amRESORTS®

AMResorts Sustainability Practices

AMDETUR

May 23, 2019

Gonzalo del Peon, *President AMResorts*

Who is Apple Leisure Group?

Trisept/Solutions 77

TECHNOLOGY SOLUTIONS

ZOËTRY WELLNESS & SPA RESORTS

SECRETS Resorts & Spas

breathless RESORTS & SPAS

DREAMS Resorts & Spas

now resorts & spas

REFLECT RESORTS & SPAS

ALUA HOTELS & RESORTS

SUNSCAPE RESORTS & SPAS

THE AMRESORTS BRANDS

AMRESORTS BRANDS

AMResorts has developed eight brands, which enables the company to attract different types of travelers seeking different luxury hotel segments under the all-inclusive concept.

Zoëtry Wellness & Spa Resorts

Boutique havens embodying the highest level of luxury

Secrets and Breathless Resorts & Spas

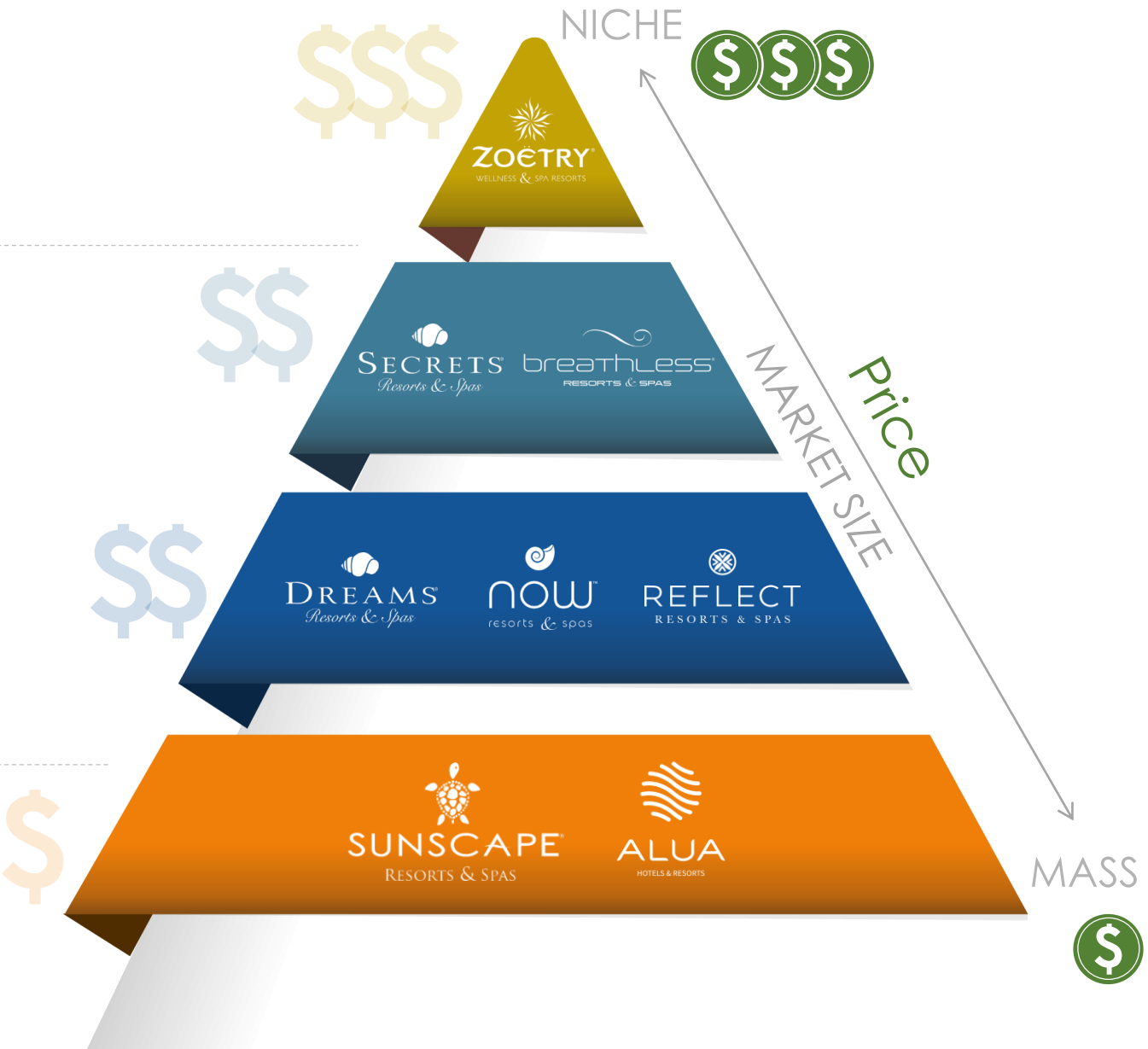
Adults-only properties targeting couples, singles, and honeymooners

Dreams, Now and Reflect

Offers couples, families and friends luxury in the most desirable destinations

Sunscape Resorts & Spas / Alua Hotel & Resorts

Developed for families, couples and friends



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SUSTAINABILITY NOT A FAD, BUT A NECESSITY

Hotel Industry Under Scrutiny

Travel & Tourism sector is under intense pressure to develop, implement, measure & manage the environmental & socio-economic footprint of hotels:

- **Resource intensive (energy, water, carbon)**
- **Waste intensive (non-degradable)**
- **Development intensive (high density; eco fragile areas)**

Why we need to do it? It is good for the planet, it is good for business

- Cost reduction
- Pre-empt regulatory policies
- Protect the natural environment
- Potential economic incentives for “greening”
- Risk proof the business
- Social license to operate
- Brand reputation as responsible company
- Brand loyalty and customer engagement

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HOW ARE WE HELPING?

AMResorts Partnership with the Rainforest Alliance

Sustainable Tourism Certification Program

- High standards, memorable experiences for guests
- Environmental, social and cultural responsibilities
- Distinctive value & environmental preservation
- 2013 *Standard Setter* Award

33

RESORTS CERTIFIED

2011

- **1**

Certified Hotel

2012

- **14**

Certified Hotels

2013-2014

- **19**

Certified Hotels

2016

- **Implementation of Sustainable activities calendar**
- **23**

Certified Hotels

2017

- **AMR Sustainable network**
- **No Straw Policy**
- **Beach cleaning day company wide.**
- **28**

Certified Hotels

2018

- **Constitution of the AMR Sustainable Committee.**
- **Reforestation, giving Tuesday, Beach cleaning day company wide.**
- **32**

Certified Hotels

2019

- **Baseline Establishment and 2025-2030 sustainable objectives**
- **Travel without plastic pilot: Now Jade Riviera Cancun**
- **33**

Certified Hotels

2020

- **Standardize Sustainable Management System**

Rainforest Alliance

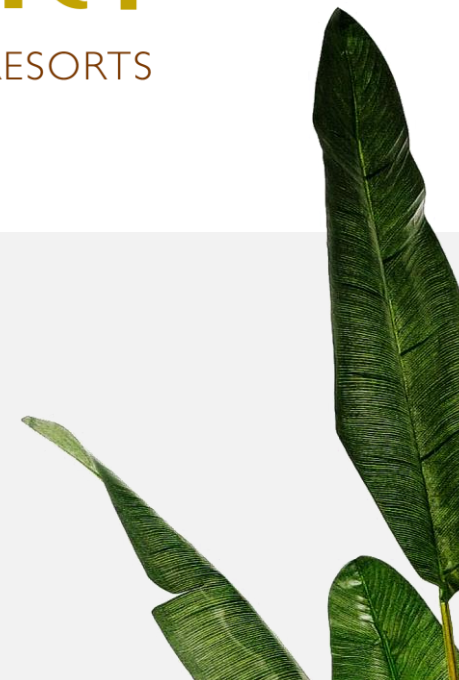
New Product Opportunity

- Engaged client
- Personal enrichment focus
- Affluent travelers
- Socially and environmentally conscious
- Fitness and health
- Wellness, Spa
- Community Engagement – Service projects ?

2008
Debut of

ZOËTRY®
WELLNESS & SPA RESORTS

Introduction of
Endless Privileges®



Case Studies:

AMR SUSTAINABILITY EFFORTS

Waste Management Efficiency

now jade
RIVIERA CANCUN

- **100%** organic waste handled with environmental practices
- Commitment, leadership across organization to respect carbon footprint
- **543** tons organic wasted diverted from landfill
- Over **$51K** USD saved in transportation costs
- Reduced carbon footprint preventing **529.7** tons carbon dioxide into atmosphere

Integrating Environmental & Social Responsibility

- Creation of "Secret Garden" to transform unused part of property: biodiversity, wellness, plant nursery
- Beauty while functioning as sustainable native plant nursery
- Guests satisfaction increased
- Increase in net worth of property **$17,400** USD due to the improvements

Support for Local Children

SECRETS Royal Beach PUNTA CANA | now larimar PUNTA CANA

- Providing sustainable environmental & socio-cultural educational programs of global & local importance to children
- Support both educational & emotional development
- Integrated efforts to raise awareness & encourage positive action in the community
- Commitment by leadership & extended to involve guests

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Thank You
THE AMRESORTS® COLLECTION
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