong commitment to the local community", in the words of Andreas Veilstrup Andersen, president and CEO of Liseberg Group.

The Liseberg Applause Award is considered the Oscar in the theme park industry worldwide and was presented to Architect Miguel Quintana Pali as part of the biannual exhibition of the International Association of Amusement Parks and Attractions (IAAPA). Only 15 organizations in the world have won this award.



## TripAdvisor

TripAdvisor, the world's largest travel website, awarded the Certificate of Excellence to our parks, tours and hotel for the high ratings and recommendations made by our visitors and guests.



## Socially Responsible Company

For 17 years, the Mexican Center for Philanthropy (Cemefi) recognized us with the Socially Responsible Company Badge by managing our operations under social responsibility criteria and promoting good practices in business ethics, quality of life, community ties and environmental care.

## Great Place To Work

In 2018, we received the "Recognition of the Best Companies to Work for in Mexico" from the Great Place To Work Institute, occupying the 13th position in the ranking of 100 organizations with more than 5,000 co-workers.

That same year, Architect Miguel Quintana Pali was recognized as one of the 20 Most Trusted CEOs by the Great Place to Work Institute for his business leadership in Mexico.



## Travvy Award Winner

Winner for the third consecutive year, Xcaret was recognized as the Best Theme and Water Park in the World, and for the first year, the Hotel Xcaret México was awarded as the Best All-Inclusive Family Resort by TravAlliancemia, one of the most important travel agent communities of the U.S.



## Sony Picture Televisión

Grupo Xcaret was the regional winner of Latin America of Sony Pictures Television with the film Flying Home on our program of reproduction and reintroduction of the red macaw in the jungles of Chiapas and Veracruz, a documentary that was produced in alliance with Bicho Studio.

# ACKNOWLEDGEMENTS

## OBRAS DEL AÑO AWARDS

Hotel Xcaret México was awarded in three categories on the 15th edition of the Obras del Año Awards. In representation of Grupo Xcaret, Architect David Quintana Morones received the awards on the categories: Economic Innovation, Tourism and Hospitality, and People's Choice, this last one, by popular vote.



## EUROPEAN CEO AWARD

Architect Marcos Constandse received the acknowledgment as "Best CEO in the sustainable hotel industry" during the ceremony that took place in the Mexican embassy in London, by the European CEO magazine.



## Hotel Awards Best Family Gateway

In 2018, Hotel Xcaret México received the Best Family Gateway Hotel Awards for Travel + Leisure México magazine as a unique lodging experience that takes into account all the details so that there are times when everyone in the family can enjoy the trip together, and others in which each one can have their own time and space; appropriate according to your profile, tastes and age.

## Hotel Awards Reader's Choice

Hotel Xcaret México was recognized by Hotel Travel Reader Leisure by the Travel + Leisure México magazine for being chosen by the public as one of the favorite hotels based on the experiences issued by travelers who have had the opportunity to stay at our hotel.

## World's Greatest Places

TIME magazine awarded the World's Greatest Places award to Hotel Xcaret México for being considered one of the new and best places to meet in the world in the hospitality category by combining elements of quality, originality, innovation, sustainability and influence.

## Gold Award Winner

Hotel Xcaret México obtained the Gold Award Winner in the category of Best Cultural Immersion Experience. This award is given by the magazine Prevue Meetings & Incentives to recognize the destinations, hotels and resorts, cruises and airlines of the industry with a vision for the future.

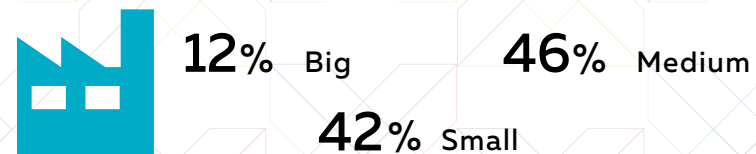
## CHAIN OF VALUE

In 2018, as part of a restructuring of Grupo Xcaret and with the aim of strengthening our strategy and management in the acquisition of products and services with suppliers, the supply chain and store areas were merged, resulting in the creation of the Corporate Direction of the Supply Chain, providing support and attention to the entire organization in the different business lines of parks, tours, hotel, vacation clubs and Xtours, as well as the opportunity to update and develop new policies, processes, procedures and manuals at a corporate level.

Our commitment to sustainability also transcends our value chain by continuing to develop the capacity of all suppliers, building strong relationships and maintaining responsible practices in accordance with our commitments to suppliers established in our Code of Ethical Conduct.

In 2018, 99% of our purchases were made from Mexican companies, which allowed us to continue boosting the national economy by following our order of priority to local suppliers, then to regional, national and ultimately foreign suppliers, significantly reducing our greenhouse gases emissions and the associated costs of transporting products over long distances.

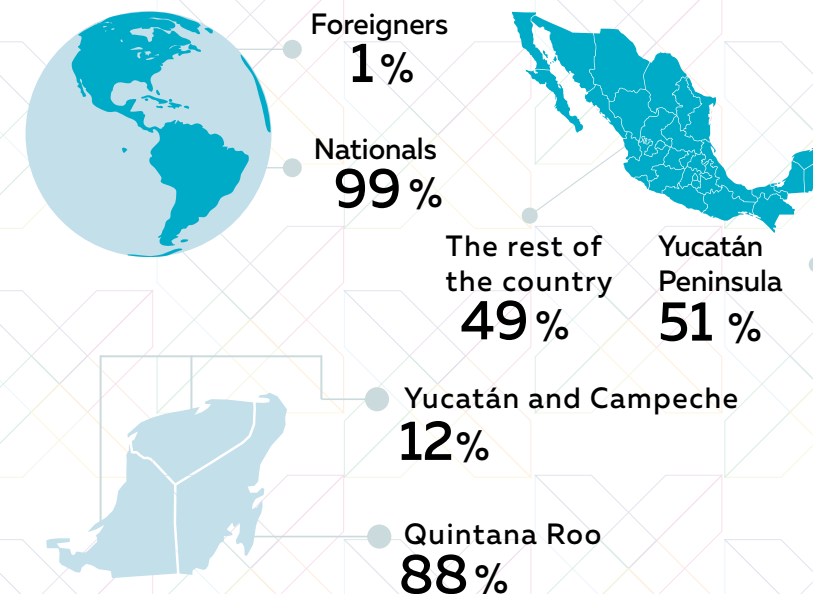
## SUPPLIERS BY SIZE OF ENTERPRISE:



Through the Secretariat of Finance and Public Credit we have promoted the program of productive chains with which we ensure immediate liquidity to our suppliers that are active and registered with Nacional Financiera (NAFIN), a banking development institution in Mexico that facilitates access to MSMEs to financing and business development services, as well as to drive innovation, productivity, competitiveness, job creation and regional growth.

**907** suppliers affiliated with our production chain program in 2018

## SUPPLIER BY GEOGRAPHIC AREA:





# HOTEL XCARET MÉXICO

# THE NEXT CHAPTER OF OUR HISTORY

## A DESTINATION RESORT NAMED XCARET DESTINATION

Since the foundation of Xcaret park, we have taken consistent steps to create unique spaces in Cancun and Riviera Maya. Today our parks and tours are emblematic attractions of Mexico. That is why in 2010, our partners began to think up the idea of consolidating a resort that gave continuity to the tourist vocation within the land of 370 hectares where the Xcaret and Xplor parks were so far.

This dream would develop according to the group's philosophy, which keeps in balance people, the planet and prosperity. It would include a hotel project of six thousand rooms, a convention center, an Xtadium for events with capacity for 12 thousand spectators, and a commercial area of more than a mile that would integrate entertainment, shops and restaurants. It would offer more than 15 thousand direct jobs and 60 thousand indirect jobs.

In this terrain, all the attractions and requirements that tourism seeks in a destination would be combined. A unique opportunity to transcend the tourist activity of our country: to turn Xcaret into a destination by itself. That is why we decided to call this resort: Xcaret Destination.

Thus, the seed sown by Miguel Quintana and his partners Oscar, Marcos and Carlos Constandse, has transcended a new generation that today takes the responsibility of driving the business to a new level, under the premises of innovation and service excellence but, above all, the full satisfaction of its visitors, and now guests and members.



**"The best is yet to come... Our main challenge is to contribute significantly in the social, environmental and economic fields for our community, Quintana Roo and Mexico, following the philosophy we learned from the founding partners"**

**Architect Marcos Constandse Redko**

## PLANNING AND DESIGN

The Xcaret Destination resort is located in Playa del Carmen, Quintana Roo, an area with an environmental policy of sustainable use and vocation of urban land. This means that, due to its characteristics, the land is suitable for the use and management of natural resources, so that it is efficient, socially useful and does not negatively impact the environment. The infrastructure must converge with the environment and with society, promoting sustainable development.

The project started in 2010 as we gathered the best group of specialists in the country, who were in charge of handling the evaluation of land, marine and underground water environments, as well as the review and attention of each of the legal aspects that would allow us to conserve ecosystems.

All the elements of this project were carefully planned in harmony with the geography of the environment. The hotel infrastructure was designed to have access, rooms, areas of amenities, areas of administrative and operational services; as well as parking areas and internal roads, underground communication steps and ramps for operation.

The infrastructure of the destination was meanwhile developed in a nearby plot, where a set of projects were planned such as: the installation of a wastewater pumping tank, irrigation tank, wastewater treatment plant, cistern, wells for extraction and injection wells (they include WWTP and osmosis rejection).

This is how the first phase of Hotel Xcaret México begins. Designed by Architect David Quintana Morones, under a concept he called "eco-integrating and landscape architecture", the philosophy is one that dictates how and where there should be shared spaces with the environment to give value to the existing biodiversity. A style that honors and incorporates nature into the lodging experience as it is a natural refuge in which beaches, rivers, coves, caves, swimming pools, hanging bridges and an Xpiral pyramid connect and coexist harmoniously within the same space in the heart of the Mayan jungle.



## CONSTRUCTION AND WORK

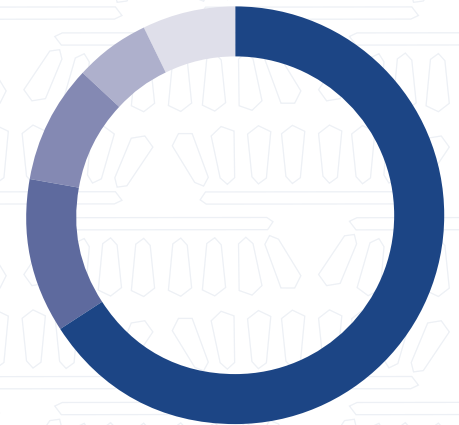
During the construction phase, the challenge was to create an even more splendid space than it had been designed before. Xdifica, a Quintana Roo company that was in charge of the construction of the project, coincided with our vision of sustainable management, balancing social, environmental and economic aspects.

In the people pillar, during this first stage of construction of the resort we generated more than four thousand direct jobs and 20 thousand indirect jobs. Having the commitment to maintain this level of employability for the upcoming years, meaning, by 2030, once all the stages of the project have been completed, we will have generated 10 thousand direct jobs and 40 indirect jobs.



All the co-workers have fair salary, social security and a safe work environment. Most of them are originally from the southeast of Mexico. For those who come from distant communities, we enabled a “support town” with bedrooms, recreational areas and dining rooms to reside during the period of time and avoid moving from very long distances to their workplace.

- **66%** Chiapas
- **12 %** Yucatán
- **9%** Tabasco
- **6%** Quintana Roo
- **7%** Rest of Mexico





In the planet pillar, the construction of the project was designed under the principle of integrating in total harmony with nature. The location destined for construction gave us the opportunity to create a hotel where you could enjoy nature in its different forms through views of the jungle, rivers, coves and the Caribbean Sea, to show the beauty of the place in all its splendor.

In the choice of construction materials, we gave ourselves the task of selecting materials that would require a minimum level of energy consumption to obtain and transfer them. In the same way, we observe that our materials comply with international regulations and practices, such as in the wood used in the hotel, which has the Forest Stewardship Council Certification, which allows us to confirm that the materials used were generated under principles and criteria that seek the ecological, economic, social and cultural balance of the region. We keep and reuse 80% of the total materials belonging to the location, which were used for the creation of platforms, floors and decorative elements such as limestone. The other 20% of the supplies used for construction, such as lightened concrete block, joist and vault, fillers and other materials, were produced or extracted within a radius of less than 200 kilometers from the hotel, which reduced the footprint of carbon generated by our suppliers in construction and inherently in our emissions.



Our commitment to the reuse of materials led us to the construction of a structure that simulates a spiral pyramid, which was created entirely by reused material resulting from the excavations of the land. The Xpiral, as we call it, has eight levels; from the fifth level, spaces were designed to give added value to the construction. A nursery, a vacation club, a restaurant with a wonderful view, and a chapel installed at the highest point, all fit within this beautiful construction.

We carried out various actions in environmental matters that would allow us to develop conservation, rescue, management and compensation programs for the biodiversity of the place.

**•Environmental supervision and management program:** Through a technical team in environmental matters we coordinate actions to establish protection, conservation and mitigation measures for ecosystems in total congruence with the design of the project under the concept of eco-integrating architecture.

**•Efficient resource use program:** We ensure that the materials used for construction activities will require a minimum level of energy consumption to obtain and transport them. Taking advantage of the inputs obtained from the materials obtained in the field and the rest we acquired in a radius less than 200 kilometers with local construction suppliers.

• **Water monitoring program:** All marine ecosystems and bodies of water developed are under a system of constant monitoring of water quality. We take care of the health and integrity of the diversity of flora and fauna that inhabit them.

• **Waste management program:** We ensure the correct disposal of solid waste generated by construction and operation work is according to the environmental legislation applicable to the project.

• **Energy management program:** We conducted studies to identify the areas of energy efficiency that would allow us to design different buildings under efficient and responsible management of energy consumption.

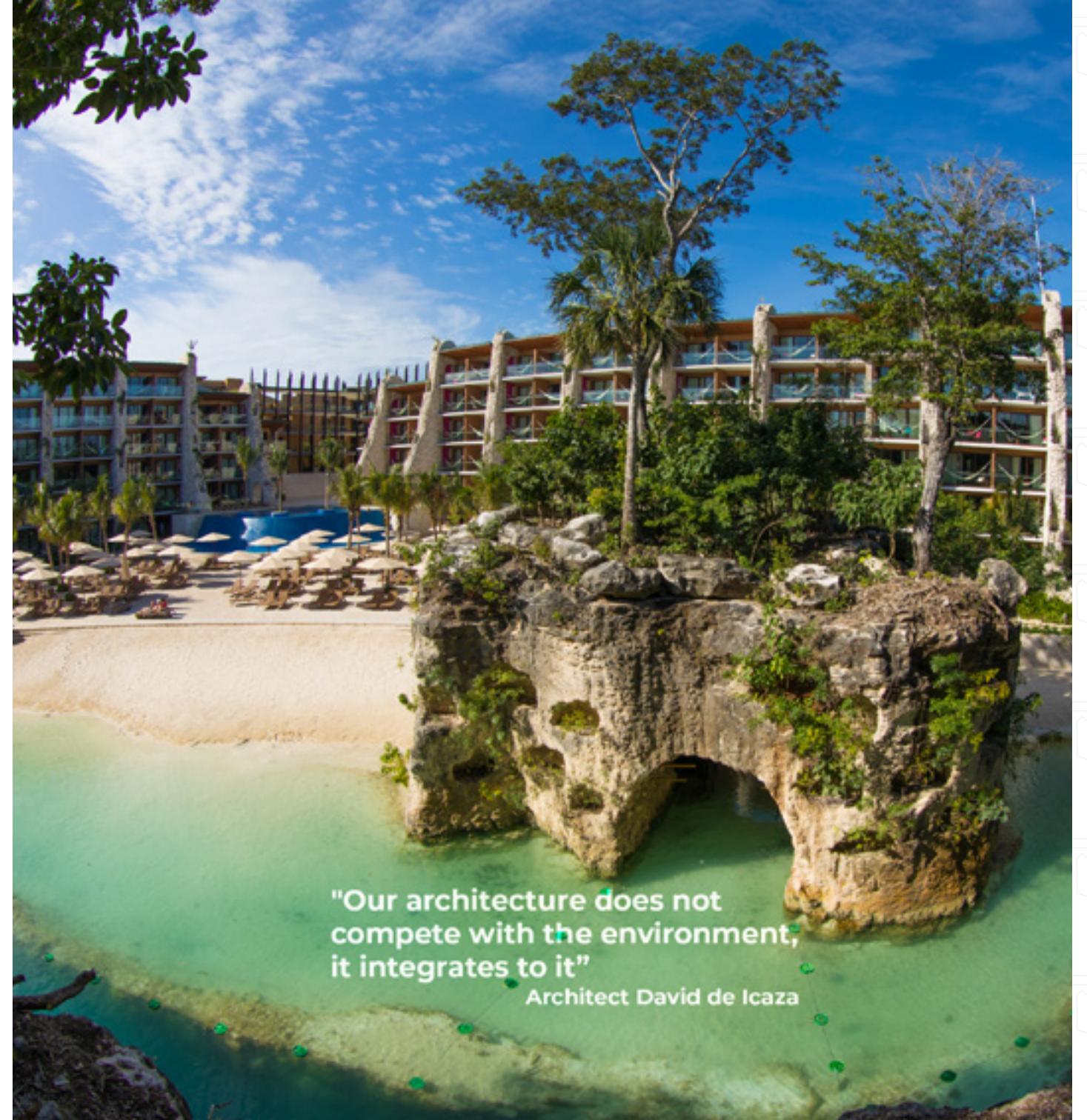
• **Greenhouse Effect Emissions (GHG) management program:** We integrate state-of-the-art technology certified under the Energy Star seal by optimizing the use of electric energy and thus reducing our greenhouse gas emissions.

• **Flora management program:** We established protection actions for all endemic and at-risk

flora species. We design conservation areas to favor their growth and transfer vegetation to our nurseries to ensure their survival. With the material obtained during the clearing we generate compost to be used in the reforestation activities of the green areas.

• **Fauna management program:** We rescue and relocate fauna organisms, both terrestrial and marine, at risk or in danger of extinction. We develop artificial bodies of water within vegetation areas as sources of accessible supply for wildlife organisms. We enable aerial passages of arboreal fauna and signaling installation for their protection.

• **Environmental education program:** We train all construction personnel for the efficient use of resources and respect for flora as part of environmental regulations.



"Our architecture does not compete with the environment, it integrates to it"

Architect David de Icaza

The general idea was to consolidate an exclusive space, packed with comfort, luxury and recreation areas that would integrate themselves with the majesty of nature, inspiring and evocating the Mexican culture.

Our business model and supply chain policy contribute to the momentum of the Mexican economy through fair trade with local, peninsular and national suppliers. That is why we seek to create synergies with the communities of the Yucatán Peninsula and other regions of Mexico such as Jalisco, Hidalgo, Puebla, Tlaxcala, State of Mexico, Chiapas, Campeche, to obtain all the decorative elements of the hotel: textile embroidery, decorative cushions, onyx lamps, nest sealing lamps in rooms, traditionally made mosaics, art pieces carved in wood, palm baskets, paintings on amate paper, black clay vessels, talavera tiles, hammocks, looms, wicker baskets, furniture and products based on natural honey. All of these elements were obtained under a criteria of quality, social justice and care for the environment in support towards the national artisans and producers.

The love for our country and its culture inspired us so that our guests could take home a bit of Mexico in every detail expressed in its people, art, music, gastronomy, customs and traditions.



**"Hotel Xcaret México has a fair balance between esthetic and ethic"**

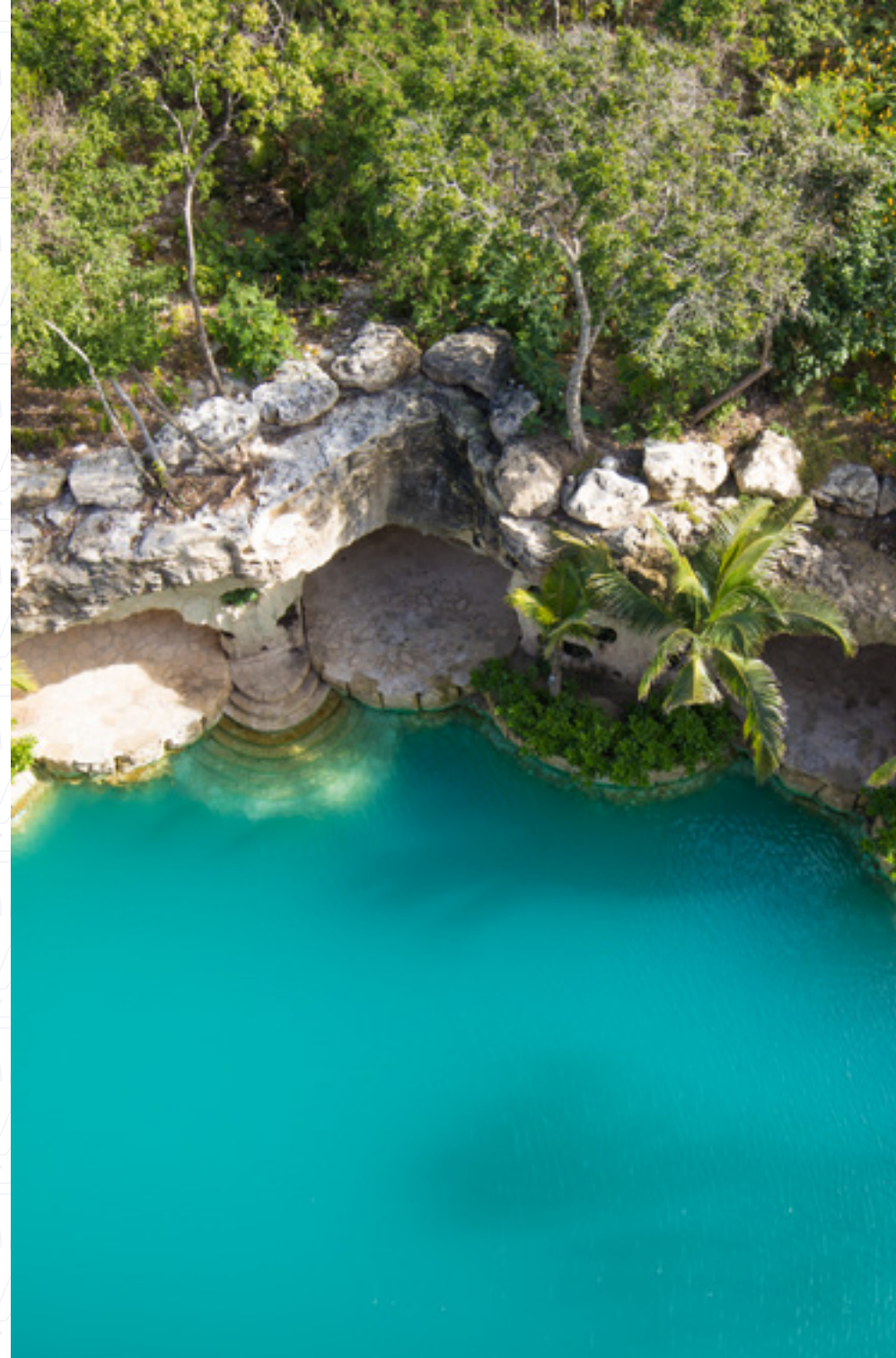
**Francisco Gutiérrez**

## PRE-OPENING

Towards the interior of our group, the emergence of Hotel Xcaret México has triggered the integration of a hospitality segment, capitalizing on the strengths of the organization. On the outside, it meant the implementation of a business model which has broken paradigms, in a constantly growing industry, by proposing an unprecedented concept, difficult to understand in its real dimension but that, when experienced, generates the highest levels of satisfaction, always in strict adherence to the philosophy of sustainability that characterizes us as a group.

With a strong Mexican essence, Hotel Xcaret México is proud to present its innovative "All-Fun Inclusive®" concept, an homage to Mexico which offers much more than the traditional "All Inclusive" service by combining comfort and luxury of an exceptional resort with an eco-integrating architecture, as well as unlimited access to the Grupo Xcaret parks: Xcaret, Xel-Há, Xplor, Xplor Fuego, Xoximilco, Xenses, Xavage, Xenotes, and the Xcaret Expeditions tours (Chichén Itzá, Cobá and Tulum), in addition to food, beverages, and transportation airport-hotel-airport and hotel-parks-hotel. Without a doubt, the best of Mexico is all included!

The Hotel Xcaret México and the All-Fun Inclusive® concept were a starting point for the birth of the group's top experience: MÉXICO DESTINATION CLUB BY XCARET. The exclusive loyalty program of the group offers extraordinary travel benefits, preferential rates and other privileges through international strategic alliances, for members to enjoy their membership in a unique and exclusive way.



In the people pillar, we constantly seek the generation of value in society. At this stage, we generate value through the creation of job sources and development opportunities for the communities in which we operate. In this sense, we face two very important challenges; firstly, the hiring and intensive training of more than 1,400 people during the months prior to the opening of the hotel.

A total of

553,635

hours of training were given during the pre-opening

Secondly, the adoption of the All-Fun Inclusive® concept as part of the corporate culture, where each of the parks, hotel, tours and transportation co-workers make this new adventure possible.

Thus, at Hotel Xcaret México, we embrace everything we do and everything we are to be able to offer our guests-visitors, "The Best of Mexico Included" and start a new adventure.

## GRAND OPENING

In the framework of the "International Year of Sustainable Tourism" proclaimed by the United Nations, Grupo Xcaret celebrated its first hospitality experience with great pride. Although the hotel experience seems to be late in the game for our group, Hotel Xcaret México represents a strategic step in the consolidation of a new era for the group.

During an emotional opening ceremony held on December 2nd, 2017, in which federal, state and municipal government authorities were present, the partners of Grupo Xcaret were responsible for carrying out the traditional ribbon cutting - in this case a garland. The emotion of the moment fell on the speeches of Architect Marcos Constandse Redko and Architect David Quintana Morones, who presented Hotel Xcaret México as the continuity of the legacy of the founding partners. Architect David Quintana Morones said: "Thank you for joining us at the birth of this new experience, of this new hotel category. Today, the work of 9 years is finished... Thanks to each of the collaborators, we are managing to pay tribute to Mexico". On the other side, Marcos Constandse Redko said, "We want guests to keep Mexico in their hearts after experiencing a mystical and fun space, and by touring the parks with their natural wealth and culture, a memory that will forever transform the concept of their vacation".

Without a doubt, in Mexico we have created a new paradigm in the international tourism industry, and the story is just beginning.

# Welcome home!



# HOTEL XCARET

## MEXICO

## EARTHCHECK CERTIFICATION

The EarthCheck design standards, which provide a comprehensive approach to project delivery, from planning, design, construction and operational management, allowed us to adhere to international sustainability criteria and, at the same time, position ourselves as leading tourism operators. Hotel Xcaret México has been recognized as the first EarthCheck project in the Mexico's Planning and Design category and the first EarthCheck Design project in America.

2017

This is to certify that

## Hotel Xcaret México Río, Caletas y Cerro

Has been assessed as meeting the Certification Requirements of the EarthCheck Building Planning and Design Standard

[www.earthcheck.org](http://www.earthcheck.org)



Stewart Moore, CEO  
21 April 2017

*the planet deserves more than half measures*



GRUPO  
**xcaret**

# ABOUT THIS REPORT

## ABOUT THIS REPORT

Our Sustainability Report demonstrates our commitment to address on an annual basis everything which concerns our stakeholders, since we are not obliged to do so as a private entity. In it we integrate our main actions and results in economic, social and environmental issues, in the period from January 1st to December 31st, 2018.

The data and figures described in this document refer to the results obtained at a corporate level, or any of those results from within the business units of parks, tours, the hotel or the vacation club that make up Grupo Xcaret.

For the elaboration of this report, international criteria and guidelines were considered as the guide of the Global Reporting Initiative: the 10 Principles of the United Nations Global Compact and the 17 Sustainable Development Goals. This report does not have external verification; however, the data is reviewed by the different institutions that certify our operations.

Our previous annual reports can be consulted in digital format in Spanish or English on the official website of Grupo Xcaret: [www.grupoexperienciasxcaret.com](http://www.grupoexperienciasxcaret.com)

**For more information on our performance and the information reported on sustainability, contact directly:**

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## PRINCIPLES OF THE UNITED NATIONS GLOBAL COMPACT

For 14 years we have continuously endorsed our commitment to be part of the United Nations Global Compact Network in Mexico. We were the first tourist company in Mexico to join this network for the promotion and dissemination of social responsibility and sustainability as the only form of ethical, responsible and competitive

business; we are currently part of its steering committee. Our institutional philosophy, corporate strategy and actions are aligned with the 10 Principles of the Global Compact on issues of Human Rights, Labor Standards, Environment and Anti-Corruption.

Principle 10: Act against all forms of corruption, including extortion and bribery.  
 Pages: 26, 30, 93 y 113

Principle 9: Encourage the development and dissemination of environmentally friendly technologies.  
 Pages: 23, 26, 75, 76 y 125

Principle 8: Promote greater environmental responsibility.  
 Pages: 23, 26, 51, 53, 55, 56, 71, 75, 76, 77, 78, 79, 80, 82, 83, 84, 85, 86, 100, 101, 119, 124, 125 y 133

Principle 7: Support the preventive approach to environmental challenges.  
 Pages: 23, 26, 30, 71 y 123

Principle 1: Support the protection of Human Rights.  
 Pages: 23, 26, 30, 34, 59 y 93

Principle 3: Support the principle of freedom of association and the right to collective negotiation.  
 Page: 35

Principle 4: Eliminate forced and compulsory labor.  
 Page: 35

Principle 5: Abolish any form of child labor.  
 Page: 35

Principle 6: Eliminate discrimination in respect of employment and occupation.  
 Pages: 23, 26, 30, 34, 35, 37, 38, 49, 50, 89, 93, 114, 121, 122, 127 y 130





# SUSTAINABLE DEVELOPMENT GOALS

In September 2015, the countries belonging to the United Nations Organization (UN) approved the 2030 Agenda, a 15-year plan to build a better world for all people and for our planet.

This plan includes 17 global objectives, better known as the Sustainable Development Goals. To achieve these goals, the participation of all sectors is necessary: governments, companies, civil society organizations, academy and citizens.

Tourism contributes particularly to the goals: eight of Decent Work and Economic Growth, 12 of Responsible Consumption and Production and 14 of Life Below Water. All actors involved in this sector must develop,

adopt and promote responsible practices that contribute to sustainable development.

At Grupo Xcaret we are willing to contribute our actions to achieve these objectives. Sustainability in recent years has become more relevant in our strategy and business management, which allows us to continue offering unique and sustainable tourism experiences.

Below, we share a diagram in which we reference how our projects, programs and actions reported in our Sustainability Report 2018 contribute to the 17 Sustainable Development Goals:



# GLOBAL REPORTING INITIATIVE

This report was prepared under the criteria of the Global Reporting Initiative (GRI), which establishes an international standard for the preparation of sustainability reports with a clear focus on transparency and accountability by companies considering management approach, economic, environmental and social issues.

Universal		
<b>102-1</b>	Page: 7	Name of the organization
<b>102-2</b>	Pages: 11, 12, 13, 14, 15 y 16	Activities, brands, products and services
<b>102-3</b>	Pages: 11, 12, 13, 14, 15 y 16	Headquarters location
<b>102-4</b>	Page: 7	Location of operations
<b>102-6</b>	Page: 94	Markets served
<b>102-7</b>	Pages: 11, 12, 13, 14, 15, 16 y 35	Scale of the organization
<b>102-8</b>	Pages: 35, 37 y 38	Information on employees and other workers
<b>102-9</b>	Pages: 113 y 114	Supply chain
<b>102-14</b>	Page: 3	Statement from senior decision-maker
<b>102-15</b>	Pages: 3 y 20	Key impacts, risks and opportunities
<b>102-16</b>	Pages: 10 y 93	Values, principles, standards, and norms of behavior
<b>102-18</b>	Pages: 90, 91 y 92	Governance structure
<b>102-40</b>	Page: 29	List of stakeholders groups
<b>102-47</b>	Page: 30	List of material topics
<b>102-50</b>	Page: 137	Reporting period
<b>102-53</b>	Page: 137	Contact point for questions regarding the report
<b>102-54</b>	Page: 137	Claims of reporting in accordance with GRI standards
<b>102-55</b>	Pages: 141 y 142	GRI content index

Economics	Socials
<b>203-2</b> Pages: 89, 93, 113, 114, 117, 121, 122, 127 y 130 Significant indirect economic impacts	<b>401-1</b> Pages: 35, 37, 38, 121 y 122 New employee hires and employee turnover
<b>204-1</b> Pages: 113 y 114 Proportion of spending on local suppliers	<b>403-1</b> Pages: 39 y 122 Occupational health and safety management system
Environmental	<b>407-1</b> Page: 35 Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk
<b>301-2</b> Pages: 73 y 74 Recycled input materials used	<b>403-3</b> Pages: 39 y 122 Occupational health services
<b>301-3</b> Pages: 73 y 74 Reclaimed products and their packaging materials	<b>403-6</b> Pages: 39 y 122 Promotion of worker health
<b>303-1</b> Pages: 71, 73, 119, 123 y 125 Interaction with water as a shared resource	<b>404-1</b> Pages: 40 Average hours of training per year per employee
<b>304-3</b> Pages: 71, 77, 78, 79, 82, 84, 86, 119, 124 y 125 Habitats protected or restored	<b>404-2</b> Pages: 39, 40 y 42 Programs for upgrading employee skills and transition assistance programs
<b>305-1</b> Page: 76 Direct (Scope 1) GHG emissions	<b>405-1</b> Pages: 37 y 38 Diversity of governance bodies and employees
	<b>408-1</b> Page: 35 Operations and suppliers at significant risk for incidents of child labor
	<b>413-1</b> Pages: 47, 53, 55, 56, 57, 58 y 59 Operations with local community engagement, impact assessments, and development programs

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