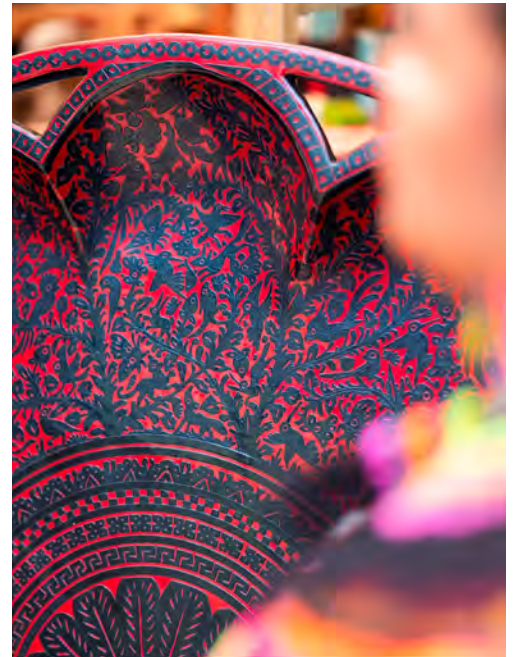


# SUSTAINABILITY REPORT 2024







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# MESSAGE FROM THE PRESIDENT AND GENERAL MANAGER

GRI 2-22

## Dear friends,

I am very pleased to share with you this 2024 Sustainability Report, a testament to the effort, passion, and commitment that have allowed us to overcome challenges and consolidate our mission of creating and sharing dreams.

2024 was marked by great challenges, but also by significant achievements that reinforce our identity and commitment to Mexico. Throughout the year, we implemented strategic measures to ensure our group's operational efficiency and sustainability, convinced that our capacity for adaptation and innovation will allow us to continue strengthening our position as leaders in the tourism industry.

Proof of this is the first Xcaret Mexican Folk Art Fair, an event that reaffirms our role in safeguarding cultural heritage and promoting our country's master artisans. With the participation of more than 280 artisans from various regions of Mexico, we were able to create an exhibition and sales space where their talent could be appreciated and valued. For Grupo Xcaret, the Xcaret Mexican Folk Art Fair is more than an event; it's a declaration of principles. In a world where modernity and industrialization threaten to erase our roots, at Grupo Xcaret we reaffirm our responsibility to preserve and celebrate the most authentic expressions of our culture. This fair is a clear example of our principle of shared prosperity, where every piece of art tells a story, and every artisan has space to shine.

We are inspired and given identity by the legacy of our roots, our history, and, above all, our deep love for Mexico. Each of our projects is born with the conviction of showing the world the grandeur of our country, its

cultural richness, and its invaluable natural heritage. This way of doing things has allowed us to establish ourselves as a benchmark for sustainable tourism, offering authentic experiences that honor our traditions and project them into the future.

We walk this path accompanied by the best people. Our greatest strength is the team of people who work at Grupo Xcaret, who every day make it possible for our visitors to experience unforgettable moments.

Together, we will continue to build on Grupo Xcaret's legacy, taking our culture, our hospitality, and our deep love for Mexico to new horizons.

## Architect Miguel Quintana Pali

President and General Manager  
Grupo Xcaret



# ABOUT THIS REPORT

GRI 2-3, SDG 12

Grupo Xcaret's Xustainability Report is the official accountability tool for our performance in social, environmental, and corporate governance matters. Through this document, we share our organizational results with our stakeholders and reaffirm our commitment to operating under a sustainable development and tourism approach, supporting and contributing to the United Nations Global Compact Principles and the Sustainable Development Goals (SDGs).

This report presents the results achieved by the programs and actions within our Sustainability Model for the period from **January 1 to December 31, 2024**. This report has been prepared using the Global Reporting Initiative standards as a reference. The data presented covers our tourism units both as a whole and individually, as applicable.

Sustainability Reports for previous years can be consulted at

<https://www.grupoxcaret.com>.

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# ABOUT US

GRI 2-1, GRI 2-2, GRI 2-6, SDG 8

**We are a 100% Mexican sustainable tourism and recreation business group. We create unique experiences inspired by our deep love for Mexico, its culture, nature, and life.** Our offer includes parks, tours, maritime experiences and hotels.

Grupo Xcaret's business model is based on ethics, respect for human dignity, a commitment to biodiversity, and the creation of shared value and prosperity in the communities where we operate.



# BUSINESS UNITS

GRI 2-2, GRI 2-6, SDG 8





# PARKS







A gateway to Mexico that highlights the best of our country. Internationally acclaimed and recognized, Xcaret Park offers an unparalleled experience with more than 50 attractions that combine nature, cultural and artistic expressions, as well as the best of the country's cuisine. Located on the oceanfront and in the middle of the jungle, Xcaret Park offers activities in wonderful underground rivers, native flora and fauna in their natural habitat, beaches and coves with crystal-clear waters, and Mayan archaeological remains.

Recognized by Forbes Travel Guide for its excellence in service and visitor attention, Xcaret Park made history in the industry by becoming the first theme park to receive this prestigious distinction.

It presents Mexico's largest show: Xcaret México Espectacular, with more than 300 artists on stage; a dazzling journey through the country's history, music, and traditions. A presentation that transports viewers from pre-Hispanic times to the present day, celebrating Mexico's cultural grandeur in a unique setting. With around thirteen thousand one hundred performances so far, Xcaret México Espectacular has been seen by more than twenty million eight hundred and nineteen thousand people from around the world, as of December 31, 2024.



As a promoter and guardian of our traditions, Xcaret Park holds three special events each year: the Sacred Crossing, the Xcaret Mexican Folk Art Fair, and the Festival of Life and Death Traditions. These events involve the surrounding communities, the general public and tourists from all over the world.

Among the activities, you can find cultural workshops that strengthen regional identity and the values of our country's cultural heritage.

Among its most notable recognitions and certifications, Xcaret Park has several of international stature.

- Liseberg Applause Award for Best Park in the World.
- Recognitions and awards: Trip Advisor, Travvy Awards, and World Travel Awards.
- Certifications: Distintivo H, EarthCheck, and SecurityCheck.
- Staff and equipment certified by ASIS International.
- Forbes Travel Guide for excellence in customer service.

It maintains a firm commitment to biodiversity through water conservation, use of clean energy, waste management, and promoting animal welfare.

In addition, it supports important species conservation and reintroduction programs:

- Scarlet macaw breeding and reintroduction program.
- Protection and conservation of white and loggerhead turtles.
- Pink flamingo breeding program.

The public can enjoy the immersion aviary, a natural habitat that fosters the development of more than 1,500 species of Mexican birds, some of them endangered; a coral reef aquarium where you can observe more than 150 marine species that are part of our conservation programs; and finally, one of the largest butterfly farms in the world, where you can admire and learn about the growth and transformation of an egg into a beautiful butterfly, thanks to the breeding program.







A Natural Wonder of Mexico whose name means “where the water is born.” It’s the ideal place for unlimited snorkeling, safe and at your own pace, in a unique natural setting. It boasts several underground rivers, including the longest in the world. They all converge and flow into a beautiful cove where the freshwater of the river mixes with the saltwater of the Caribbean Sea, creating an effect called thermocline.

Here, the whole family can enjoy more than 14 water and land activities. Along the river, you’ll find fun activities like the Stone of Courage and ziplines that will plunge you into the cool waters of the cove. You’ll also find jungle trails that you can enjoy on a hike or bike ride. Marvel at the 360° landscape view at a height of 40 meters from the Mirador Lighthouse and descend an incredible slide.



Xel-Há has it all: water activities, eco-friendly attractions, restaurants, and the best scenery to admire while you relax in a hammock or stroll through the jungle.

Enjoy the complete experience with the All-Inclusive ticket, where you have unlimited food and drinks, or discover it all with the Xel-Há Light ticket, which includes non-alcoholic beverages and lots of fun.

Recognized by Forbes Travel Guide for its excellence in service and guest attention, this is one of the Grupo Xcaret parks that has made history by receiving this prestigious distinction.

Today, after 15 years of meeting the highest operating standards, Xel-Há has earned the Master certification from EarthCheck, a leading certification and evaluation firm for the sustainable travel and tourism sector, making it the first park in the world to do so.



Xel-Há's social and environmental programs include:

- Community programs in Chemuyil town
- School visits
- Fish and queen conch monitoring
- Sea turtle and manatee conservation
- Forest nursery
- Mangrove reforestation and rehabilitation project for the Nichupté lagoon system
- Promotion and safeguarding of the Melipona honeybee harvesting ceremony.

Xel-Há is a natural paradise where fun and relaxation merge in a spectacular setting, ideal for visitors of all ages. This destination offers an unforgettable experience, with a wide variety of activities designed to be enjoyed to the fullest in one place.

Furthermore, Xel-Há reaffirms its commitment to conservation, protecting and preserving Mexico's extraordinary natural beauty for future generations.





# XPLOR<sup>®</sup>

por Xcaret

Discover adventure at its finest in the world's most visited zipline park, where the jungle, the sky, and the underground world become your backdrop for excitement.

Located in the heart of the Riviera Maya, this all-inclusive park invites you to unleash your inner self and explore spectacular natural landscapes through unique activities designed for those seeking breathtaking thrills in the utmost safety and comfort.

From soaring through the skies on a 3.8 km zipline circuit to plunging into rivers of natural stalactites or driving amphibious vehicles through caverns and across hanging bridges, Xplor redefines adventure with unforgettable experiences. Plus, its newest attraction, Toboganxote, the first 5-in-1 slide in Mexico, adds an unexpected twist to the fun.

The park also offers the Xplor Bravest Race, a one-of-a-kind obstacle course that challenges participants to push their limits in a spectacular natural setting. This experience not only tests each runner's endurance and adventurous spirit, but also fosters community, teamwork, and the motivation to reach the goal.







The excellence of Xplor and its nighttime sister park, Xplor Fuego, has been internationally recognized, earning TripAdvisor's 2024 Traveler's Choice and featuring on Forbes Travel Guide's list of best adventure parks thanks to its quality of service, world-class infrastructure, and commitment to safety. Additionally, it has international certifications such as ACCT (Association for Challenge Course Technology), which guarantees compliance with the highest standards in activity operation; The Fun Lab, which certifies safe and quality experiences; and PETZL, a benchmark in height safety.







## F U E G O por xcaret

It's the ultimate nighttime experience, where the jungle lights up with excitement under torchlight in the starry sky, marking the path to challenging your limits.

Fly at full speed on a zipline circuit, including the highest in the Riviera Maya, which, illuminated in the dark, completely transforms the sense of adventure. Take control of an amphibious vehicle and travel through jungle trails, cross hanging bridges, and pass through ancient caverns where fire and water combine in a

breathhtaking setting. Immerse yourself in an underground river of stalactites lit up to look like lava or paddle a raft for an extra dose of excitement, while the hammock landing will launch you from a hammock zipline straight into a cenote.

If you're looking for an even greater challenge, Toboganxote, the first 5-in-1 slide in Mexico, will let you enjoy four types of high-speed descents before landing in a wave pool.

After a night full of adventure, recharge your batteries with unlimited non-alcoholic beverages and a buffet dinner of ribs and other options for all tastes.









A park where the magic of perception and the senses intertwine to awaken your sense of wonder. Located in the Riviera Maya, it is the ideal destination for those seeking an out-of-the-ordinary experience. Here, logic and reality challenge each other, creating an environment where nothing is what it seems. From the moment you walk through its doors, you are immersed in a unique world where every step tests your senses in unexpected ways.

With fantastical settings, different optical illusions, a completely dark walk that awakens your senses and connects you with diverse ecosystems, the paradisiacal Eden, and the refreshing Xítrico Garden, Xenses transforms fun into an incomparable sensorial experience.

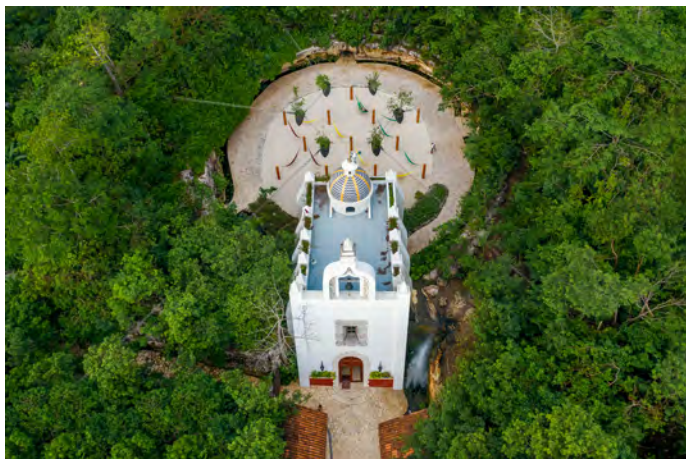
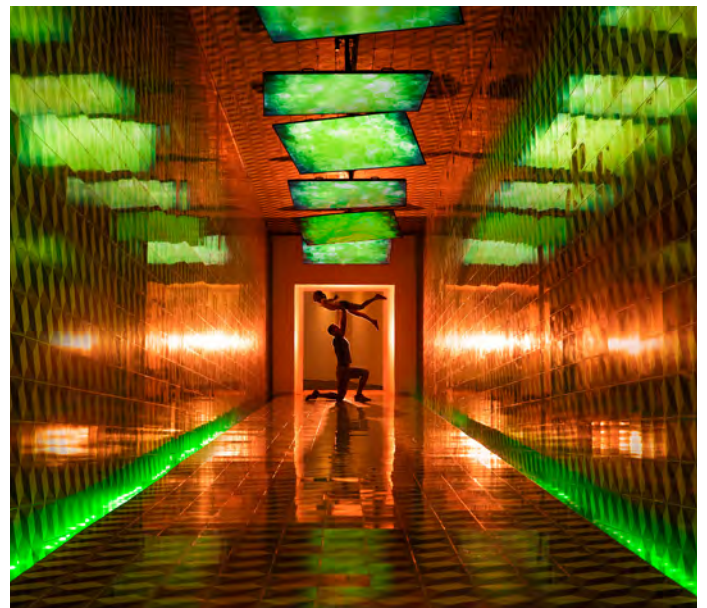
Each activity is designed to challenge your perception and take you on a journey of surprises. If you're looking for a connection with nature and the surreal, get ready to explore the park's heartbeat. Immerse yourself in a Mexican village where the architecture defies gravity. You can slide down a slide landing in a cenote, fly like a bird on a horizontal zip line, and relax in Riolajante, Lodorama, Xauna, and Lluvia, a unique family Xpa that elevates your emotions while offering you respite.

Xenses is not only a park of interactive experiences, but also a perfect setting for capturing unforgettable memories, with more than 135 photo ops designed to immortalize every moment.





With the Forbes Travel Guide's customer service quality certification and multiple TripAdvisor excellence awards, Xenses has been recognized as one of the most innovative and fascinating parks in the region. This recognition reflects the park's commitment to offering unparalleled experiences in an environment of fun, quality, and safety.



Dare to challenge your perception and discover a world where your senses are the protagonists. At Xenses, the impossible is just the beginning.





## XOXIMILCO CANCÚN

In Cancun, there is a unique park that transports you to a festive and colorful atmosphere, inspired by the Mexican tradition of trajineras and popular celebrations. It offers an experience that combines music, culture, and gastronomy in one place, providing an exceptional opportunity to enjoy the authenticity of Mexico in a fun and lively way.

Upon arrival, you will immerse yourself in a picturesque setting, where trajineras, traditional Mexican gondolas adorned with lights and vibrant colors, will take you along canals under the stars. The experience begins with a festive welcome, creating the perfect atmosphere to enjoy a Mexican fiesta in all its glory.

During the tour, visitors can enjoy a domestic open bar and a tasting dinner of typical Mexican dishes. The festive atmosphere is intensified by live regional music such as mariachi, ranchero, marimba, jarana, and norteño, creating a vibrant and joyful atmosphere. In addition to the trajineras, a fun entertainer will teach you the best dance moves and songs from Mexico. Without a doubt, Xoximilco is the authentic Mexican party, ideal for those looking for a fun experience in Cancun.

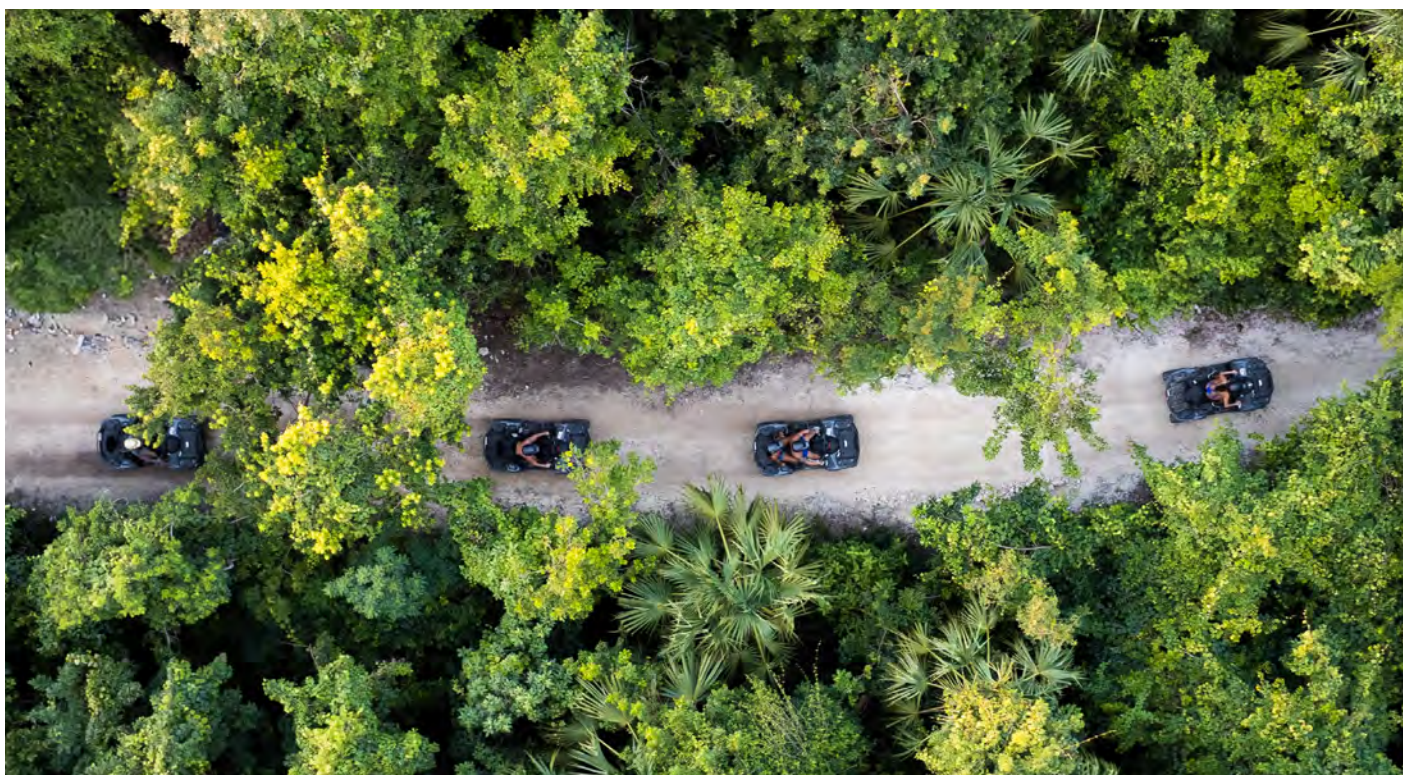
Thanks to its customer service quality certification from Forbes Travel Guide and numerous TripAdvisor excellence awards, Xoximilco has established itself as one of the best nightlife experiences in the region. If you're looking for a unique way to celebrate life, enjoy Mexican culture, and make unforgettable memories, Xoximilco Cancun is the perfect place to do it.



# TOURS







This offers a unique and exciting adventure for adrenaline lovers. Located in Cancun and the Riviera Maya, this experience invites you to explore the natural beauty of the jungle while enjoying a tour on powerful all-terrain vehicles (ATVs). The experience begins with an introduction to vehicle handling and safety precautions so you can venture out with complete confidence.

Throughout the tour, you'll enjoy trails filled with lush vegetation and challenging terrain that will test your driving skills. You can also choose from three routes: Cancun, Puerto Morelos, and Playa del Carmen. Each offers a unique activity.

- Cancun: Venture through exciting trails on your ATV while surrounded by the majesty of nature. Complement the adventure by hopping on a fast

jet boat. The only tour in the region that offers this experience in the destination, undoubtedly a unique combination of adrenaline and breathtaking landscapes that you won't find anywhere else.

- Puerto Morelos: Surround yourself with nature and hike trails in the heart of the jungle. Admire the lush vegetation and swim in a cenote.
- Playa del Carmen: Immerse yourself in the jungle at full speed on an exciting ATV tour. You'll also enjoy a refreshing Xapuzón in crystal-clear waters.

During the adventure, a delicious box lunch is also provided, perfect for recharging your batteries.

The combination of the thrill of riding an ATV and the natural beauty of the region makes this experience unparalleled. ATV Xperience is ideal for those seeking an adrenaline-filled adventure, contact with nature, and unforgettable moments. With expert guides and vehicles in excellent condition, the tour guarantees a safe, fun experience full of surprises around every turn.





## **XENOTES** ENIGMATIC WATERS TOUR

This is a tour that takes you to visit the different types of cenotes that exist around the world. Be amazed by incredible landscapes while paddling a kayak, marvel at underwater gardens, enjoy a zipline, descend into the depths of a cavern cenote, and swim in the ancient waters of an open cenote. Plus, enjoy the company of a personalized guide and delight in a delicious picnic in the middle of the jungle, paired with a glass of wine or beer. Immerse yourself in nature on this unique tour that includes everything!

Recognized by Forbes Travel Guide for excellence in service and visitor care, join the Grupo Xcaret business units that made history by receiving this prestigious distinction.

Xenotes is the perfect getaway to disconnect from everyday stress and immerse yourself in the majesty of nature. Each cenote offers a unique setting where natural beauty and serenity merge to provide you with an unparalleled experience. More than an adventure tour, Xenotes invites you to a deep connection with the environment, revitalizing your senses and enveloping you in a sense of peace and freedom.

What makes Xenotes the best tour is the exclusive opportunity to explore the four types of cenotes in small groups of just 20 people, avoiding the crowds and enjoying a more intimate and personalized atmosphere. Plus, your guide will become a true host, sharing fascinating stories about regional mysticism and the deep relationship of this ancient civilization with the cenotes, enriching your adventure with history and culture.





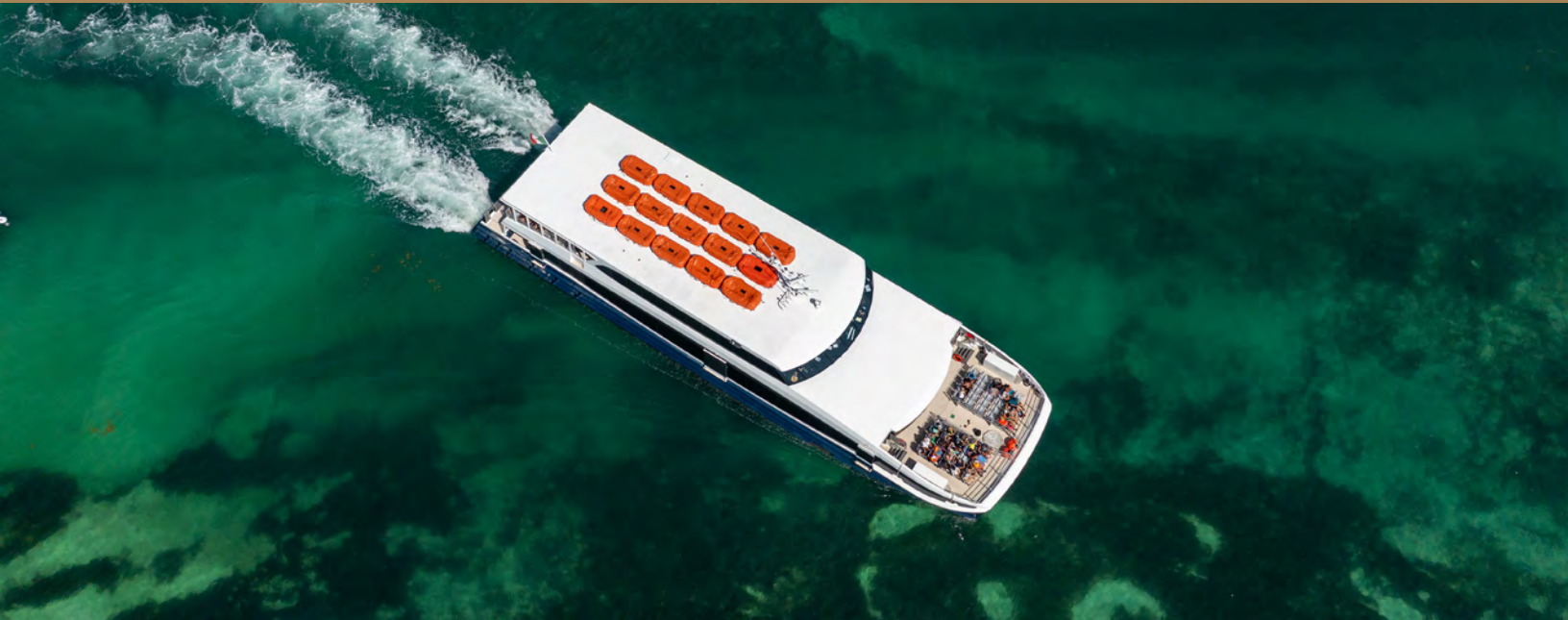
Let us be your guide to the legacy of the pre-Hispanic world with the Grupo Xcaret seal of quality. We are pioneers in tours to the most important archaeological sites of the Great Yucatan Peninsula, including Chichén Itzá, Tulum, and Cobá. In addition, each tour is complemented by visits to the group's villages, cenotes, traditional restaurants, or parks.

- Round-trip transportation
- Certified bilingual guide
- Food and beverages
- Combinations between archaeological sites and group parks





# MARITIME EXPERIENCES (XCARET XAILING)



If you want to visit the charming Magical Towns of Isla Mujeres and Cozumel, the best option is Xcaret Ferry, which offers modern vessels equipped with cutting-edge technology to offer you a first-class transportation service, with the utmost comfort and safety.

In addition to having the best vessels, Xcaret Ferry operates from strategically located ports to provide you with greater comfort and accessibility.

Best of all, it's the only ferry service that includes access to the Cancun Scenic Tower, located at kilometer 4.5 of the Hotel Zone, where you can enjoy spectacular views of the Mexican Caribbean and make your trip

an even more memorable experience.

If your destination is Cozumel, our ferries offer the most departure times, giving you flexibility to make the most of your day. Additionally, all our vessels are pet- and bike-friendly, allowing you to travel with your pet or bicycle without worry.

More than just a transfer, Xcaret Ferry offers you a unique journey that combines tranquility, safety, and a deep connection with the beauty of the Caribbean Sea.







Sail from Cancun to Isla Mujeres on a sea of excitement aboard our new catamarans and enjoy the most iconic destinations in the Mexican Caribbean.

## Light Catamaran

Enjoy a fun-filled day aboard a catamaran that includes a snorkeling tour to discover an incredible underwater world. Enjoy a fun party onboard, as well as premium drinks. Plus, you'll have time to explore the island and return to Cancun the same day..

## Prime Catamaran

Live an unforgettable experience aboard a catamaran, sailing on the turquoise Caribbean Sea on a day full of fun and adventure. Immerse yourself in a fascinating marine world while snorkeling in crystal-clear waters where you can admire an incredible variety of marine species and explore the impressive

Underwater Museum of Art (MUSA), a unique exhibition that combines art and conservation.

Afterward, relax at an exclusive beach club on Isla Mujeres, where the best facilities await you for maximum enjoyment: a refreshing pool, ambient music, comfortable lounge chairs, and luxurious beds to rest on while contemplating the beautiful surroundings. You'll also have access to a spectacular beach, perfect for relaxing on the sand or swimming in its crystal-clear waters.

Enjoy a delicious buffet and, to top it all off, explore the charming Magical Town of Isla Mujeres before returning to Cancun on the same day, taking unforgettable memories with you from this unique experience.

Both the Light and Prime Catamaran tours are the only ones in the destination that offer you the flexibility to extend your stay on Isla Mujeres and return comfortably by ferry, allowing you to make the most of your visit.





## Xunset Catamaran

The ideal tour to admire the most beautiful sunsets that paint the Cancun sky and the Caribbean Sea with warm colors. On board, a bar with premium drinks and delicious snacks awaits you, accompanied by a fun musical atmosphere as the sun sets.

All three catamaran tour options include access to the impressive Cancun Scenic Tower, where you can enjoy the best panoramic views of the Mexican Caribbean from above.

Without a doubt, Xcaret Catamaran is the ideal option for those who want not only to sail, but also to experience, explore, and contemplate the majesty of the Caribbean Sea in an unforgettable experience.

Our catamarans are Blue Flag certified, an international program that certifies beaches, marinas, and vessels that properly manage natural resources and care for the environment.



## YACHTS

Enjoy a day of luxury and comfort at sea with a private and exclusive experience from start to finish, accompanied by magnificent flavors and a select drinks bar.

- Premium national open bar and canapés
- Snorkeling equipment and towels



# hoteles xcaret











The best place to share with family and friends. Surrounded by the turquoise Caribbean Sea and the green of the jungle, our first 900-suite hotel pays homage to the Riviera Maya paradise where it is located with its eco-integrative architecture, 5-Diamond service, and the experiences included in our All-Fun Inclusive® concept. Today, we are proud to announce that, in the summer of 2025, this Caribbean icon will evolve to elevate the lodging and entertainment experience for the entire family with 900 more suites, innovative spaces, a broader culinary offering, and a family wellness experience in a larger Hotel Xcaret México.



- Accommodation with nature views.
- Unlimited access to all Grupo Xcaret parks and tours.
- More than 20 culinary experiences led by a culinary collective of celebrity chefs, including some Michelin-starred chefs.
- Restaurants like Há, our first Michelin-starred dining experience.
- Innovative spaces designed with exclusive experiences for different ages.
- Muluk Spa, a wellness-focused space for adults and children, prioritizing family well-being in a relaxing environment.
- Multifunctional rooms with state-of-the-art technology, ideal for large-scale events.
- Round-trip transportation to the airport (Cancún and Tulum) and our parks.
- Maritime experiences with Xcaret Xailing.





HOTEL  
XCARET  
ARTE

The experience of enjoying and admiring Mexican art is the common thread running through everything Hotel Xcaret Arte offers, paying homage to the finest Mexican artists. With an architecture that harmoniously and responsibly fuses design and nature, we integrate art, nature, and culture while protecting them to provide experiences that respect and treasure the environment, culture, and life.

Its All-Fun Inclusive® concept provides unlimited access to the most iconic parks in Cancún and the Riviera Maya, operated by Grupo Xcaret.

Committed to preserving Mexico's cultural heritage, all the decorative elements in our 900 adults-only suites were crafted by artisans, acquired using fair trade criteria and a vision for community development.





- Unlimited access to all Grupo Xcaret parks and tours.
- Gastronomic experiences led by a collective of celebrity chefs, including some Michelin-starred chefs.
- Painting, weaving, pottery, and dance workshops.
- Presentations at our Music Forum and artistic happenings throughout the hotel.
- Round-trip transportation to the airport (Cancún and Tulum) and to our parks.
- Maritime experiences with Xcaret Xailing.
- Temporary exhibitions and displays by national and international artisans and artists.
- Host to important international cultural events.

Here, your stay becomes an immersion in art through various workshops where you can explore artistic expressions and discover the creative essence of Mexico.

Ingredients, flavors, and textures invite you to experience a story told by Mexico's finest culinary collective, led by true flavor artists.







Recognized as the Best Resort Hotel in Mexico and Second in the World by the Travel+Leisure® World's Best Awards 2024 and the Forbes Travel Guide 5 Stars 2024, Grupo Xcaret's ultra-luxury boutique hotel is surrounded by the jungle and the gentle waves of the Caribbean Sea. With a joyful soul and a AAA Five Diamond spirit of service and attention, it offers a vast cultural heritage and sustainable design that, through its eco-integrating architecture, embraces nature and enhances the beauty and pride of Mexico.

Explore and write stories that leave a mark under our Exclusively Your Way concept, an all-inclusive experience where every detail is tailored to your needs, offering unparalleled luxury beyond imagination.





- Butler service, in-room dining, and luxury private transportation.
- Suites with turquoise views, plus interior design details crafted by master Mexican artisans.
- Unlimited access and tailored experiences to Grupo Xcaret parks and tours.
- Maritime experiences with Xcaret Xailing.
- World-class cuisine curated by renowned chefs such as Andoni Luis Aduriz, Martha Ortiz, and the Rivera-Río brothers, Rodrigo, Patricio, and Daniel.
- Access to more than 20 culinary experiences at Hotel Xcaret Arte and Hotel Xcaret México.
- Gastronomic experiences that promise extraordinary moments at La Cava, with a wide selection of national and international wines; La Bodega, where tequila and mezcal take center stage; La Chocolatería and the cosmopolitan mixology of the Sky Bar, the destination's most spectacular rooftop bar.
- Spa Muluk, awarded the prestigious Forbes Travel Guide Five-Star 2025, offers a unique experience that combines ancient mysticism with cutting-edge contemporary techniques. A luxurious retreat where serenity and rejuvenation merge in perfect harmony.
- Committed to sustainability and providing experiences that respect the environment, culture, and life, La Casa de la Playa is home to jellyfish, part of a breeding program.





# Mexico Destination Club

Hoteles Xcaret's exclusive loyalty program for visitors and guests who have fallen in love with the brand.

It includes a wide range of benefits for your members:

- Preferential rates for stays at Hoteles Xcaret.
- Luxury ground transportation service from the airport to the hotel, parks, and tours.
- Exclusive discounts on shops and photography packages.
- Amenities at parks and tours such as preferential passes or exclusive areas.
- Access to restaurants not included in the All-Fun Inclusive® concept.
- Strategic partnerships that provide discounts on car rentals, golf rounds, and much more.



# CORPORATE PHILOSOPHY

GRI 2-23





# CORPORATE PHILOSOPHY

GRI 2-23

We create unique and sustainable tourism experiences inspired by our deep love for Mexico, its culture, nature, and life. We are a 100% Mexican group whose business model is based on ethics, respect for human dignity, and the creation of prosperity and shared value in the communities where we operate.



## Founders' Principles:

1. Person-centric
2. Love for Mexico
3. Attention to Detail
4. Joy in Service
5. Caring for the Planet
6. Shared Prosperity





## VISION

To be unique  
in sustainable  
tourism  
recreation.

## MISSION

To create and  
share dreams.

## PURPOSE

To make the  
planet happier  
by showcasing  
our deep love  
for Mexico.

# Values

1. **Safety first:** We understand that safety is paramount, which is why we prioritize it and give it importance above all else.

2. **Absolute integrity:** For Grupo Xcaret, human integrity is not the best way to do things; it is the only way.

3. **Passion for innovation:** Innovation is the driving force that allows us to surpass our own successes and propels us toward a better future.

4. **Joy in Service:** Serving is in our DNA. We look upon service as an opportunity to leave a mark on people.

5. **Sustainable Evolution:** Caring for people, the planet, and resources, both material and financial, constantly seeking to transcend future generations through our actions, is what makes us ever stronger.





# 2024 OUTLOOK

The year 2024 was marked by political, economic, and social events of great significance for Mexico that influenced its national and international course. From the presidential elections to possible changes in trade relations with the United States, Mexico experienced a period of significant transformations.

The June presidential elections resulted in the victory of Claudia Sheinbaum, the Morena candidate, continuing the Fourth Transformation project. Her victory was also accompanied by a majority in the Congress of the Union, allowing for the approval of various constitutional reforms, consolidating structural changes in the Judiciary and autonomous organizations, as well as cross-cutting issues of common interest to the opposition, such as animal welfare and equal pay, among others.

In economic terms, 2024 was characterized by a challenging economic environment. Despite a slowdown in inflation, the Bank of Mexico maintained high interest rates for much of the year to contain inflationary pressures. This impacted consumption and investment, generating moderate economic growth.

The tourism sector registered a reduction in available airline seats. The Mayan Train, one of the flagship projects in the peninsula, was fully inaugurated in 2024, with the aim of boosting tourism and development in southeastern Mexico, with the potential to transform the region.

In addition, Donald Trump won the presidency of the United States with an agenda focused on security, migration, and





economic pressure on Mexico and Canada.

A milestone in national gastronomy was the awarding of a Michelin star to our restaurant, Há. This international recognition reaffirmed Mexican culinary excellence and consolidated the region as a high-end gastronomic destination.

We announced the \$700 million investment in the development of Hotel Xcaret México in conjunction with Mara Lezama, Governor of Quintana Roo, and Josefina Rodríguez, Federal Secretary of Tourism.

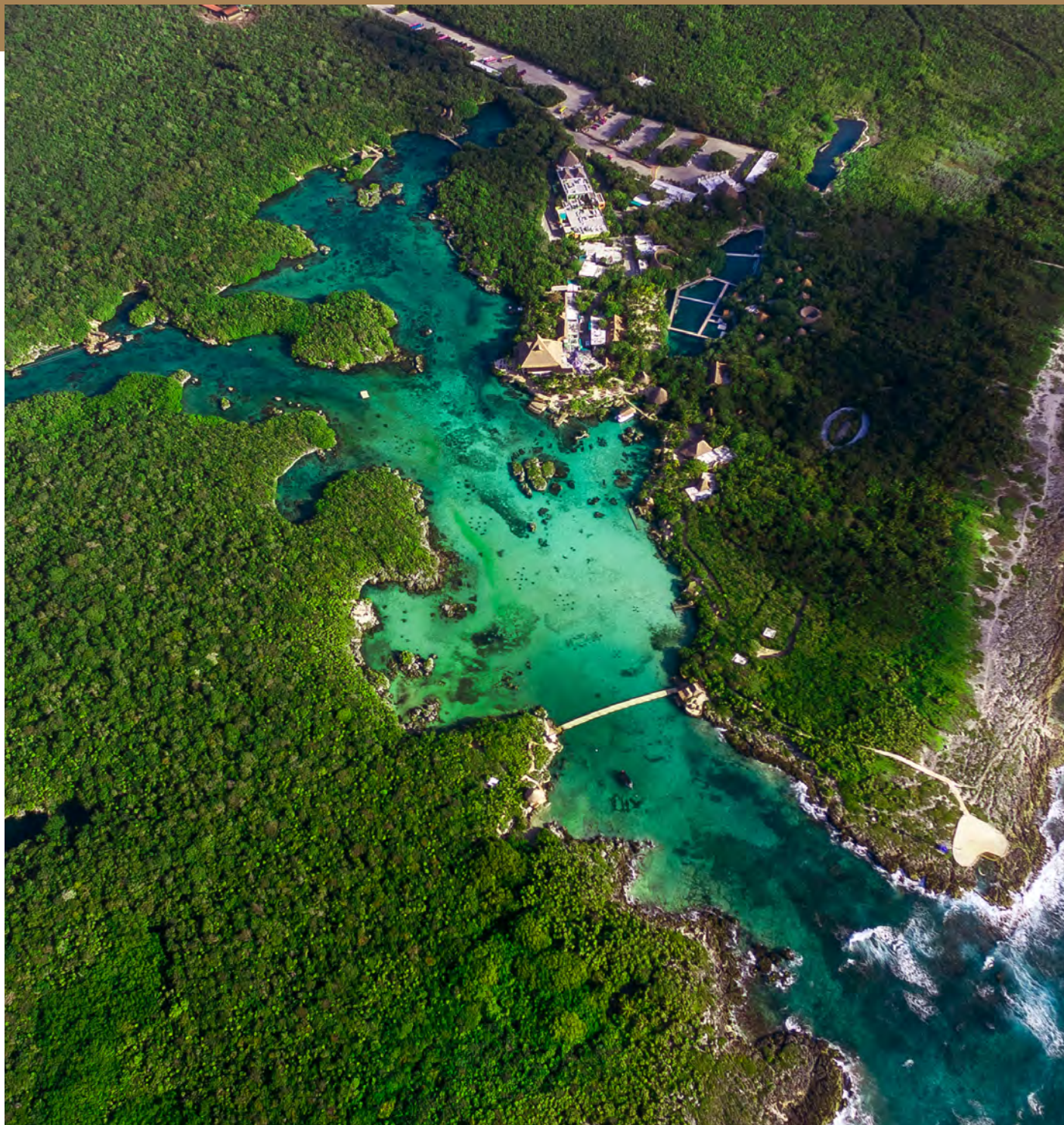
Last, but not least, we must mention that Quintana Roo was impacted by three hurricanes that required us to take security measures: Beryl, registered on July 2; Helene, September 24 and Milton, October 7.





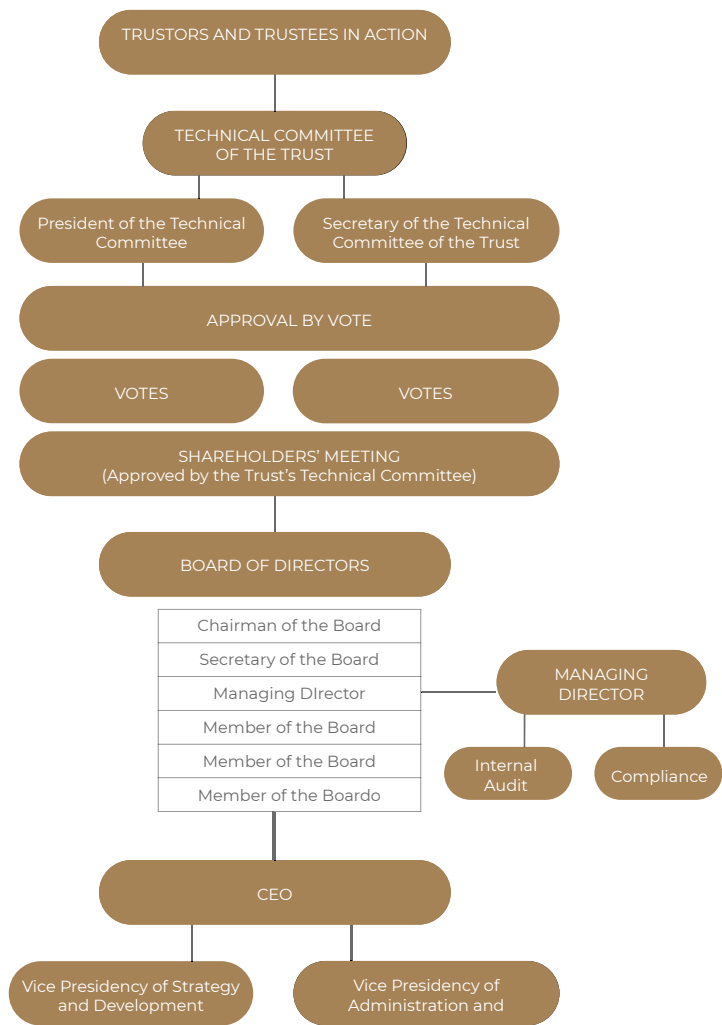
# CORPORATE GOVERNANCE

GRI 2-9





# Corporate governance structure and composition



It is made up of the Trust's Technical Committee, established in 2010, the Shareholders' Meeting, the Board of Directors, the Group's General Manager, the CEO, and the Vice Presidents.

## Support Committees for the Trust's Technical Committee

- Administration and Finance Committee
- Corporate Practices Committee
- Strategy and Investment Committee
- Commercial Committee

## Operational Support Committees

- Ethics Committee
- IDEA Committee
- Environmental Committee
- Xcaret Cultural Heritage Safeguarding Committee
- Occupational Health and Safety Committee



# XUSTAINABILITY STRATEGY

GRI 2-22





Our sustainability strategy is based on the need to balance economic, sociocultural, and environmental values as part of our commitment to tourism and sustainable development. Sustainability has been embedded in the group's strategic agenda since its inception and is one of the elements that shape our unique management style.

We are convinced that the resulting benefits translate not only into improvements for our business, but also for our community and surrounding environment.

The sustainability strategy, which we call Xustainability, addresses key aspects such as social, environmental, and governance issues, criteria, and risks. To facilitate the implementation and communication of strategic objectives, we have a Xustainability policy and model.



## Corporate Regenerative Sustainability Policy

GRI 2-24

At Grupo Xcaret, we are committed to our vision of “being unique in sustainable tourism recreation.” We recognize that sustainability is not an option, but rather the path to a responsible future. Therefore, we are committed to integrating a regenerative sustainability approach into all our operations and strategic decisions.

This policy reflects our principles and commitments and is aligned with the organization's long-term strategy, as well as our strategic and tactical objectives.



# Xustainability Model

GRI 2-24

Our Sustainability Model follows a structure based on the three pillars of sustainable development: social (People), environmental (Planet), and economic (Prosperity). Each of these pillars encompasses five themes that maintain their importance through innovation and that guide our commitment to both society and environmental conservation.

This model integrates the risks and opportunities associated with the most recent lines of business. Furthermore, the participation of our most important stakeholders has been expanded, in accordance with our stakeholder analysis update.





# Commitments and Policies

GRI 2-23

Throughout 2024, 17 corporate policies remained in force, duly authorized by the corresponding levels, ensuring a solid and coherent regulatory framework to guide our operations and decisions. These policies provide clarity and consistency to our processes, driving efficiency, transparency, and compliance with applicable standards and regulations.

Likewise, in terms of operational policies, significant progress has been made in strengthening the control and management of processes across the group through implementation of guidelines that enable greater precision, traceability, and compliance at each operational stage. These advances have facilitated effective supervision and monitoring mechanisms, enabling more effective risk management and improving decision-making, while the standardization of activities and the clear definition of responsibilities have improved alignment across areas, fostering efficient collaboration and a continuous focus on process improvement.

One of the most notable achievements in 2024 was the creation and implementation of the Conflict of Interest Management Policy, developed by the Compliance Department, with the aim of strengthening transparency and integrity in the decision-making of the group's employees.

Currently, Grupo Xcaret has 230 operational policies. In 2024, the focus was on those related to the following processes:

230  
operational policies

- Art and culture
- Mexico Destination Club
- Compliance
- Institutional development
- Data governance
- Advanced engineering and maintenance
- Legal
- Marketing
- Parks, tours, and boats
- Human talent
- Technology





# STAKEHOLDERS

GRI 2-29





At Grupo Xcaret, managing relationships with our interest groups is essential for sustainable development and consolidating a culture based on transparency and trust. The Corporate Public Affairs Department leads the coordination of the overall interest group engagement plan, in close collaboration with the various responsible areas that interact with each group within the organization. This approach seeks to strengthen dialogue and interaction with interest groups, ensuring the identification and understanding of their expectations and needs.

Through a structured strategy, we promote the building of long-term relationships that facilitate the implementation of strategic projects aligned with Grupo Xcaret's purpose and vision.

To ensure effective management, an interest group identification and evaluation process was carried out using a methodology that included identifying key groups, assessing their impact and influence on the organization, and categorizing them based on the level of these attributes.

This analysis allows us to establish engagement priorities and strengthen our response capacity, consolidating our commitment to sustainable development and operational excellence. Below is a list of the identified groups:

- 
1. Academia and research centers
  2. Business organizations
  3. Business partners
  4. Civil society organizations and social groups
  5. Clients
  6. Collaborators
  7. Communities
  8. Competition
  9. Financial institutions
  10. Government and authorities
  11. International organizations
  12. Media
  13. People with cultural traditions
  14. Regulatory bodies
  15. Shareholders
  16. Supplier companies
  17. Trade unions



# MATERIAL ISSUES





# Process for Determining Material Issues

GRI 3-1

In 2022, Grupo Xcaret conducted a materiality analysis with the support of a specialized consultant, with the aim of identifying and prioritizing key environmental, social, and governance (ESG) issues within the sectors in which it operates.

This analysis considered 26 material issues, selected based on global trends and best practices in sustainability. The issues were evaluated and classified based on two fundamental criteria:

The **maturity level** refers to the degree of institutionalization of ESG practices within organizations and, collectively, constitute trends within a sector of activity.

The **risk level** is defined as the priorities that interest groups, through consultation, consider to be the issues that the analyzed organization should address within its strategy and management.

The materiality study was structured based on a sustainability assessment and a stakeholder analysis, allowing us to identify the 26 topics that leading ESG organizations in the tourism sector (based on a sample of leading sustainability companies) are addressing as part of their business model and commitment to sustainability.

The 26 topics, categorized according to their maturity level (high, medium, and low) and risk level (high, medium, and low), were arranged in the Materiality Matrix, which allowed us to identify the 13 priority topics that must be addressed within the group's sustainability strategy.

# List of material issues

GRI 3-2

As a result of the materiality study, we identified 26 key topics that reflect sustainability trends and best practices in the tourism sector. These topics were assessed and classified according to their maturity level and risk level, allowing us to gain a clear view of the areas requiring priority attention.

Based on this analysis, we defined 13 priority themes that form the basis of our sustainability strategy and reinforce our commitment to responsible management and value creation for our interest groups:

1. Business strategy
2. Health and safety
3. Technological adaptation
4. Governance and management structure
5. Innovation and process improvement
6. Communication strategy
7. Institutional partnerships
8. Customer satisfaction
9. Workplace wellbeing
10. Customer experience
11. Biodiversity and conservation
12. Environmental management system
13. Responsible finance

# Management of material issues

GRI 3-3

At Grupo Xcaret, management of our material issues is based on a comprehensive approach that prioritizes the identification, evaluation, and action on those aspects critical to our sustainability. Based on the materiality study, we have developed specific strategies for the 13 priority issues, ensuring their alignment with our vision of Xustainability.

Each topic is managed through policies, procedures, and action plans that allow for it to be integrated into our operations and business strategy. This includes defining objectives, establishing performance indicators, and implementing monitoring and continuous improvement mechanisms.



# ETHICAL CONDUCT





# Organizational Statement on Ethical Conduct

At Grupo Xcaret, ethics is an essential pillar that guides our culture and defines our identity. It is deeply rooted in our vision, mission, purpose, and values, ensuring that every decision and action we take reflects our commitment to legality, justice, and respect for human dignity. An ethical organization is built on the integrity of its employees, who, with responsibility and conscience, contribute daily to strengthening an environment of transparency and trust.

To consolidate and maintain an organizational culture based on ethics and responsibility, we have the following mechanisms:

- Code of Ethical Conduct: A fundamental document that establishes the principles and guidelines that govern the behavior of all employees. It clearly defines expectations and responsibilities within the organization, encouraging decision-making aligned with our values.
- Ethics Committee: It plays a key role in promoting an environment of fairness and transparency, ensuring compliance with these principles in all areas of the company.
- Xprésate Line: An internal tool that allows employees to safely and confidentially report any situation that violates our ethical values.

To reinforce the importance of honest conduct, we also developed the Grupo Xcaret Code of Ethical Conduct Course, which aims to train our workforce in the application of these principles within their daily duties.



## Results of the Code of Ethical Conduct Training

GRI 205-2

By the end of 2024, **12,931 employees** successfully completed the Code of Ethical Conduct training, equivalent to 89% of the workforce. The program received a 90% satisfaction rating, reflecting a high level of commitment to organizational ethics.

These advances reaffirm our conviction that integrity is the foundation of sustainable growth and a strong corporate culture. At Grupo Xcaret, we will continue to promote initiatives that strengthen our commitment to ethics, consolidating an environment of trust, respect, and shared responsibility.



# Xpress Hotline

In 2024, the Xpress Hotline recorded a total of 375 reports reviewed and managed by the Compliance area. According to risk level, 34 were addressed by the Ethics Committee as they were considered high risk, and 250 were sent to the management of the different business units for further attention and action, as they were considered medium risk. The remaining 91, as they were considered low risk, were directed to the ambassadors and Human Talent liaisons of the different business units for their observation and implementation of measures where necessary.

At year-end, **80% of the cases were closed**, with an average closure time of 45 days.

## Corruption incidents GRI 205-3

For the 2024 reporting period, we did not have any incidents of corruption and/or bribery.

## Discrimination Incidents GRI 406-1

Five cases were received where possible cases of discrimination were reported, of which two did not find sufficient evidence to corroborate discriminatory acts. At the end of 2024, two of the three remaining cases were under ongoing investigation.

Action	Cases
Cases not subject to action	2
Remediation plans implemented	1
Remediation plans in progress	2

# PEOPLE





# Organizational Statements on Human Rights

We are committed to respecting, protecting, and promoting human rights in all our operations and business relationships. We recognize that human rights are universal, inherent, and must be respected at all times. We firmly believe that respecting and protecting them is essential for sustainable development and value creation within the organization and is a fundamental part of Grupo Xcaret's DNA.

## **Our commitment supports the following principles:**

- Anti-discrimination and inclusion: We promote diversity and inclusion, guaranteeing equal opportunities regardless of gender, race, religion, sexual orientation, disability, or any other condition that represents a barrier to enjoyment, participation, and development.
- Dignified work: We provide a safe and healthy work environment, promoting fair working conditions and complying with all applicable labor regulations.
- Freedom of association and collective bargaining: We respect the right of employees to freely associate and participate in collective bargaining within the framework of the law.
- Prevention of child labor and forced labor: We reject any form of child labor, forced labor, or labor exploitation in our facilities and supply chain.
- Respect for culture and local communities: We value and respect cultural diversity, protecting the rights of the local communities and indigenous peoples with whom we interact, as well as respecting their traditions.
- Consumer rights: We guarantee the transparency, quality, and safety of our products and services, respecting the rights and legitimate expectations of our customers.
- Environmental protection: Our operations are carried out in a sustainable and environmentally friendly manner, contributing to the conservation of natural resources and biodiversity.
- Supply chain rights: We promote ethical practices in our supply chain, ensuring that each supplier shares and respects the same human rights standards.

## Declaration on Freedom of Association

We recognize and respect the fundamental right of employees to free association and collective bargaining. We believe that an inclusive and equitable work environment strengthens the relationship between the company and its employees, enabling mutual growth and wellbeing at work.

### At Grupo Xcaret, we are committed to:

- Guaranteeing a retaliation-free environment in which employees can join or not join union organizations and participate in collective activities without fear of discrimination or sanctions.
- Respecting social dialogue and collective bargaining as key tools for improving working conditions and productivity.
- Collaborating openly and transparently with employee representatives to promote fair and equitable labor relations.
- Complying with current legislation and international standards regarding freedom of association and labor rights.

## Declaration Against Child Labor

According to the International Labor Organization, child labor is any activity by children or adolescents, whether paid or unpaid, that is carried out outside the law, in dangerous or unhealthy conditions, that violates their rights, or that may produce immediate or future negative effects on their physical, mental, psychological, or social development, or hinder their education.

This is why, at Grupo Xcaret, we categorically reject any form of child or forced labor in our operations and supply chain. We are committed to complying with all national and international laws regarding labor rights, ensuring that no minors engage in work activities that may interfere with their development, education, or wellbeing. We also condemn any form of labor exploitation, forced labor, or coercion, and we actively work with suppliers and business partners to eradicate these practices. We implement monitoring and auditing mechanisms to ensure compliance with these principles and foster a culture of respect for human rights in all our relationships.







## HAPPY TRAVELERS

### Satisfaction

We work with a focus on continuous improvement in all our experiences, which allowed us to maintain an overall **Net Promoter Score of 88**, a percentage of excellence of 88.7% in 2024, as well as an average of **satisfaction of 96.6**



### Customer Health and Safety

At Grupo Xcaret, safety is our priority. During this year, we have developed and implemented preventive strategies focused on identifying and mitigating risks to guarantee a safe environment in each of our experiences.

Using a comprehensive and collaborative approach, we have strengthened the protection of our guests and visitors, ensuring safe and secure spaces, in addition to preserving the infrastructure.

To achieve this, we have enlisted the support of a team of professionals specializing in risk management, civil protection, and property safety, which has allowed us to maintain operational continuity and raise our safety standards so that our visitors and guests can enjoy every moment with complete peace of mind.



## Client privacy GRI 418-1

During 2024, **24 requests** for personal data were processed in accordance with the Federal Law on the Protection of Personal Data Held by Private Parties (LFPDPPP) and in accordance with the rights of Access, Rectification, Erasure, and Objection (ARCO).





# Human Talent GRI 3-3



We recognize that the person is at the center and is the most important thing. Therefore, caring for our employees and their families is a fundamental part of our DNA.

We strive to create competitive and inclusive work environments. This is why we seek to establish respectful, equitable, and fair working relationships, and we develop actions and programs that contribute to the comprehensive well-being and improved quality of life of our employees and their families. We strive to be an aspirational place to work, and we respect and promote human rights in accordance with the United Nations guiding principles on business and human rights.

Our commitments:

1. Respect labor rights, including those related to freedom of association, wages, working hours, overtime, and benefits, in compliance with applicable laws, regulations, and standards.
2. Promote fair treatment, equal opportunities, and an inclusive and diverse work environment in which everyone can thrive and fully contribute to our organization.
3. Prioritize the growth of employees aligned with a framework of equal opportunities, transparency, equity, and recognition.
4. Develop strategies to achieve harmonious longevity and retain human talent:
  - a) Provide improvements and actions to foster a healthy and safe work environment, promoting a culture of self-care among employees that promotes their safety and health.





b) Maximize the potential of human talent through ongoing training, promoting the transcendence of knowledge and conscious and sustainable leadership.

c) Support the professional growth of human talent by developing succession and career plans for all positions within the group.

d) Design a compensation and remuneration system that guarantees and fosters equity and competitiveness of talent.

e) Promote efficient, effective, and two-way internal communication, with the aim of fostering a beneficial environment that fosters recognition and a sense of belonging for talent.

4. Foster conscious leadership consistent with Grupo Xcaret's DNA, ethics, mission, vision, and purpose, supporting strategic challenges, reflecting values, and consolidating a positive organizational culture.





## Grupo Xcaret's reconfiguration process

In the context of a challenging global environment, and as part of a comprehensive reconfiguration project aimed at maintaining the organization's strength, sustainability, and innovation, we made the decision to pause operations at Xavage Park in 2024. This measure involved the dismissal of some employees, but not before exploring all possibilities to fill another position that was compatible with their skills.

The process was carried out based on our Business Continuity Policy, fully respecting labor and human rights, in accordance with the guiding principles of the United Nations and the Federal Labor Law. We implemented a standardized and egalitarian model to determine which employees were subject to dismissal, prioritizing internal relocation and, in cases where this was not possible, ensuring comprehensive support.

## Changes to human talent management policies and processes

**1. Hiring Procedure:** Effective August 23, 2024, we implemented a unified procedure that standardizes the three-day hiring process throughout the organization. This improvement has allowed us to streamline the onboarding of new employees within the legal framework and comply with the requirements established by the Mexican Social Security Institute (IMSS) and other regulatory bodies. Likewise, through this procedure, we established cross-functional links with the Talent Acquisition area to ensure a unified approach between these processes; it was disseminated through workshops for the Talent Acquisition and Labor Relations areas. We published the Internal Work Regulations and Xtraordinary Employee Manuals to ensure legal compliance and to provide a cross-functional framework for work by company name (parks, website, TNE, corporate, LoyaltyReps, and DNI), all with an implementation date of March 2024.

### 2. Certified Internal Instructor Program

**Regulations:** The objective of these regulations was to standardize the implementation of the program across all business units, segments, and areas, to ensure the transcendence of knowledge within Grupo Xcaret. This regulation applies to the collaborators who participate in its implementation as knowledge managers for the group's segments, business units, and areas. As part of the dissemination efforts, emails were sent to business partners, specialists, and training teams.



# Employee welfare

GRI 2-7

We recognize the diversity of our human talent, which is why we are committed to equity and its development.

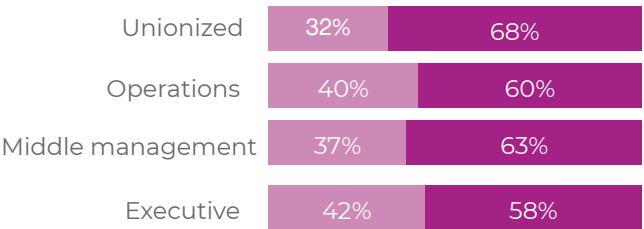
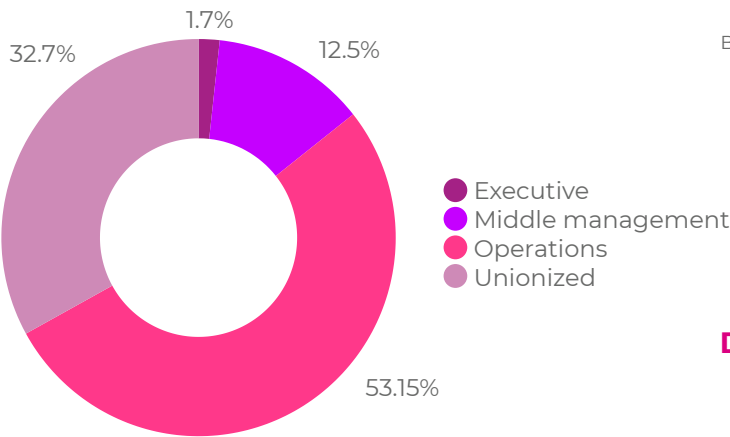
## Demographics

### Global distribution by gender

We closed 2024 with a workforce of **14,335 employees**, distributed as follows:



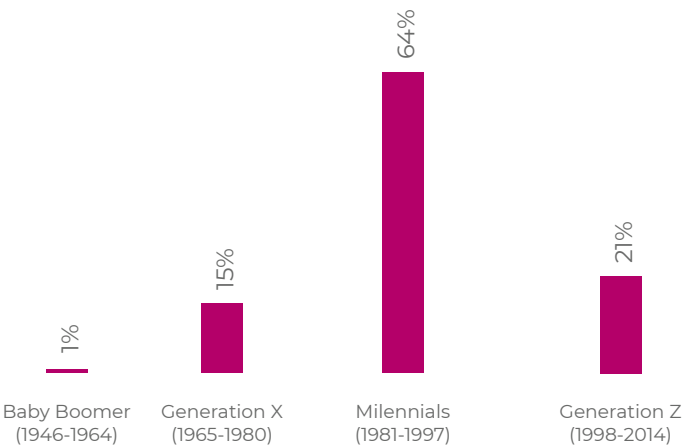
### Distribution by job category



Male Female

### Distribution by generation

The generations with the highest presence of women were the Millennial generation and Generation Z, with 38% of employees per generation being female, reaffirming our commitment to developing young talent within the organization.



### Distribution by contract type





# Distribution by place of origin

Our employees come from different regions of the country, enriching our work environment with a diversity of experience and knowledge.

State	Percentage
Quintana Roo	16%
Mexico City	13%
Veracruz	13%
Yucatán	11%
Tabasco	11%
Chiapas	10%
Puebla	5%
Estado de México	4%
Rest of the country	17%



# Distribution by residence

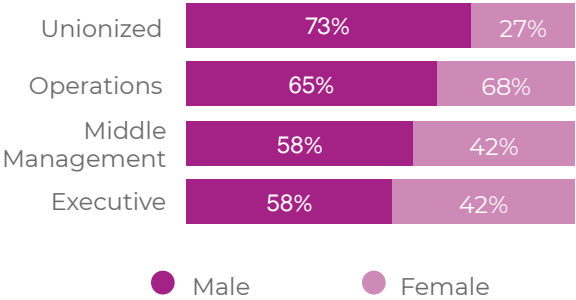
The majority of our employees reside in key municipalities in Quintana Roo, including the following:

Municipality	Percentage
Playa del Carmen	76%
Benito Juárez	20%
Tulum	3%
Puerto Morelos, Cozumel e Isla Mujeres	1%

## Promotions and Turnover GRI 401-1

During 2024 we carried out a total of 1,301 promotions, strengthening professional growth within the group:

Job Category	Percentage
Executive	2%
Middle management	16%
Non-unionized operations	49%
Unionized operations	33%



Through the Impulxándote Program, we were able to identify and promote key people in the organization, with 59% of promotions going to men and 41% to women.

Regarding staff turnover, the overall percentage is 24% at the end of 2024.

# Maternity and Paternity leave

GRI 401-3

In 2024, the following were recorded:

**91 maternity leaves**

**165 paternity leaves**

These data reflect our commitment to professional growth, employment equity, and the welfare of all employees, ensuring that organizational decisions are made based on principles of sustainability, inclusion, and human development.





# Diversity, equality and inclusion

GRI 2-23, GRI 2-24, GRI-404-2, SDG 5, SDG 8, PRINCIPLE 6

At Grupo Xcaret, we have established the following actions that allow us to guarantee equal opportunity management:

## Promotions

For all employees seeking growth opportunities within the group, we have a career site where current vacancies can be found and through which all interested parties can apply. We have defined clear participation processes for both operational and executive promotions, each framed within a policy.

## IDEA Program

With the goal of strengthening our organizational culture, we promoted the IDEA Program, whose purpose is to build a culture of empathy that promotes well-

being, belonging, and equitable and equal opportunities through clear and aligned actions across Grupo Xcaret. In 2024, we formalized the IDEA Committee, comprised of different areas of the group, and provided training for committee members to specialize them in topics related to Inclusion, Diversity, Equity, and Accessibility.

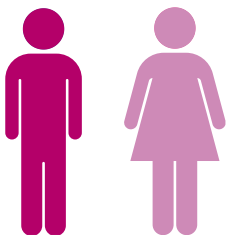
## Protocol for the prevention, response, monitoring, and punishment of workplace violence, harassment, and sexual harassment

We began implementing the protocol and certifying ambassadors, who are empowered to implement and apply the protocol, ensuring legal certainty and protection for collaborators in its implementation. These mechanisms allow us to create workplace environments free of workplace violence.

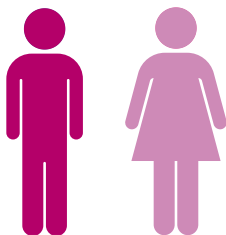
# Recognitions GRI-404-2, SDG 8

We value the commitment, effort, and dedication of our team, as their daily work brings our purpose, mission, and values to life. Therefore, in 2024, we continued implementing our recognition programs that celebrate the drive and performance of our employees, providing incentives that foster motivation and a sense of belonging.

Entérate Forums:  
264 people recognized



Loyalty, performance and leadership:  
410 people recognized



# Benefits

We recognize the importance of generating wellbeing for our employees and their families. Therefore, we offer various benefits that contribute to educational development, family savings, and the enjoyment of meaningful experiences.

## Scholarship program for daughters and sons of employees

We believe in the importance of access to education, so in 2024 we awarded a total of 334 scholarships, distributed as follows:

- Primary level: 241 scholarships (67% boys, 33% girls)
- Secondary level: 93 scholarships (67% boys, 33% girls)

## School supplies voucher program

To support the education and financial wellbeing of our team's families, 189 employees benefited from this program.

## Agreements with local suppliers

As part of our commitment to the region's economic development, we established 80 agreements with local suppliers in Quintana Roo to access exclusive discounts and benefits through employee credentials.

## Complimentary passes for employees and their families

In 2024, we provided 36,221 courtesies so employees and their families could enjoy memorable experiences in our parks, with an estimated value of more than 86 million pesos.





# Promoting health

GRI 403-6

During 2024, we strengthened our commitment to the health of our employees, highlighting a series of initiatives and programs that promoted a safe and healthy work environment.

## Health Day

A total of 6,980 employees had access to a variety of services focused on prevention, detection, and medical care, including the following:

- PrevenIMSS Program
- Medical screenings
- Eye exams
- Body composition assessment
- Physical therapy and rehabilitation services
- HIV testing
- Oral assessment
- Medical and hospital care services
- Women's care center
- Psychological counseling
- Sexual diversity module
- Nutritional consultation
- Dermatological counseling
- Eyeglass sales
- Flexibility assessment
- Dental cleanings
- Brief physical therapy sessions
- HPV self-testing
- Mammograms
- Health cards issued

## Vaccination Days

We provided protection to 853 employees, administering essential vaccines for disease prevention, including the following:

- Measles and rubella
- COVID-19
- Pneumococcal disease
- Hepatitis
- Tetanus
- Influenza

## Nutrition and Physical Activity Program

**We attended 192 people**, providing specialized counseling to improve their nutritional wellbeing. We also promoted an active lifestyle through activities and sporting events in which **1,679 employees participated**, thus strengthening integration, wellbeing, and physical health within our organization.



# Job safety

GRI 3-3, GRI 403-1

At Grupo Xcaret, safety first is our number one value. Therefore, in July 2024, the Comprehensive Security and Human Talent teams reinforced this commitment by formalizing the Occupational Health and Safety Committee. This committee represents a strategic milestone for our organization.

Its creation responds to the need to strengthen the comprehensive protection of our employees, ensure regulatory compliance, and consolidate an organizational culture based on prevention, wellbeing, and resilience. This allows us to define key safety priorities that will guide our comprehensive security actions and resources, ensuring that our actions and resources are aligned with the group’s objectives and the expectations of our interest groups.

Below, we show the seven commitments that guide our safety strategy.





# Safety and risk management

GRI 403-2

As part of our commitment to the safety and well-being of our visitors, guests, partners, collaborators, and suppliers, we have implemented a comprehensive approach to identify and mitigate both internal and external risks and hazards. This approach, applied to all our operations, is aligned with the current legal framework and aims to prevent accidents and illnesses across our various business lines, encompassing both asset security and occupational health and safety.

We have also established measures to guarantee the safety of our interest groups, ensuring that our actions not only comply with applicable regulations but also promote a

robust and sustainable safety culture. Through these actions, we reinforce our commitment to operational excellence and the protection of all those who interact with Grupo Xcaret.

To this end, in the Safety Department, we have implemented the risk table methodology with six stages: identification and evaluation, communication and allocation, risk response, implementation design, implementation, and monitoring.



## Ground Transportation

In 2024, we strengthened our strategies to ensure road safety and the well-being of those who operate our transportation units. We implemented actions focused on ongoing training, the incorporation of advanced technology, and the improvement of working conditions to reduce short- and long-term risks.

To strengthen safe driving skills, we implemented job certification programs, ensuring that our team of drivers has adequate training. Additionally, we use key technological tools to detect and correct risks, such as the GPS system to identify excessive speed

and abrupt maneuvers, as well as on-board cameras to detect and correct unsafe driving habits.

Regarding actions to reduce short and long-term risks to the health of drivers, we implemented specific measures, such as compliance with medical certificates endorsed by the Ministry of Communications and Transportation for drivers; designing schedules that allow for adequate rest and recovery periods for drivers, along with the provision of facilities for optimal rest; and balancing workloads to prevent fatigue and improve performance.

Ground transportation indicators	
Number of highway accidents caused	6
Number of accidents with driver fatalities	0
Number of accidents with passenger fatalities	0
Kilometers covered during the year	25,081,923
Number of vehicles in service during the year	356
Total number of drivers	550

## Maritime transportation

Required information	Cancún - Isla Mujeres	Playa del Carmen - Cozumel
Days of operation	365	275
Number of maritime accidents	0	0
Number of accidents considered to be very dangerous	0	0
Number of employees aboard	5	7
Total distance traveled by boats in nautical miles	51,100	146,832
Number of boats operating	2	3



## Fire drills and fire related safety

During 2024, we strengthened our fire prevention and emergency management actions through strategic drills to protect the integrity of our team, our assets, and the continuity of our operations. These efforts are aligned with national standards and our vision of zero damage.

## Emergency Drills

During 2024, we conducted a total of **34 fire and evacuation drills** across all our business units. These drills **involved 709 employees**, reinforcing their response capacity and strengthening our safety culture.





# Training GRI 3-3 GRI 404-1

We are aware of the importance of training our employees, not only for the continuous improvement of our operations but also for strengthening the professional development of people within the organization.

We manage talent development through a comprehensive plan that encompasses the following pillars: Soy Xcaret, Conscious and Sustainable Leadership, Significance of Knowledge, Specialized Technician and Continuing Education.

In 2024, these were the overall training results:

- 77 courses available on the Virtualex platform at the corporate level.
- 30% increase in Virtualex training courses.
- 184 in-person training sessions delivered.
- 1,005,473 total training hours.
- Average of 63.25 hours of training per employee. (This average training time per person is double the average training time recorded by the 100 most reputable companies in Mexico, according to the MERCO Business Reputation Monitor.)





# Skills development and transition assistance programs

GRI 404-2

We promote professional growth and transfer of knowledge through specific programs that enable skill development and provide tools for advancing your career plan.

The **“I am Xcaret”** pillar provides the most important elements of our institutional philosophy and organizational culture to facilitate the integration of those who join our team, ensuring an optimal onboarding aligned with our values and purpose.

During initial employee training, we provide information about the founders’ spirit and the DNA of Grupo Xcaret. They are assigned the following training courses through the Virtualex platform:

- Diversity, equality, and inclusion
- Code of Ethical Conduct
- Xustainability
- Occupational health and safety
- Information security
- Leadership model

Furthermore, employees’ contact with the business unit they join is encouraged

- Guidelines and characteristics
- Service standards
- Products and services

The **“Continuing Education”** pillar includes training programs for foreign language teaching and officially recognized educational level certification:

1. Foreign languages
2. Academic level
  - a. Secondary school
  - b. High school
  - c. Bachelor’s degree



The **“Specialized Technician”** pillar aims to provide specialized training in key areas and positions that allow for the implementation of Grupo Xcaret’s operational strategy. It includes the following impact programs:

1. Compliance with the regulatory criteria established in the regulations or institutional certifications specific to each business unit.
2. Spectacular Xervice and Ultra-Luxury Service, aimed at ensuring compliance with our service standards to provide an unforgettable experience:
  - a. Forbes visits
  - b. Service standards

The **“Significance of Knowledge”** pillar aims to achieve the dream of self-managing

employee training, achieving sustainability in knowledge. It offers the following programs:

- Position Certification: Allows employees to obtain and secure the knowledge and skills needed to perform optimally in their position.
- PiiC Program: Seeks to ensure the significance of knowledge through specialized support from certified employees.
- Schools: Allows employees to acquire the technical knowledge necessary to be prepared for a new position.

Currently, Grupo Xcaret has the following numbers:

- 370 PiiC instructors
- 86 position certifications
- 30 Xschools

## Impulxándote - 2nd. Generation: Strategic Talent Development

With the goal of identifying and developing key collaborators, Impulxándote seeks to strengthen a pool of talent prepared to take on challenges of greater responsibility within Grupo Xcaret. In this second generation, we made significant progress in identifying and preparing strategic talent.

### Key Results for 2024:

- **418 key positions identified**, achieving 63% of the target, with 53% having a high impact on business results.
- **463 key people identified**, representing 24% of the scope, with a 15% risk of loss.

For this segment, we implemented specific development plans focused on strengthening competencies and preparing for future challenges:

- Emerging Leaders: Training for middle managers with core competencies within the talent pool.
- Outstanding Leaders: Development of executive management skills and mentoring for middle managers identified as successors.
- Strategic Leaders: Training with management competencies for executives from the talent pool.
- Established Leaders: Advanced training for leaders with influencing skills, knowledge transfer, and alignment with the organizational culture (DNA), including mentoring (executives identified as successors).



**55% of key positions** have an identified successor, ensuring the continuity and sustainability of leadership within our organization

Pillar	Hours	Collaborators
Soy Xcaret	35,871	2,339
Continuous education	40,355	245
Specialized technician	645,202	17,103
Significance of knowledge	221,622	2,135
Leadership	62,423	2,571
<b>TOTAL</b>	<b>1,005,473</b>	

Specific training	Total for 2024
Number of employees trained in the Code of Ethical Conduct	1,581
Number of employees who received safety education training	1,472
Number of employees who received training courses on diversity, equality and inclusion	1,535
Number of employees in the high school completion program	91
<b>TOTAL</b>	<b>6,231</b>

# Evaluations of employees' performance and professional development

GRI 404-3

These were the results in 2024:

Evaluations of employees' performance	Total for 2024
Number of employees graded for their performance	1,677
Number of employees graded for their performance, for compensation payment	204





# Community wellbeing GRI 3-3

In 2024, we advanced the **design of Grupo Xcaret's social management** criteria with the aim of ensuring that our community benefit initiatives generate a positive and sustainable impact.

These criteria establish a framework for action aligned with our corporate philosophy and our Xustainability Model, ensuring that our actions are strategic and responsible.

## Social Management Criteria



- Alignment with our philosophy and Xustainability: All our initiatives must be in line with our values and commitments to sustainability.
- Focus on human rights: We prioritize actions that contribute to the exercise of a fundamental human right, avoiding intervention in areas that are the exclusive responsibility of the State.
- Collective benefit over individual benefit: Our programs must generate social impact at the community level, promoting collective wellbeing.
- Local action and territorial belonging: We focus on initiatives that directly benefit the communities where our main business units operate and those where Grupo Xcaret has influence.

Through these principles, we will strengthen our commitment to local communities, promoting projects that generate a significant and sustainable social impact.



# Operations with local community engagement programs, impact assessments, and development

GRI 413-1

In 2024, as part of our continuous improvement process, we carried out various initiatives to strengthen our social impact and ensure human rights due diligence across Grupo Xcaret's business units.

- **Social Diagnosis:** We conducted a social analysis focused on strengthening human rights management within our operations.
- **Scarlet Macaw Reintroduction Program:** We generated key information for reconfiguring this program in Los Tuxtlas, Veracruz, highlighting the importance of local community ownership of the project to ensure its success and sustainability.

## Actions for Social Tourism with an intercultural focus

### Kone'ex Xíimbal Program

We designed and launched the social tourism program for Mayan communities in Quintana Roo. Kone'ex Xíimbal adopts an intercultural approach, contributing to the right to leisure and tourism for families from indigenous communities participating in the Festival of Life and Death Traditions and their families. Visits include transportation, complimentary access to Xcaret Park, food, and a 40% discount in stores.

### Agreements with municipal governments and the government of Quintana Roo

We continue to operate the social tourism program in collaboration with the municipalities of Solidaridad, Benito Juárez,



Cozumel, and the state government, opening access to meaningful tourism experiences for more people.

### Recognition of citizen participation

In 2024, we awarded complimentary passes to citizens who fulfilled their responsibility as polling station officials in the elections, in recognition of their commitment to democracy and citizen participation.



# Partnerships with civil society organizations

Developing a sustainable community requires the collaboration of all its members. Therefore, we established partnerships with civil society organizations, offering them donations that allow them to continue their work benefiting communities.



Type (agreement or program)	Benefitted community	BU visited	Adults	Children	Total Complimentary passes	Total amount, equivalent in Mexican currency
Kone'ex Xíimbal	Señor, X-Pichil, Chunhuhub	Xcaret	121	15	136	
Social Tourism in Playa del Carmen	Solidaridad	Xcaret, Xplor, Xel-Há, Xenses	483	88	571	
Social tourism in Benito Juárez	Cancún	Xcaret, Xplor, Xel-Há, Xenses	208	16	224	
Social tourism in Cozumel	Cozumel	Xcaret, Xplor, Xel-Há, Xenses	442	33	475	\$7,679,811
Social tourism in Quintana Roo	Quintana Roo	Xcaret, Xplor, Xel-Há, Xenses	1,052	61	1,113	
INE	Funcionarios de casilla	Xcaret	11,950	0	11,950	
TOTAL			14,256	213	14,469	

# Partnerships with civil society organizations

## Complimentary passes given to civil society organizations

Association name	Location	Public problem attended	Total No. of passes	Equivalent total amount in Mexican currency
NIÑOS DANDO AMOR	GUADALAJARA, JALISCO	CHILD AND ADOLESCENT TERMINAL ILLNESSES	50	\$ 1,457,079
APAC	MEXICO CITY	CEREBRAL PALSY	110	
ORGULLO CIUDADANO	Q. ROO	SENIOR CITIZENS	108	
CIUDAD DE LA ALEGRÍA	Q. ROO	VIOLENCE, NEGLECT, HUMAN TRAFFICKING	8	
AYELEM	YUCATÁN	ADOLESCENT VIOLENCE	200	
MAQUETA MÉRIDA	YUCATÁN	HANDICAPPED PEOPLE	42	
CRIT TELETÓN	Q. ROO	MOTOR ILLNESSES	8	
FEYAC	YUCATÁN	SOCIAL RESPONSIBILITY	4	
FESTIVAL DE LOS OCÉANOS	Q. ROO	ENVIRONMENTAL THEMES	36	
ENCUENTRO CAMBIO CLIMÁTICO YUCATÁN GOB	YUCATÁN	EDUCATION FOR SUSTAINABILITY	8	
FUNDACIÓN ELEONORA MENDOZA	Q. ROO	GENDER VIOLENCE	80	
TOTAL			654	



# Partnerships with civil society organizations

## Complimentary passes given to civil society organizations

Type of donation	Association name	Issue dealt with
Monetary	Cruz Roja	Health
Monetary	EDUPAM	Education
Monetary	Feria Exposición Maestros del Arte	Art and culture
Monetary	Flora, Fauna Y Cultura De México A.C.	Social, environmental and cultural
Monetary	Kodomo	Autism
Monetary	Caribbean Coast Conservancy	Environmental
Monetary	Ciudadanos por la Transparencia	Social
Monetary	Flora, Fauna Y Cultura De México A.C.	Social, environmental and cultural



## Cultural heritage

GRI 3-3

Our commitment to cultural heritage is an expression of our deep love for Mexico. We strive to responsibly preserve and disseminate the cultural wealth that defines our identity as a nation. Every action we undertake seeks to preserve and share the traditions, stories, and artistic expressions that bring our cultural legacy to life. Our goal is to contribute to the appreciation and respect for Mexico's cultural heritage, ensuring its preservation for future generations.

Cultural heritage management has always been a fundamental pillar of our organization, as it is embedded not only in our corporate philosophy but also in our guiding principles of organizational strategy, such as the Xustainability Model and the Code of Ethical Conduct.

In 2022, we established the **Cultural Heritage Safeguarding Committee** of and within Grupo Xcaret, whose function is to be the governing body responsible for planning, regulating, and monitoring the management, protection, and defense model for Mexico's Cultural Heritage (tangible and intangible) and Natural Heritage. This committee works to research, preserve, protect, make visible, enhance, revitalize, disseminate, and transmit the heritage we safeguard at Grupo Xcaret in a dignified manner.





## Xcaret México Espectacular

This is one of our greatest cultural expressions and a tribute to the history and folklore of our country. In 2024, **1,067,251 people** enjoyed **this show**, featuring more than 300 artists on stage, consolidating it as one of the most impactful cultural experiences in the country.







## Cultural Workshops

### Xcaret Park

In keeping with our goal of showcasing our deep love for Mexico, Xcaret Park features cultural workshops developed with an interpretive approach that allows us to convey the importance of our cultural, natural, and historical heritage. We offer chocolate, coconut, wool, candle-making, and coffee tour workshops, as well as the participation of artisans, who also share part of their cultural legacy.

### Results in 2024:

- 3,631 cultural workshops held
- 24,351 participants in cultural workshops
- 8,917 participants in artisan workshops







## Hoteles Xcaret

At Hotel Xcaret México, we seek to be a vehicle that showcases, shares, and exalts the importance of cultural heritage experienced through Mexican art. We design workshops to connect with guests through a creative and sensorial approach that leaves a lasting impression on their stay. In 2024, we began implementing a cultural workshop for Hotel Xcaret México, following the same purpose and approach as our cultural management.

## Workshop at Hotel Xcaret México:

- Watercolor Workshop

## Workshops at Hotel Xcaret Arte:

- Casa Diseño - Textile Workshop
- Casa de los Artistas – Painting Workshop
- Casa Pirámide – Pottery Workshop
- Casa de la Música – Latin Dance Workshop

## Results in 2024:

- 4,714 workshops held at Hotel Xcaret Arte, with 22,540 participating guests.
- 17 workshops held at Hotel Xcaret México, with 95 participating guests







## Promotion of the Arts

With the aim of strengthening cultural management and the preservation of art in our spaces, in 2024 we carried out various key actions for the conservation and promotion of art at Grupo Xcaret. We are working on preventive maintenance for Hotel Xcaret Arte's permanent collection, which includes **435 works of art**, updating the database, displaying new acquisitions, developing the environmental contingency manual and preventive conservation manual, and preparing the guide to best practices, care, and conservation of works of art at Hotel Xcaret Arte.

### Exhibitions in 2024

We hosted seven notable exhibitions with works and pieces from Mexico City, Quintana Roo, and Chiapas:

1. Echoes of the Body by Arnaldo Coen
2. Siquieros' dark night
3. Balam, Guardian of the starry nights
4. Pilgrim virgins
5. Kúrpites







“ En fin, mi  
estado  
de ánimo  
es el de un  
HOMBRE  
dispuesto a dar  
LA BATALLA...”

## Siqueiros' dark night

Celebrating the 50th anniversary of David Alfaro Siqueiros's death, Hotel Xcaret Arte joined the national tribute with a special exhibition entitled “Siqueiros' Dark Night,” an unmissable experience within our Art through travel program.

The exhibition consisted of 15 reproductions of the original drawings created by Siqueiros during his captivity in the Lecumberri pretrial detention center, El Palacio Negro, between 1960 and 1964. The exhibition also included striking images captured by renowned local photographer Héctor García, who documented the muralist's life during that period.

At 63, Siqueiros was imprisoned for the crime of social dissolution, although his sentence was issued two years later. Thanks to a presidential pardon, he was released before completing the eight years he had been sentenced to. During his confinement, he created more than 300 works, a reflection of his unbreakable artistic spirit.

The reproductions displayed in this collection were donated to Hotel Xcaret Arte by Dr. Carlos Camacho and each comes with a certificate of authenticity confirming their creation in 1964.

This initiative reaffirmed Hotel Xcaret Arte's commitment to the dissemination of art and culture, offering our guests the opportunity to explore the legacy of one of the greatest exponents of Mexican and Latin American muralism through tours and circuits specially designed for this experience.

## Echoes of the body

Hotel Xcaret Arte celebrated the 60th anniversary of Arnaldo Coen, a contemporary Mexican artist and accomplice of the so-called “breakthrough generation” that emerged in the second half of the 20th century.

Maestro Coen is a cosmopolitan visionary, a process experimenter, and a scholar of different disciplines. In addition to painting and sculpture, his work contains glimpses of his vast exploration of other languages: architecture, film, dance, theater, music, but also symbols in sacred texts and oral tradition.

Around his monumental piece, “What Opens Another Mystery” (2024), a series of 11 female torsos unfolds, whose structures echo his exploring of art as a way of thinking.

The organic nature of their postures and chromatic geometries suggest a view of the installation as a whole: movement and countermovement; harmony, rhythm, asymmetry, and silence as an evocation.



## Balam, guardian of the starry nights



At Hotel Xcaret Arte, we welcomed Lord Jaguar, protector of the sun, the moon, the water, and our Mother Earth. Since ancient times, he has fascinated indigenous peoples, so his wealth, in addition to being biological, is undeniably cultural.

The Tozontajal women of Amatenango del Valle, Chiapas, which means “potters” in the Tzeltal language, mold clay jaguars to venerate them. Their skin evokes images of their nightly dreams and the pre-Hispanic creation myth, which tells how the gods made the first balam parents from corn dough.

At Grupo Xcaret, we honor the work that comes from the earth, our common home, which we must care for and regenerate, as the only possible way to sustainability. This is Art through travel.



# Pilgrim virgins

Twelve sculptures of virgins were on exhibition, crafted by 35 artists from the workshops of Grupo Xcaret's Special Projects department. This unique group is made up of art graduates, skilled artisans, self-taught artists, and master masons, united by a passion for creating pieces of high aesthetic and symbolic value.

This initiative is part of a project conceived for the Xibalbá Reserve, near the city of Valladolid, whose purpose is to install a wide variety of virgins from the region inside a hand-carved underground cathedral.

Its design seeks a balance between the characteristic features of different devotions to the Virgin Mary and an aesthetic that connects with Mexican roots and culture, distancing itself from European representations.

This project not only represents a tribute to the devotion and spirituality of our culture, but also celebrates the talent of our artists, who have captured the essence and symbolic richness of Mexico in each sculpture.





## Kúrpites

Nuevo San Juan Parangaricutiro, located in the Purépecha mountains of Michoacán, shared with us the meaning of the Kúrpites Dance, in which we can recognize ancestral practices and knowledge passed down through generations, as well as the strength of their identity as an indigenous people.

Kúrpites, which has its roots in the 16th century, during the evangelization process among the indigenous people of the Purépecha region, is a symbolic representation of the community that gathers for the arrival of the Maringuía (Marinkia) “The Virgin Mary” and the T’arhepiti “Saint Joseph” after their long pilgrimage prior to the birth of the Child Jesus. A biblical passage that the residents of San Juan have adopted and reinterpreted with their own customs and traditions.

The young people of the San Miguel and San Mateo neighborhoods gather to nourish the tradition and demonstrate the dance’s performance with ingenuity and skill. Each group is accompanied by a traditional orchestra, which, in turn, plays sones abajeños, sonecitos, toritos, and jarabes. Each of the dancers proudly wears the finely crafted costumes of the dancers’ families with a sense of belonging.

Kúrpites, “those who gather,” march through the town’s main streets, accompanied by cheerful music, to reach the main square for the traditional competition.



# Cultural events



## Sacred Crossing

This iconic Grupo Xcaret event recreates the pre-Hispanic Postclassic voyage to the island of Cozumel to worship Ixchel, goddess of the moon. This event celebrates the vast knowledge of ancient civilizations regarding navigation, maritime trade routes, their worldview, and a cultural legacy embodied in music, dance, and the significant canoe crossing to Cozumel. In addition to promoting cultural heritage, this event encourages community participation through the inclusion of local artistic groups.

### Results of the 2024 edition:

- **312 canoeists participated**, of which 53% were men and 47% were women
- **200 participating artists**, of which 69% were women and 31% were men.
- Regarding the age distribution, 60% were adults, 27% were children and adolescents, and 13% were seniors

- A total of 14 participating artistic groups were present, of which 1 was from Chunhuhub, 8 from Solidaridad, and 5 from Cozumel
- **5,034 people attended the event.**

This event was made possible thanks to the collaboration of various institutions, such as the Red Cross, Harbor Master's Offices, the Navy, the Cozumel City Council, and the Cozumel Parks and Museums Foundation.



# Festival of Life and Death Traditions



Every year we honor one of Mexico's most iconic traditions: the Day of the Dead. Through this festival and various artistic expressions such as theater, dance, music, and gastronomy we honor this holiday, capturing its joyful essence and cultural depth.

In 2024, the festival took place from October 30 to November 3, with Quintana Roo as the featured state. Below, we share the event's most relevant cultural and community benefit results:

- 53,466 attendees
- 437 artistic performances
- 24 activities (cultural workshops and children's workshops)
- 514 artists from 50 cultural groups, of which 70% were men and 30% were women

The event was made possible thanks to the collaboration of various institutions and organizations

- Quintana Roo Tourism Secretariat
- Quintana Roo Institute of Culture and the Arts
- National Institute of Anthropology and History
- Quintana Roo Economic Development Secretariat
- Solidaridad Institute of Culture and the Arts
- Guadalajara Zoo
- Mexican Folk Art Center
- Local universities

In addition, we had two additional venues where some works were presented

- Solidaridad City Theater, which was attended by 800 people.
- The dome of the second park in Villas del Sol, which was attended by 250 people.

In the 2024 edition of the festival, **31 communities from Quintana Roo were present**, enriching the event with their cultural heritage by participating in the gastronomic and traditional altar showcase. **The presence and leadership of women** were key in this edition, with a **60% participation** in these activities.

## Communities:

- |                     |                    |
|---------------------|--------------------|
| • Buenavista        | • Sacalaca         |
| • Calderitas        | • San Cosme        |
| • Cancepchen        | • San Luis         |
| • Cancún            | • Señor            |
| • Chanchen primero  | • Solferino        |
| • Chunhuhub         | • Tepich           |
| • Dzula             | • Tihosuco         |
| • El Cedral-Cozumel | • Tixcacal Guardia |
| • Hondzonot         | • Tusik            |
| • Huaymax           | • Xcabil           |
| • Kantemo           | • Xhazil sur       |
| • Kantunilkin       | • Xpichil          |
| • Leona Vicario     | • Xyatil           |
| • Nuevo Durango     | • Yax che          |
| • Playa del Carmen  | • Yaxley           |
| • Sabán             |                    |





The communities' participation in the gastronomic festival is free of charge, as Grupo Xcaret covers round-trip transportation from the communities to the park, lodging, supplies, materials, and logistical support for their participation, leaving all profits earned during their participation entirely for their benefit.

With the goal of strengthening our role as hosts and maximizing the cultural and community impact of the Festival of Traditions of Life and Death, in 2024 we conducted an analysis of community participation in the event. This study allowed us to identify areas of opportunity and key achievements in cultural transmission and the benefits generated for the participating communities. The analysis was conducted through a survey of representatives of the communities participating in the festival.

Below are the most relevant findings:

- Predominant occupation: Most participants are engaged in household chores (housewives), followed by field work.
- Cultural transmission: 85% of those surveyed reported having learned their family's traditions, underscoring the importance of cultural heritage as a generational inheritance.
- Use of income: 33% report spending it on current expenses and 13.7% on studies.
- Comparison with their main economic activity: 39.5% believe that the amount generated at the festival is equivalent to one month's income from their usual job.
- Satisfaction with the festival's organization: 70% rated their experience with the work areas assigned to them as positive.
- Most valued aspect of the experience: The most frequently mentioned aspect was the interaction with other communities, which indicates that the festival is a space for community gathering and strengthening.

**FERIA  
Xcaret  
DE ARTE  
POPULAR  
MEXICANO**

Since its inception, Xcaret has been a space where we share our deep love for Mexico with the world, promoting shared prosperity with communities and respect for human rights. In line with these principles, in 2024, we launched the Xcaret Mexican Folk Art Fair.

Xcaret Park hosted the first edition of this event, born with the vision of consolidating a space where talented Mexican artisans can exhibit and sell their current creations inspired by traditional Mexican folk art with a vision of prosperity and shared value. With this initiative, we seek to encourage artists to continue creating quality works, thus contributing to the recognition of folk art as an invaluable cultural heritage of Mexico, both tangible and intangible.

Mexican handicrafts are highly valued internationally, and Mexico exports a wide variety of handcrafted products, which are considered a fundamental part of the country's cultural heritage.

The diversity and richness of artisanal techniques and styles reflect the history, traditions, and cultural identity of different regions of Mexico. Therefore, ancestral traditions are revived, making each participant a bearer of our country's tangible and intangible heritage.

The master artisans, ambassadors of Mexican tradition and creativity, were present at the

first edition of this fair, which included the following activities:

1. Exhibition and sale of handicrafts
2. Demonstrations of traditional techniques
3. Traditional Mexican cuisine
4. Live music performances
5. Presentations on folk art and its cultural impact
6. Specific training for artisans
7. Catwalks with handcrafted textile pieces
8. Contest and award with a prize of almost one million pesos, rewarding the best creations in ceramics, textiles, wood, and various other techniques.

Grupo Xcaret covered the costs of transportation, lodging, and logistical support for the artisans' participation, so that all profits went to the master artisans.





## Key results of the first edition:

- 277 participating artisans from 21 states in Mexico and 2 international states.
  - The Zapotec community (Oaxaca) had the largest representation, followed by the Purépecha community (Michoacán).
- 134 exhibition and sales stands.
- **5,571 event attendees**
- **Promotion of the professionalization of artisans** through training focused on the revaluation of cultural heritage, thanks to Fundación Causa Azul and Santander
- **Direct economic impact of 13,829,351 MXN.**
  - It is estimated that 59% of the income generated will benefit people from Indigenous communities. The remaining 41% will benefit artisans from non-Indigenous rural or urban environments, whose expressions are also part of Mexico's cultural mosaic.
  - It is estimated that 35% of the income generated went to women artisans or communities represented by women. The remaining 65% of the income generated was distributed among artisans, producers, and mixed or male-led communities, both Indigenous and non-Indigenous.
  - It is estimated that the benefits directly or indirectly reached more than 2 thousand people.





FestivalGastroCultural  
xcaret | 24



In our commitment to celebrating gastronomic and cultural richness, we created Apapaxoa, a brand that combines the best of Mexican cuisine with international haute cuisine.

In 2024, we held the first edition of the Apapaxoa Xcaret Gastrocultural Festival, a sensory journey that allowed us to explore the flavors of Mexico and the world through inspiring presentations, exclusive dinners, exquisite tastings, and first-class mixology experiences.

In addition to the culinary offerings, the festival captivated us with an impressive display of art, music, and culture, all set in a magical environment that enhanced every experience. This event marks the beginning of an innovative platform that aims to celebrate our roots and showcase global gastronomic diversity, establishing Apapaxoa as a benchmark in the culinary and cultural scene.

Our guests included renowned national and international chefs, mixology experts, and prestigious sommeliers, as well as prominent figures from the culinary and cultural worlds. Notable attendees included Ferran Adrià, Andoni Aduriz, and Ana Karime López, among others. Their participation enriched the experience at the Apapaxoa Xcaret Gastrocultural Festival, contributing knowledge, creativity, and innovation. Thanks to their presence, we were able to solidify this event as a reference point in the culinary scene, promoting the exchange of ideas and the recognition of culinary and cultural diversity.



## 32 Traditional Cooks



As part of the Mexican Independence Day celebration, we hosted the third edition of our “32 Traditional Cooks” event, which pays tribute to the culinary richness of our country. At this gathering, women from various regions represented their states by preparing traditional dishes, sharing the authentic flavors of Mexico with our guests.

This event not only showcases our cultural identity and traditions, but also promotes the use of native ingredients from each region, thereby strengthening our country’s culinary legacy.



# Education for sustainable development

SDG 4

## Internships and first jobs

Through our Academic Outreach Program, we contribute to the training of specialized professionals committed to loving and preserving Mexico. To this end, we established strategic alliances with **121 higher education and technical college institutions**, providing internship opportunities to students from various disciplines.

In 2024, we welcomed **660 interns, 68% of whom were women**. Furthermore, the program reported a **15% employability rate**, reflecting its impact on job placement and professional development for participants.

## School Visit Program at Xcaret and Xel-Há

Since 1996, in collaboration with the Quintana Roo Education Secretariat, we have operated the School Visit Program at Xcaret and Xel-Há parks. This program offers elementary school students from public schools, tours and workshops specifically designed to complement their academic training. In addition, we host students from the Tepeyac Institute Campus Xcaret weekly, strengthening their learning through immersive experiences.

Through these visits, we foster a meaningful connection with their surroundings, promoting respect for and understanding of our environmental and sociocultural heritage.

## Results in 2024:

	Xcaret		Xel-Há		TOTAL
Fact	Men	Women	Men	Women	
Number of students who benefitted from the school visits program	2,052	2,470	1,672	1,960	8,154
Number of teachers who benefitted from the school visits program	306	362	199	245	1,112
Number of schools that benefitted from the school visit program	134		90		224
Number of municipalities where the schools were located that benefitted from the school visits program	11 municipalities in Quintana Roo and 3 in Yucatán				

351,701 schoolchildren served at Xcaret and Xel-Há since 1996



In 2024, Xcaret and Xel-Há parks welcomed 2,763 students and 350 teachers from 123 school groups from communities in the Mayan region of Quintana Roo and Yucatán.

At Xcaret Park, 1,033 students and 141 teachers from 29 school groups participated in the turtle reintroduction. A total of 765 students and 101 teachers from 21 school groups attended the Festival of Life and Death Traditions.

Likewise, in 2024, we awarded 15 grants to a higher education institution in the state. We received 4,941 visits to the education section of the Grupo Xcaret website.

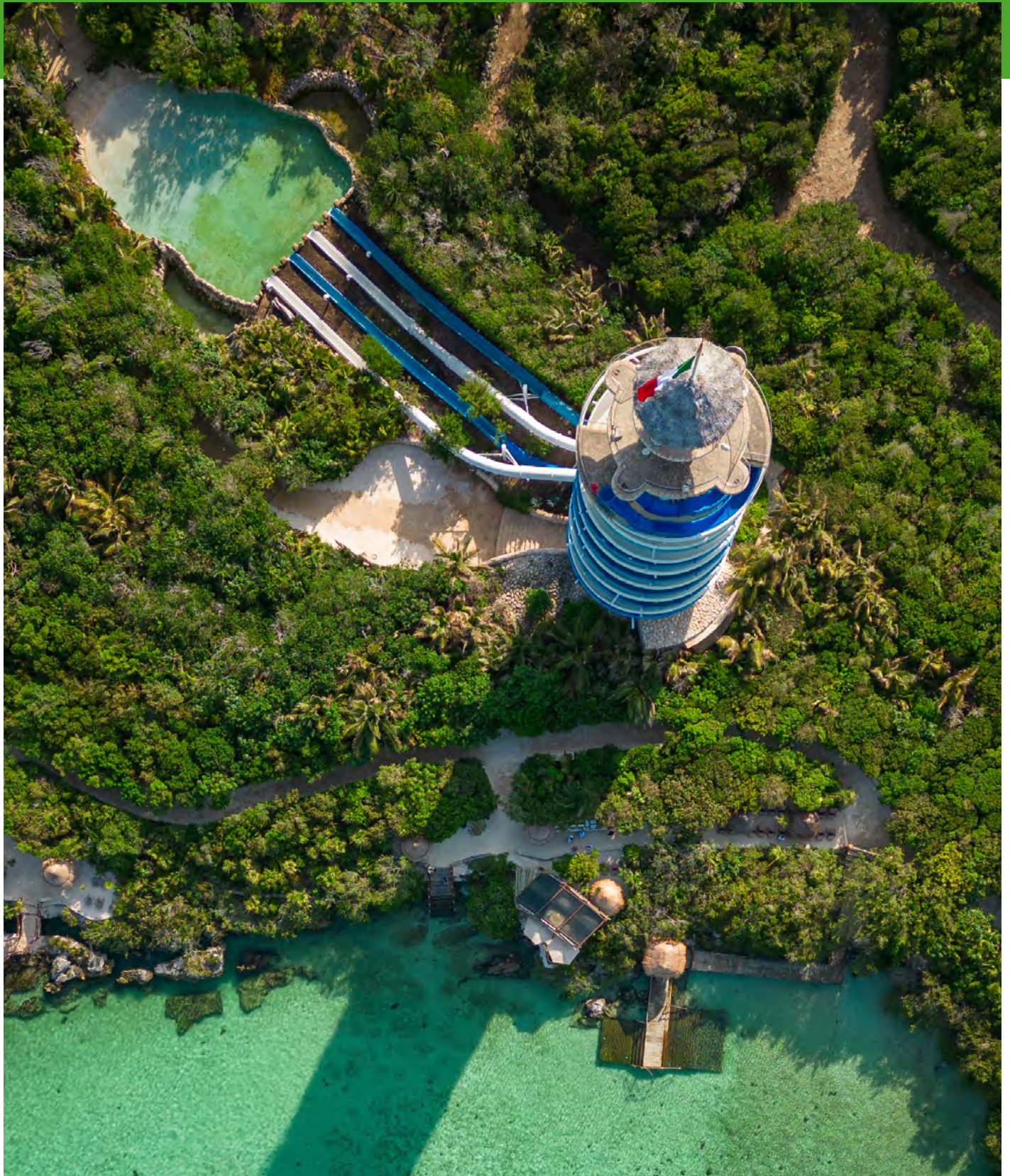
### Scientific Production

We recognize the fundamental role of science in understanding and solving global challenges. Through the Conservation area, we contribute to the development of researchers, facilitating access to our knowledge and experience to provide explanations and solutions to environmental problems.

Title of research, thesis, etc.	Type (article, thesis, etc.)	Topic
Identification of microplastic contamination in the green turtle ( <i>Chelonia mydas</i> ) from two areas of Quintana Roo, using a non-invasive method	Master's thesis	Microplastics
Population size estimates and migrations of the queen conch ( <i>Aliger gigas</i> ) in the nursery ground of the Xel-Há coastal cove based on a mark-recapture and census surveys	Scientific article	Tagging and recapture
Captive management of locally endangered corals by SCTLD in Quintana Roo	Scientific poster	Coral diseases
Population assessment of the queen snail ( <i>Aliger gigas</i> ) using the Jolly-Seber mark-recapture model in Xel-Há Park	Scientific poster	Population estimate
Marine sponges and their pharmacological potential for treating diseases in scleractinian corals	Scientific poster	Pharmacological treatments
Restoration of the biodiversity of coral reef fish assemblages in the Mexican Caribbean	Scientific poster	Post larva fish
Distribution and abundance of organic matter in the Xel-Há cove	Degree thesis	Organic material
Preliminary evaluation of crude marine sponge extracts as a potential treatment for hard coral diseases	Degree thesis	Pharmacological treatments
Environmental seasonality and proliferation of the upside-down jellyfish ( <i>Cassiopea xamachana</i> ) in Xel-Há cove	Scientific poster	Abundance of jellyfish



# PLANET





## Declaration on environmental commitment

GRI 2-23, SDG 12, PRINCIPLES 7, 8 Y 9

We guarantee our commitment to the planet by meeting environmental objectives aligned with our environmental management system. This system focuses on the protection, conservation, regeneration, and continuous improvement of the environment, ensuring sustainability in our business units. We are committed to compliance with the environmental and ethical legal framework, establishing an ongoing dialogue with our interest groups to protect the natural environment and its balance, making them a part of the dream as an essential part of our DNA.

## Commitment to biodiversity

GRI3-3

We firmly assume the responsibility of preserving and protecting the natural environment. We recognize the importance of ecosystems, not only for tourism but also for the well-being of present and future generations. Our commitment to biodiversity is reflected in the adoption of environmental best practices in our business units, aligned with the principles established in our Xustainability Model. Through reproduction, conservation, monitoring, and efficient management programs, we promote ecological balance and work in partnership with institutions that share our interest in ensuring a sustainable future for the planet



# Protected or restored habitats

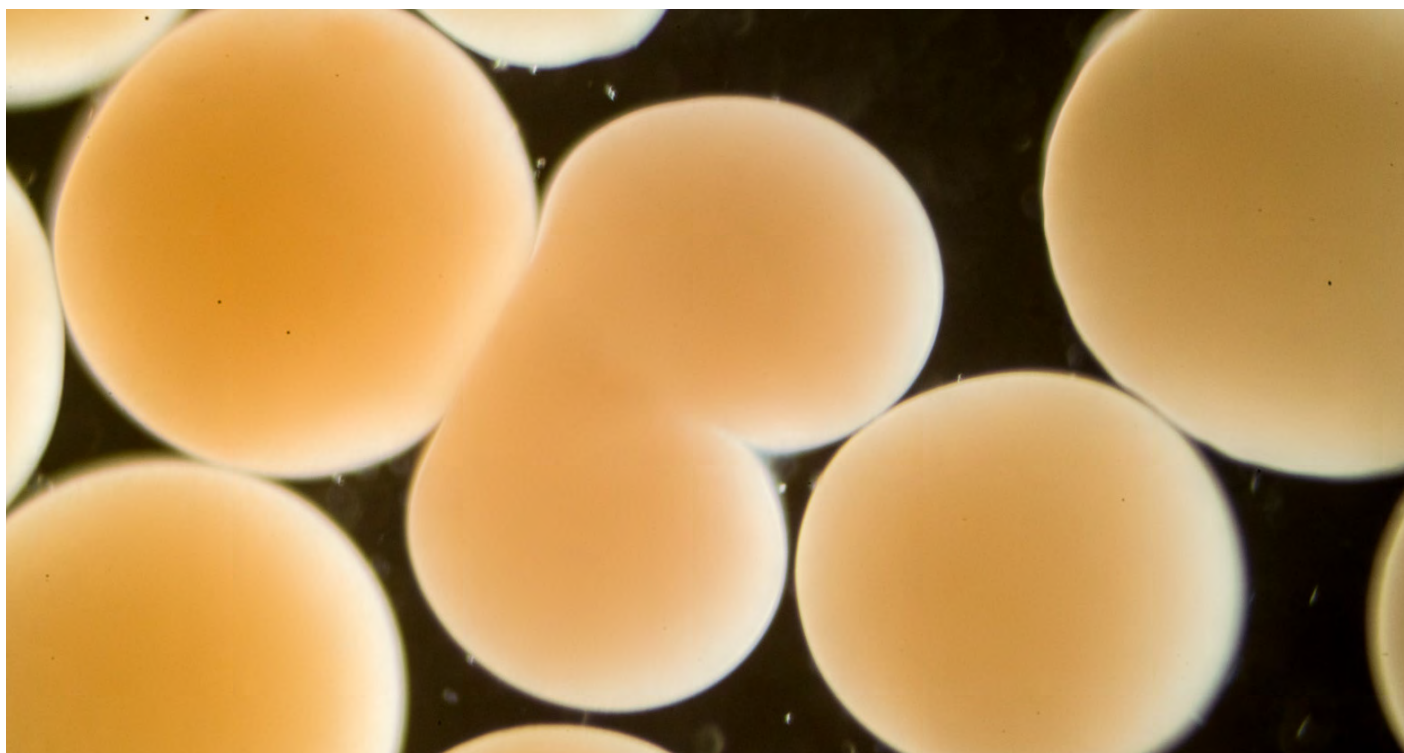
GRI 304-3

## Coral Conservation Program

Our goal is to reproduce, research, disseminate, and educate about the importance of coral reefs, thus contributing to reef restoration and the conservation of some of their species.

### Results in 2024:

1. Installation of the "Genesis" marine nursery, designed to receive 166 fragments of elkhorn coral (*Acropora palmata*), which will be used for restoration projects in the Mexican Caribbean thanks to the collaboration of institutions such as INAPESCA Puerto Morelos Unit and CINVESTAV Mérida Unit.
2. Research into natural treatments to counteract coral hard tissue detachment disease (SCTLD) or white syndrome, in partnership with the National School of Higher Studies of UNAM.
3. Monitoring of sexual coral recruits, collected in 2019 and 2020, and reintroduced in 2023 to the Punta Maroma reef in collaboration with the UNAM Coralium Laboratory in Puerto Morelos.







## Macaw Conservation Program

We focus on the reproduction, reintroduction, and monitoring of macaws in the ecosystems of Chiapas and Veracruz, seeking to ensure their conservation in the wild.

### Results in 2024:

- Social assessment in Los Tuxtlas, Veracruz, through interviews with various interest groups in the area conducted by the Sustainability department. A SWOT analysis was conducted, allowing us to propose action strategies to strengthen the species' reintroduction program.

# Sea Turtle Conservation Program

Our program focuses on protecting and preserving sea turtles through habitat conservation, awareness campaigns, and their careful reintroduction into the marine environment.

## Results in 2024:

- Initiation Program: After a 15-month period under our care, we reintroduced turtles that reach a significant size to the sea, increasing their chances of survival.
- A total of 115 *Chelonia mydas* turtles were reintroduced to the sea.
- A total of 25 sea turtles received specialized medical care, and 9 turtles that completed their rehabilitation process were reintroduced (4 specimens treated since 2022 and 5 since 2023).

In collaboration with Flora, Fauna y Cultura de México, A.C., we operate the Riviera Maya-Tulum Sea Turtle Conservation Program, focused on the research and recovery of the different species of sea turtles that arrive on the coasts of Quintana Roo.

## Results in 2024

- 9,596 sea turtle nests recorded.
- 553,196 sea turtle hatchlings returned to the sea.

**19,435,145 sea turtle hatchlings returned to the sea since the program began.**





# Wildlife Hospital

We are proud to have a specialized and fully equipped hospital to serve the needs of our biological population and the wildlife in our surrounding areas. Thanks to our team of veterinarians, we provide medical care, rehabilitation, and rescue to various species, demonstrating our commitment to the protection and well-being of wildlife.

## Results in 2024

- 33 specimens of 7 species cared for
- 7 specimens rehabilitated:

*Chelonia mydas*

*Eretmochelys imbricata*

*Ateles geoffroyi*

*Lepidochelys kempii*

*Phoenicopiterus ruber*

*Sphiggurus mexicanus*

*Odocoileus virginianus*

- 39 rescued specimens, which did not necessarily require medical attention:

4 birds

11 mammals

24 reptiles



# Current breeding programs

- Sexual and clonal breeding program for *Acropora palmata* (elkhorn coral).
- *Aurelia aurita* jellyfish breeding program.
- Bird breeding program: We successfully bred 94 birds, of which more than 40% were raised naturally by their parents and the rest through assisted breeding techniques. We highlight the Golden Eagle Breeding Program.

## Monitoring Programs in Place at Xel-Há:

- Bird Monitoring Program
- Mammal Monitoring Program with Camera Traps
- Fish Monitoring Program
- Queen Conch Monitoring Program

## Results in 2024:

- **Queen Conch Monitoring Program:** The queen conch population at Xel-Há increased by 241% compared to 2023.
- **Fish Monitoring Program:** The abundance of species at Xel-Há remained stable with no significant changes.
- **Bird Monitoring Program:** 118 species were identified, including 10 observed species listed in NOM-059-SEMARNAT-2010 as protected or at risk.

## Specimens under protection at the request of PROFEPA

- 8 specimens under protection in response to requests from the Federal Attorney's Office for Environmental Protection (PROFEPA).

## Flora Conservation

We propagate and reforest flora species, paying special attention to native and endangered species.

### Results in 2024:

- 278,285 specimens propagated
- 308,344 specimens reforested
- 1,105 specimens rescued and relocated

**4,482,712 specimens  
reforested since 1997**





# Animal Welfare

## Animal Welfare Governance

In 2024, we established the **Bioethics and Animal Welfare Committee** to ensure that all actions related to wildlife management respect ethical and legal principles and current institutional policies. This committee strengthens governance on animal welfare issues and ensures compliance with good practices in accordance with frameworks such as WAZA and ALPZA.

## Exhibit Quality Control

We assess compliance with 1,041 operational standards related to the wellbeing and care of the species in our care, achieving a 99.9% quality control level for our exhibits. This ongoing assessment ensures that our practices are aligned with international standards and ethical principles applicable to wildlife management.

## Conservation Partnerships

Our conservation programs are made possible through collaboration with institutions and strategic allies committed to environmental protection. In 2024, we will be working with the following institutions:



# Conservation Partnerships

Institution	Program or project
National Commission for the Knowledge and Use of Biodiversity	Red Macaw Conservation Program
Federal Environmental Protection Agency	Red Macaw and Sea Turtles Conservation Program
National Autonomous University of Mexico	Red Macaw Conservation Program
Department of the Environment and Natural Resources	Red Macaw, Sea Turtles, Acropora palmata Conservation Program and monitoring in Xel-Há.
Aluxes Ecopark	Red Macaw Conservation Program
Nanciyaga Nature Reserve	
Natura y Ecosistemas A.C.	
Bosque Antiguo A.C.	
U.S. Fish and Wildlife Service	
Defenders of Wildlife	
National Institute of Anthropology and History	
National Commission for Protected Natural Areas	
National Institute for Fishing and Aquaculture	
Autonomous University of Yucatán	
Sexual Coral Reproduction (SCORE)	Acropora palmata Conservation Program
UNAM National School of Superior Studies	
Center for Research and Advanced Studies of the National Polytechnical Institute	
Institute for Ocean Sciences and Limnology of the National Autonomous University of Mexico	



# Conservation Partnerships

Institution	Program or project
Flora, Fauna y Cultura de México A.C.	Marine Turtles Conservation Program
Autonomous University of San Luis Potosí	
El Colegio de la Frontera Sur	Monitoring programs in Xel-há
The Institute for Bird Populations	
Tierra de Aves A.C.	Animal welfare projects
Asociación Latinoamericana de Parques, Zoológicos y Acuarios	
Asociación de Zoológicos, Criaderos y Acuarios de México	
Asociación Mexicana de Médicos Veterinarios Especialistas en Animales de Zoológicos, Exóticos y Silvestres	
World Association of Zoos and Aquariums	

# Water GRI 3-3, SDG 12

Our commitment to water conservation focuses on reducing consumption, protecting natural sources, and ensuring its responsible use. This ensures its availability for future generations and contributes to the health of our ecosystems. To this end, we operate 18 treatment plants that allow us to treat the water used for our business units' operations, optimizing its management and reducing our environmental impact.

## Water that is extracted, discharged, consumed and reused

GRI 303-3 GRI 303-4 GRI 303-5

Indicator	Total in cubic meters
Extracted water	10,992,293.97
Discharged water	8,401,535.75
Discharged reused water	236,095.00
Water consumption	2,590,758.22

## Waste management

GRI 3-3 SDG 12

Our waste management strategy focuses on the **recovery and valorization of organic and inorganic materials, directing them to recycling or transformation processes.** With this approach, we seek to reduce the amount of waste sent to landfills, promoting sustainable practices and minimizing our environmental impact.

## Generated waste by type

GRI 306-3

Type	Unit of measurement	Total by type
Organic	tons	6,106
Inorganic, recovered and sent for recycling	tons	2,145
Seaweed	tons	2,761
Special handling	tons	2,166
Dangerous	tons	123
Inorganic destined for landfill	tons	2,970







# Waste not sent to the landfill

GRI 360-4

Type	Unit of measurement	Total
Recovered and sent for recycling	Recovered aluminum	tons120.8
	Recovered metal	tons375.7
	Recovered paper	tons30.0
	Recovered cardboard	tons459.1
	Recovered PET - HDPE	tons156.8
	Other recovered plastics	tons154.4
	Recovered glass	tons848.3
Compost	Compost made from organic waste	tons5,251.4
Total in tons		7,396





# Energy efficiency GRI 3-3

This is a key pillar of our sustainability strategy. We focus on optimizing energy use through advanced technologies and responsible practices, thereby reducing our environmental impact and promoting sustainable resource use. These initiatives not only improve our operational performance but also contribute significantly to environmental conservation.

By means of the **5,025 solar panels** we installed in our various business units, we generated a cumulative annual total of **2,802,464 kWh**. This resulted in an estimated **1,227 tons of CO2e** avoided and financial savings of **5,736,530 MXN**.



## Energy consumption within the organization GRI 302-1

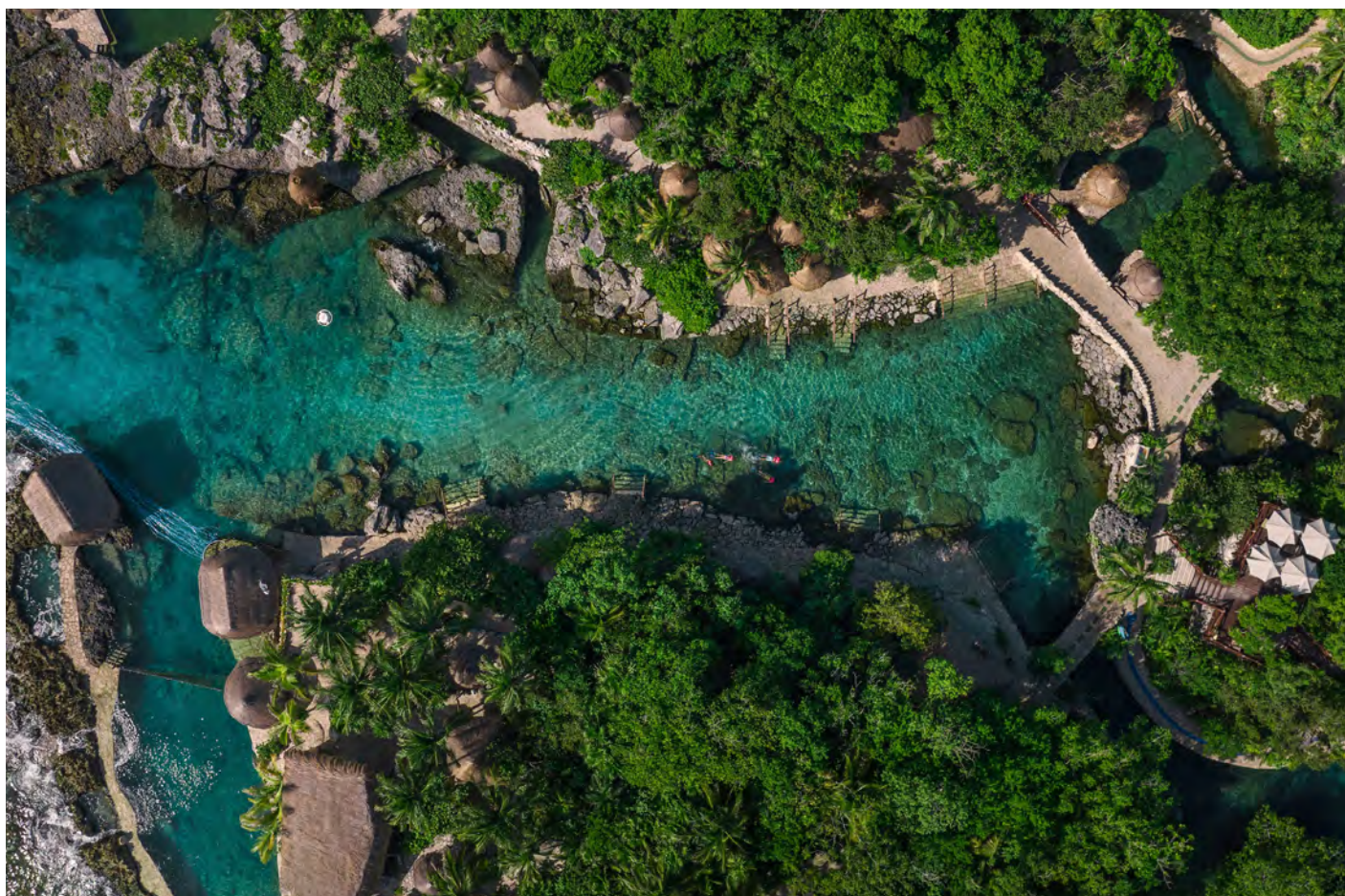
Required information	Unit of measurement	Total 2024
Consumption of liquid gas	Liters	4,956,466
Consumption of coal	Kilograms	216,962
Consumption of diesel	Liters	10,000,436
Consumption of gasoline	Liters	1,194,282
Consumption of electricity	Kilowatts per hour	83,709,981



To calculate our greenhouse gas (GHG) emissions, we use the GHG Protocol methodology, developed by the World Resources Institute in collaboration with the World Business Council for Sustainable Development. This widely recognized methodology is the basis for the organizational reporting standards we follow at Grupo Xcaret.

During the period of this report, we registered the following GEI emissions.

- Scope 1: Direct emissions from our own sources derived from the consumption of fixed combustion, mobile combustion and escaped emissions.
  - **Total: 47,318.73 tons of CO<sub>2</sub>e**
- Scope 2: Indirect emissions due to consumption of electricity, generated from electricity acquired and consumed in our operations.
  - **Total: 37,167.23 tons of CO<sub>2</sub>e**





# Measures for saving fuel and reducing emissions

- In Transportation and Logistics, we implement various strategies to optimize fuel consumption and reduce our carbon emissions, showing our commitment to energy efficiency and sustainability:
- Monitoring and controlling fuel efficiency, differentiating by vehicle type and optimizing idling times to reduce unnecessary consumption.
- Renewing the vehicle fleet, replacing units with cleaner and more efficient technologies with a lower environmental impact.
- Including electric motor technologies in certain service modes, promoting the transition to more sustainable energies.







# PROSPERITY



# Attendance

By 2024, the number of domestic and international tourist arrivals to Quintana Roo by air was 31.8 millions of passengers, according to statistical data from ASUR and Tulum Airport. This represented a 7.1% decrease compared to the previous year.

At Grupo Xcaret, during 2024 we welcomed an estimated 5.2 million travelers (visitors, guests, members, passengers), of which 46.8% were domestic and 53.2% were foreign.

## Driving the Mexican economy and developing its value chain

### Supply practices GRI 3-3

We recognize the potential that companies have to contribute to the growth of the local economy. Therefore, our responsible sourcing policy prioritizes local sourcing, promoting the development of Mexican suppliers and directly contributing to strengthening the national economy. Through these actions, we support job creation and sustainable growth in our communities, ensuring that our supply chain is based on the values of transparency, collaboration, and efficiency.

The development of our value chain is a strategic process that not only seeks to maximize operational efficiency and effectiveness, but also to guarantee responsible, ethical, and sustainable business relationships.

### Proportion of spending on local suppliers GRI 204-1

Our commitment to local economic development is reflected in our responsible sourcing strategy, prioritizing domestic suppliers and encouraging the participation of local companies within our value chain. By 2024, the total amount of purchases from suppliers was distributed among a total of 1,546 suppliers, as follows:

- 95% of the total amount of purchases went to suppliers established in Mexico, while 5% went to foreign suppliers.
- Of the total amount of purchases from suppliers established in Mexico, 47.5% went to suppliers in Quintana Roo, 37% to the rest of Mexico, 15.4% to Yucatán, and 0.1% to Campeche.

The distribution of national suppliers was as follows:

- 44.4% suppliers established in Quintana Roo
- 44.5% suppliers from the rest of Mexico
- 10.5% suppliers from Yucatán
- 1% suppliers from Campeche

We purchased from 54 suppliers in rural communities in Quintana Roo and Yucatán: Felipe Carrillo Puerto and Chunhuhub in Quintana Roo; and Kanasín and Izamal in Yucatán. These suppliers provide products in the food and beverage categories, as well as handicrafts. In doing so, we contribute to the economic development of these communities.

### Nacional Financiera Productive Chains

They represent a comprehensive strategy to strengthen and optimize our value chain. Through this program, our supplier companies can access multiple benefits: process optimization, cost reduction, access to preferential financing, and strengthening of solid business relationships. All of this results in a greater capacity to face market challenges and take advantage of new opportunities for business growth and development. In 2024, 285 suppliers registered for the program. Of that total, 86 suppliers were from Quintana Roo, 14 from Yucatán, 1 from Campeche, and 184 from the rest of the country.

The total number of affiliated suppliers by the end of 2024 is 3,246.












# RECOGNITIONS, CERTIFICATIONS AND DISTINCTIONS

Our commitment to continuous improvement and always offering the best of Mexico to our travelers is the foundation upon which we have built our path to excellence.

The following recognitions, certifications, and distinctions were achieved in 2024 thanks to the work of each and every person at Grupo Xcaret, demonstrating our commitment to quality, innovation, and excellence in our daily work.



Certification, reconognition or distinction	Logo	BU
ESR		Grupo Xcaret
EarthCheck		Xel-Há Xcaret Xplor Xenses Xoximilco Xenotes Xtours Hotel Xcaret México Hotel Xcaret Arte La Casa de la Playa
AquaCheck		Xcaret Xel-Há Xplor Xenses Xoximilco Xavage Hotel Xcaret México Hotel Xcaret Arte La Casa de la Playa
CrisisCheck		Xcaret Xel-Há Xplor Xenses Xoximilco Xavage Hotel Xcaret México Hotel Xcaret Arte La Casa de la Playa
FireCheck		Xcaret Xel-Há Xplor Xenses Xoximilco Xavage Hotel Xcaret México Hotel Xcaret Arte La Casa de la Playa

Certification, reconognition or distinction	Logo	BU
FoodCheck		Xcaret Xel-Há Xplor Xenses Xoximilco Xavage Hotel Xcaret México Hotel Xcaret Arte La Casa de la Playa
SafetyCheck		Xcaret Xel-Há Xplor Xenses Xoximilco Xavage Hotel Xcaret México Hotel Xcaret Arte La Casa de la Playa
SecurityCheck		Xcaret Xel-Há Xoximilco Xavage
PoolCheck		Xplor Xenses Xavage Hotel Xcaret México Hotel Xcaret Arte La Casa de la Playa
RoomCheck		Xcaret Hotel Xcaret México Hotel Xcaret Arte La Casa de la Playa
SpaCheck		Hotel Xcaret México Hotel Xcaret Arte La Casa de la Playa



Certification,  
reconognition or  
distinction

Logo

BU

Forbes



Xcaret  
Xel-Há  
Xplor  
Xenses  
Xoximilco  
Xavage  
Hotel Xcaret México  
Hotel Xcaret Arte  
La Casa de la Playa

AAA Five Diamond  
Award - Hotel



Hotel Xcaret México  
Hotel Xcaret Arte  
La Casa de la Playa

AAA Five Diamond  
Award - Restaurante



Estero  
Há

AAA Four Diamond  
Award - Restaurante



Hotel Xcaret México  
Hotel Xcaret Arte  
La Casa de la Playa

EDGE Preliminar





Hotel Xcaret México

Modelo Global CIC



Call Center MDC  
Contact Center GXC

Certification, reconognition or distinction	Logo	BU
Distintivo H		Xcaret Xel-Há Xplor Xenses Xoximilco Xavage Hotel Xcaret México Hotel Xcaret Arte La Casa de la Playa
Distintivo S		Hotel Xcaret Arte





This is a non-profit civil society organization that works to preserve the natural and cultural heritage of Quintana Roo.

It emerged in 2002 as a response to the environmental and cultural problems generated by the accelerated urban and tourism development in the state, especially in Cancún, the Riviera Maya, Cozumel, and Tulum.

It serves as a link with businesses, government agencies, research centers, and other civil society organizations to join forces to achieve collective benefits and contribute to the goals of the United Nations 2030 Agenda.

## Organizational Philosophy

### MISSION

Contribute to improving the quality of life in our society by promoting love, appreciation, respect, and conservation of Mexico's natural and cultural heritage. .

### VISION

A world in which our natural and cultural heritage is valued, cared for, respected, and shared by all of society as something belonging to us and for the benefit of all.

### VALUES

Commitment, joy, transparency, consistency, honesty, love for Mexican culture, nature, and people.

## Projects

We operate projects through two main axes:

**1. Conservation:** This program focuses on the protection and recovery of species and ecosystems. Its initiatives include the Sea Turtle Conservation Program, the Riviera Maya Forest Nursery, and the mangrove restoration project.

**2. Community welfare:** This program seeks the sustainable development and resilience of local communities through community spaces that promote education and citizen participation. These spaces include La Ceiba Park in Playa del Carmen, the La Ceiba Chemuyil Community Center, and the La Ceiba Tulum Eco-Play Center.

It is important to mention that, in both our conservation and community well-being projects, we use education for sustainable development as a cross-cutting tool that helps us connect people with the planet.



# Conservation projects

## Sea Turtles

- We work for the conservation, research, and recovery of the different species of sea turtles that arrive on the coasts of Quintana Roo.
- We protect females, nestlings, and hatchlings on 13 of the main nesting beaches in the Riviera Maya and Tulum.
- We generate up-to-date and accurate information on the status of sea turtle populations and the causes affecting them.
- We collaborate on various research projects that allow for a better understanding of their behavior and aid decision-making regarding their management and public policies.
- We develop outreach and awareness-raising strategies that contribute to the long-term conservation of sea turtles and promote community involvement in this cause.
- We participate in forums, courses, and events with specialists in the protection and conservation of sea turtles to stay up-to-date and be able to offer advice and consulting services to our partners.

## During 2024, we achieved the following results:

- 4 turtle camps
- 33 volunteers in camps
- 9,596 nests registered, of which 18% were loggerhead sea turtles (*Caretta caretta*) and 82% were green sea turtles (*Chelonia mydas*)
- 553,196 hatchlings released into the sea, of which 13% were loggerhead sea turtles and 87% were green sea turtles
- 1 ton of waste recovered from nesting areas
- 1,500 people made environmentally aware through educational activities

It is important to highlight that **19,435,145 sea turtle hatchlings have returned to the sea since the start of the program**, of which 18.83% have been loggerhead sea turtles, 81.16% were green sea turtles, 0.01% were hawksbill sea turtles, and 0.001% were leatherback sea turtles.





## Green areas

With the goal of increasing plant cover and contributing to the conservation of at-risk species and ecosystems, we produced large volumes of native plants from the Riviera Maya Forest Nursery, registered as an Environmental Management Unit for the production of protected species. We also operate a mangrove restoration program with activities in Cancún and Cozumel.

### In 2024, we achieved the following milestones:

- **31,621 plants produced** at the Riviera Maya Forest Nursery
- 110 cultivated species, 10 of which are protected under NOM-059-SEMARNAT-2010

- **69,978 reforested specimens** in various public spaces:

- o 24,000 Rhizophora mangle propagules and 6,000 Avicennia germinans propagules for degraded mangrove areas in the Flora and Fauna Protection Area of Cozumel Island

- o 4,000 plants of various native coastal dune species for the federal zone of the Reefs of Cozumel National Park

- o 130 plants for the La Esquina Community Center in Tulum

- o 90 plants for 5 elementary schools and 2 secondary schools in Tulum





# Community welfare programs

## Community centers

### La Ceiba Park

Located in Playa del Carmen, it is an urban refuge for local vegetation and fauna, as well as a recreational area for any family. A community gathering space where artists, artisans, businesses, and entrepreneurs come together with their projects and diverse audiences. Where children play and learn at their best. A driving force for change toward sustainability that has demonstrated since 2008 how the planet, people, and prosperity can coexist in harmony.

#### Results in 2024:

- **60,000** visitors participated in park activities
- **26 tons** of waste collected in 21 recycling events
- **3,087** attendees at the Film Club
- **13,280 people** participated in the Saturday Market, benefiting 114 local producers
- **43 eco-cultural** activities organized (workshops and events)

### La Ceiba Chemuyil

From here, we promote programs and projects that contribute to strengthening the social fabric and improving the community's quality of life. We foster love, appreciation, respect, and conservation of natural and cultural heritage.

#### Results in 2024:

- **439 people** participated in the center's activities and more than 800 benefited from the procedures and services provided.
- **9.8 tons** of waste collected in 12 recycling events.
- **7 participants** in the sewing workshop.
- **More than 800 people** benefited from the procedures and services provided.

### La Ceiba Tulum eco-play center

An educational space where children learn to coexist with the planet and with people through free and organized play. It features a collection of more than 90 games, as well as workshops and various activities focused on developing habits and skills related to education for sustainable development.

**In 2024, 84 children participated in its activities.**

In short, more than 75,000 people participated in one of the activities related to education for sustainable development and environmental awareness promoted by our conservation and community well-being programs in 2024.

Program	Problem dealt with	Community helped (location)	Type of location	Community helped *age preference	People benefitted
Sea Turtles – Awareness and environmental education activities	Awareness and environmental education	Q. Roo	Mixed	School, corporate and general public groups	<b>1,500</b>
Forest nursery - Awareness and environmental education activities	Awareness and environmental education	Q. Roo	Mixed	School, corporate and general public groups	<b>338</b>
La Ceiba Park	Urban green areas and promotion of sustainable development education	Playa del Carmen	Urban	General public	<b>60,000</b>
La Ceiba Park - Reciclación	Urban solid waste management	Playa del Carmen	Urban	General public	<b>2,204</b>
La Ceiba Park – El Cine Club	Promoting culture	Playa del Carmen	Urban	General public	<b>3,087</b>
La Ceiba Park – Workshops and events	Local development and promoting eco-culture	Playa del Carmen	Urban	General public	<b>4,000</b>
La Ceiba Park – Environmental tours	Awareness and environmental education	Playa del Carmen	Urban	School groups	<b>291</b>
La Ceiba Chemuyil Community Center	Integral wellbeing and education for sustainable development	Ciudad Chemuyil	Rural	General public	<b>1,239</b>
La Ceiba Chemuyil Community Center - Reciclación	Urban solid waste management	Ciudad Chemuyil	Rural	General public	<b>439</b>
La Ceiba Chemuyil Community Center – Children’s Workshops	Education for sustainable development	Ciudad Chemuyil	Rural	5 to 17 years	<b>300</b>



# Volunteering

Flora, Fauna, and Culture of Mexico A.C. offers various options for philanthropic volunteering, social service, or professional internships, as well as sustainability activities focused on corporate volunteering.

In 2024, 1,353 people were involved, 55% of whom were women and 45% men, providing a total of 23,942 hours of service in various initiatives, including the following:

- Sea turtle conservation
- Plant production and mangrove restoration
- Activities in community spaces

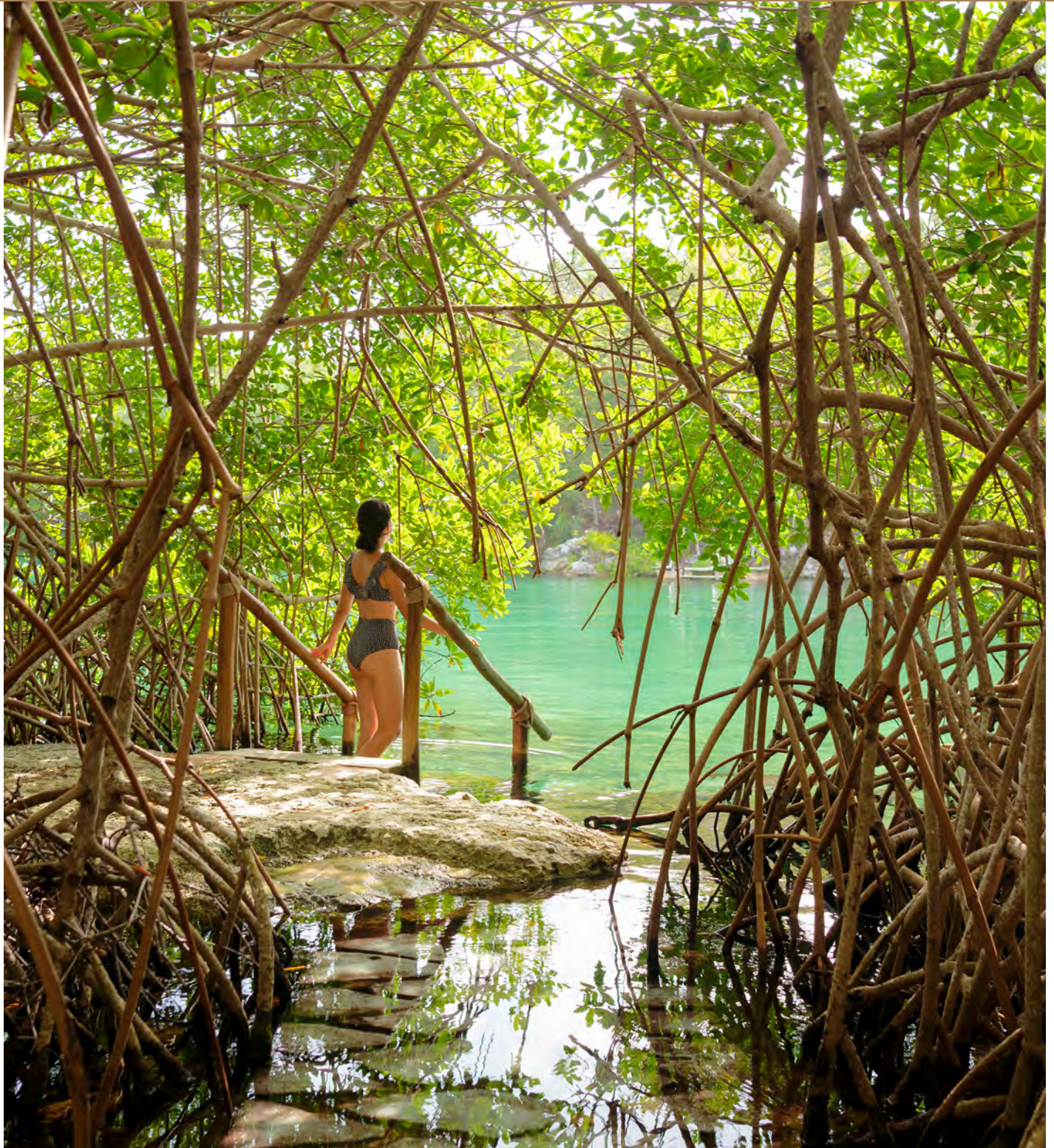
Within this group, 245 Grupo Xcaret employees actively participated in conservation and community development initiatives.

In conclusion, throughout 2024, Flora, Fauna, and Culture of Mexico A.C. has continued to strengthen its impact in Quintana Roo through conservation and community strengthening strategies. This work has led to progress in ecological restoration, environmental education, and the empowerment of local communities. Thanks to the support of its allies, mainly Grupo Xcaret, it continues to expand its reach and contribute to sustainable development in the region.





# TABLES OF CONTENTS






# SUSTAINABLE DEVELOPMENT GOALS

We recognize the importance of joining forces and promoting collaborative work to ensure a sustainable present and future for future generations, which is why we reaffirm our commitment to the Sustainable Development Goals.

Priority objectives related to tourism:

Goals for our impact potential:

Sustainable Development Goal	Page.	Sustainable Development Goal	Page.
 <p>Who we are, Employee well-being, Education for sustainable development</p>	3, 58, 94	 <p>Education for sustainable development</p>	94, 95
 <p>Sustainability Reports, Environmental commitment, Waste management</p>	2, 97, 106	 <p>Inclusion, Diversity, Equity, and Accessibility</p>	61
 <p>Environmental commitment, Protected or restored habitats</p>	97, 98, 100	 <p>Planet</p>	96-111

However, we do not limit our direct or indirect participation in other goals.

# GLOBAL COMPACT PRINCIPLES

We reaffirm our commitment to the Ten Principles of the United Nations Global Compact, integrating them into our management. We focus on respecting and promoting human rights, complying with labor standards, protecting the environment, and combating corruption. These principles guide our actions and decisions, ensuring that we operate ethically and responsibly in all our activities..

Principle		Page
<b>Human Rights</b>		
Support human rights protection	Strategy for sustainability, ethics and compliance for individuals and community wellbeing	39-41 47-48, 51,58-72-77
Ensure non-compliance with human rights violations	Ethical Conduct, People	47- 48
<b>Labor Laws</b>		
Support freedom of association and the right to collective bargaining	Employee welfare	52, 58-72
Support eliminating forced labor or coerced labor	Employee welfare	52,58-73
Support the elimination of child labor	Employee welfare	52, 58-74
Support the abolition of discriminatory practices in the workplace and employment	Sustainability strategy, people and employee welfare	39-41, 49, 61
<b>Environment</b>		
Focus on preventive measures to protect the environment	Sustainability strategy, community welfare and planet	39-41, 97-111
Promote initiatives that encourage greater environmental responsibility	Sustainability strategy, education for sustainable development and planet	39-41, 97-111
Prioritize development and promoting technologies that respect the environment	Sustainability strategy, energy efficiency and water care	39-41, 97-111
<b>Anticorruption</b>		
Work against corruption in all its forms, including extortion and bribery	Sustainability strategy and ethical conduct.	39-41, 47-49



# GRI TABLE OF CONTENTS

## Declaration of use

Grupo Xcaret reports the information quoted in this table for the period from January 1 to December 31, 2024, regarding the GRI standards.

GRI Indicator	Description of GRI Indicator	Information Summary	Page
GRI 2: GENERAL CONTENTS 2021			
Organization and report presentation practices			
2-1	Organizational information	Grupo Xcaret offers parks, tours, hotels and other units supporting tourism in Quintana Roo, Mexico.	3-31
2-2	Entities included in sustainability reports presentation	Parks: Xcaret, Xel-Há, Xplor, Xplor Fuego, Xoximilco, Xenses, Xavage	3 - 31
		Tours: Xenotes, Xcaret Expeditions, ATV Xperience	
		Maritime Experiences: Xcaret Ferry, Xcaret Catamaran	
		Hotels: Hotel Xcaret México, Hotel Xcaret Arte, La Casa de la Playa	
2-3	Target period, frequency and contact point of report.	Vacation Club: Mexico Destination Club	2
		From January 1 to December 31, 2024 Annual report  Iliana Rodríguez Cavazos irodriguez@xcaret.com Corporate Director of Sustainability and Institutional Relations.	
Activities and workers			
2-6	Activities, value chain and other relations	Dedicated to the tourist sector with parks, hotels and tourist passenger transportation.	3 - 31
2-7	Employees	At the close of 2024, there was a workforce of 14,335	58

GRI Indicator	Description of GRI Indicator	Information Summary	Page
<b>Governance</b>			
2-9	Governance structure and composition	Check the section on corporate government and organizational structure.	37 - 38
2-11	President at highest level of governance	Architect Miguel Quintana Pali Board of Directors President	38
2-13	Delegating responsibility for impact management	Through the operation support committees	38
<b>Strategy, policies and practices</b>			
2-22	Declaration on sustainable development strategy	Consult section on sustainability strategy	39-41
2-23	Commitments and policies	Consult the section on sustainability strategy and policies	39-42, 61, 97
2-24	Incorporating commitments and policies	Policies apply to the model's 3 pillars: <ul style="list-style-type: none"> <li>· Prosperity</li> <li>· People</li> <li>· Planet</li> </ul>	42, 61
2-26	Mechanism for requesting advice and showing concerns	We have the internal Xprésate Line for reporting any kind of irregularity, concern or complaint.	49



GRI Indicator	Description of GRI Indicator	Information Summary	Page
<b>Participation of stakeholders</b>			
2-29	Focus on participation in interest groups	Materiality analysis has allowed us to work on strengthening institutional dialogue and constructing adequate channels of communication for our mutual benefit.	43 - 44
2-30	Collective bargaining agreements	33% of co-workers are unionized	52 - 58
<b>GRI 3: Material issues 2021</b>			
3-1	Process for determining material topics	The 2022 materiality study was updated, resulting in 13 prioritized material themes for the group.	46
3-2	List of material issues	<p>13 topics were identified as priorities:</p> <ol style="list-style-type: none"> <li>1. Business strategy</li> <li>2. Health and safety</li> <li>3. Technological adaptation</li> <li>4. Governance and management structure</li> <li>5. Processes innovation and improvement</li> <li>6. Communication strategy</li> <li>7. Institutional partnerships</li> <li>8. Customer satisfaction</li> <li>9. Worker welfare</li> <li>10. Customer experience</li> <li>11. Biodiversity and conservation</li> <li>12. Environmental management system</li> <li>13. Responsible finances</li> </ol>	46
3-3	Management of material issues	Consult relevant sections	46,55,64,68,73,78,106,109,110,113
<b>GRI 203: Indirect economic impacts 2016</b>			
203-1	Investment in infrastructure and related services	Consult the section on partnerships with civil society bodies.	75 - 77

GRI Indicator	Description of GRI Indicator	Information Summary	Page
<b>GRI 204: Supply practices 2016</b>			
204-1	Proportion of expenditure on local suppliers	95% local purchases	113
<b>GRI 205: Anticorruption 2016</b>			
205-2	Communication and education on anti-corruption policies and procedures	Promotion of the Code of Ethical Conduct among 12,931 trained co-workers.	48
205-3	Incidents of corruption confirmed, and measures taken	In 2024 there were no incidents of corruption	49
<b>GRI 302: Energy 2016</b>			
302-1	Energy consumption within the organization	Consult section	109
<b>GRI 303: Water and effluents 2018</b>			
303-1	Interaction with water as a shared resource	We currently operate 18 treatment plants, allowing us to treat most of the water used in our business units.	106
303-3	Extracted water	10,992,293.97 m <sup>3</sup>	106
303-4	Discharged water	8,401,535.75 m <sup>3</sup>	106
303-5	Water consumed	2,590,758.22 m <sup>3</sup>	106
<b>GRI 304: Biodiversity 2016</b>			
304-2	Significant impact of activities, products and services on biodiversity	Our biodiversity conservation programs and initiatives enable us to commit ourselves to the long-term protection of the surrounding resources, on which we depend.	97 - 105
304-3	Protected and restored habitats	Check the section on commitment to biodiversity.	98 - 100



GRI Indicator	Description of GRI Indicator	Information Summary	Page
<b>GRI 2: GENERAL CONTENTS 2021</b>			
<b>GRI 305: Emissions 2016</b>			
305-1	Direct GEI emissions (Scope 1)	Derived from the consumption of fixed and mobile combustion, and escaped emissions. • Total: 47,318.73 ton CO <sub>2</sub> e.	110
305-2	Indirect GEI emissions associated with energy (Scope 2)	Generated from electricity acquired and consumed in our operations • Total: 37,167.23 ton CO <sub>2</sub> e	110
<b>GRI 306: Waste 2020</b>			
306-2	Management of significant impacts related to waste	An appropriate process has been identified for each type of waste, such as recovery, recycling, transformation or elimination.	106
306-3	Waste generated	See table in waste section	106
306-4	Waste not destined to be eliminated	Total in tons: 7,396 Consult section	106
<b>GRI 401: Employment 2016</b>			
401-1	Hiring new employees and staff rotation	Staff rotation rate was 24%	59
401-2	Benefits for full-time employees that are not given to part-time or limited-time employees.	Benefits listed in the worker welfare section are given to full-time and temporary employees.	62-64
401-3	Parental leave	Maternity leaves: 91 Paternity leaves: 165	60

GRI Indicator	Description of GRI Indicator	Information Summary	Page
<b>GRI 403: Health and safety in the workplace 2018</b>			
403-1	Occupational health and safety management system.	See the occupational safety section	64
403-2	Hazard identification, risk assessment, and incident investigation	See the safety and risk management section	65-67
403-3	Health services in the workplace	See the health and safety section	63
403-4	Worker participation, advice and communication on health and safety in the workplace	See the health and safety section	64
403-5	Worker education on health and safety in the workplace	1,472 employees trained in specific safety training. See the health and safety section	65-67, 71
403-6	Promoting workers' health	Through health days and employee activities. See the health and safety section	63
<b>GRI 404: Training and Education 2016</b>			
404-1	Average annual education hours per worker	63.25 average annual education hours per worker	68 - 71
404-2	Programs for developing workers' skills and to assist transition	Check the section on training and recognition for co-workers	61, 68-71
404-3	Percentage of employees who receive regular performance and career development reviews	In 2024, 12% of employees received performance reviews	72



GRI Indicator	Description of GRI Indicator	Information Summary	Page
<b>GRI 405: Diversity and equal opportunities 2016</b>			
405-1	Diversity among governance departments and employees	Consult the section on co-worker welfare.	58
<b>GRI 406: Non-discrimination 2016</b>			
406-1	37% of all coworkers are women.	In 2024, five potential cases of discrimination in the workforce were reported through the Xprésate hotline.	49
<b>GRI 408: Child labor 2016</b>			
408-1	Operations and suppliers with high risk of cases of child labor	Regarding our operations, we reaffirmed that there is no kind of forced or compulsory labor in Grupo Xcaret and we respect our workers' right to free association and collective bargaining.	52
<b>GRI 409: Forced or compulsory labor 2016</b>			
409-1	Operations and suppliers with a high risk of cases of forced or compulsory labor	We reaffirmed that there is no kind of forced or compulsory labor in Grupo Xcaret	52
<b>GRI 413: Local Communities 2016</b>			
413-1	Operations with local community participation programs, impact evaluations and development	Consult the section on community welfare	74-77, 94-95
<b>GRI 418: Customer Privacy 2016</b>			
418-1	Substantiated claims regarding breaches of customer privacy and loss of customer data	During 2024, no claims regarding breaches of customer privacy or loss of data were identified. Twenty-four requests were addressed in accordance with the Federal Law on the Protection of Personal Data Held by Private Parties and ARCO rights.	54



At Grupo Xcaret, our purpose is to “Make the planet happier by spreading our deep love for Mexico.” We create unique and sustainable tourism experiences inspired by culture, nature, and life. We are a 100% Mexican organization whose business model is based on ethics, respect for human dignity, and the creation of prosperity and shared value in the communities where we operate.

