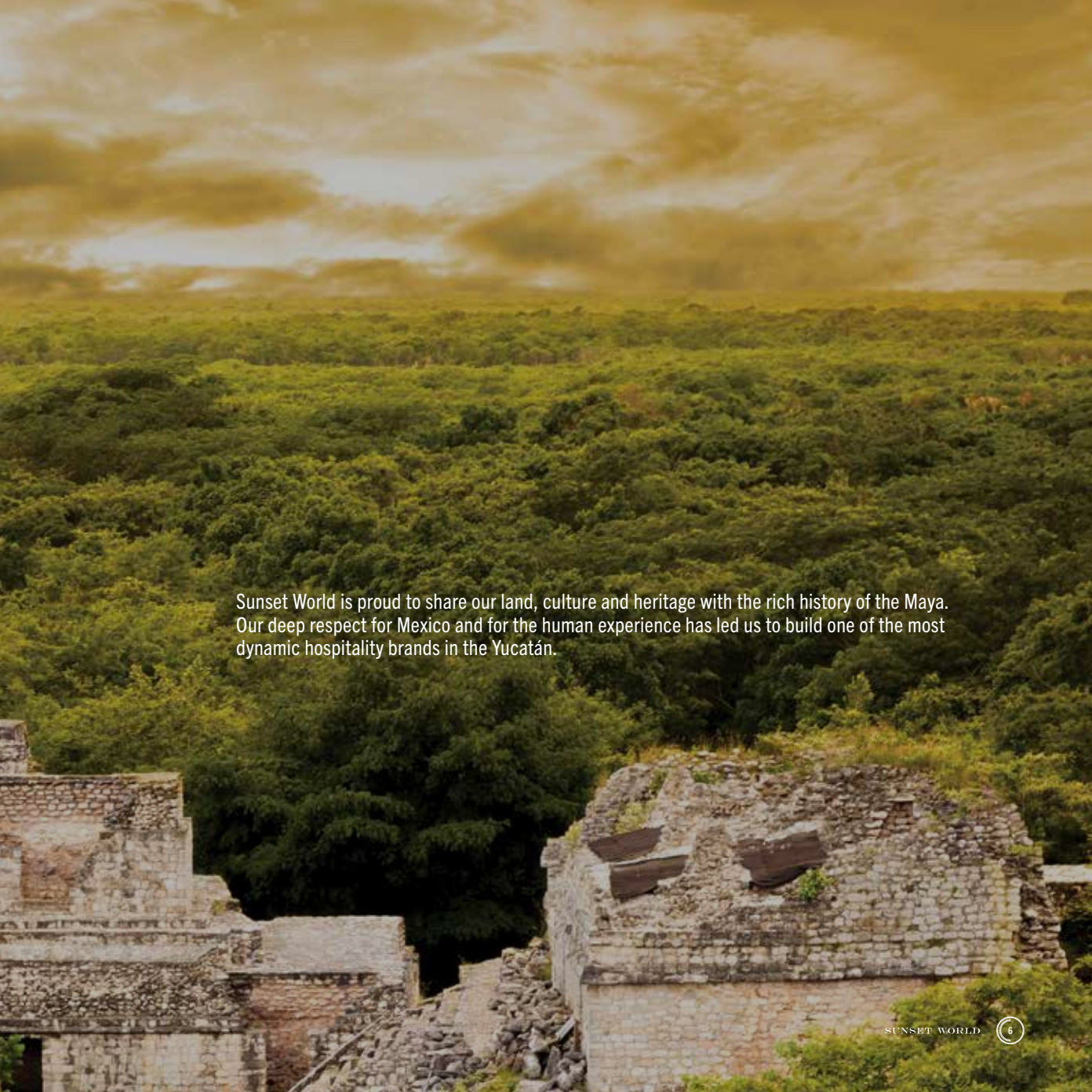
A photograph of a Mayan pyramid, likely at Chichen Itza, partially obscured by dense green jungle. The sky is filled with dramatic, golden-brown clouds, suggesting a sunset or sunrise. The text is overlaid on the left side of the image.

TWO THOUSAND YEARS AGO, THE MAYAN CULTURE  
FLOURISHED IN THE LUSH JUNGLES OF MEXICO'S  
YUCATÁN PENINSULA. THESE ARCHITECTS,  
MATHEMATICIANS AND ASTRONOMERS GAVE  
US THE PYRAMIDS AT CHICHEN ITZA AND  
THE SOPHISTICATED MAYAN CALENDAR.





Sunset World is proud to share our land, culture and heritage with the rich history of the Maya. Our deep respect for Mexico and for the human experience has led us to build one of the most dynamic hospitality brands in the Yucatán.







# CEIBA

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At the center of the Mayan world, is the Ceiba, the Tree of Life. Rising from a thick tangle of roots to a crown of branches that spreads out above the jungle canopy, the sacred Ceiba is believed to connect the earth to the heavens. We too are branching out, reaching ever further into new realms of growth and success.

The Ceiba is still a powerful presence in a world transformed by two of the world's top vacation destinations.

Cancún and the Riviera Maya





YEAR AFTER YEAR,  
THE CANCÚN  
AND RIVIERA MAYA  
HOSPITALITY  
MARKETS DEMONSTRATE  
ROBUST GROWTH  
AND GLOBAL REACH.

100

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120

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Miles of Coastline



Million Annual Visitors



Thousand Years of History



Miles of Protected Reef



Million US Dollars Per Year



# OUR ROOTS ARE IN THE CREATION OF CANCÚN.

Only 52 years ago, Cancún was a tiny fishing village with a few huts and a dirt landing strip. Proud to be among the pioneers who had a vision for what Cancún could be, and who determined that tourism would be an engine for massive economic growth, our founders were part of the team that chose this place as the first of five master-planned tourism destinations in México developed by FONATUR (The National Fund for the Development of Tourism). It is undeniably the most successful. Cancún's 14 miles of startling white sand are home to a hotel and shopping zone, a nature reserve with lagoons, mangroves and cenotes and an exclusive golf development. Cancún International Airport offers more international direct flights than any other Latin American destination, including flights from Europe and Russia, welcoming millions of visitors from all over the world each year.







CAN  
CÚN

4.5

million visitors a year

190

hotels housing more than  
37,000 rooms

- Together, Cancún and Riviera Maya capture more than 30 percent of México's foreign tourist receipts.



## THE RIVIERA MAYA

MORE THAN 80 MILES OF PRISTINE CARIBBEAN COASTLINE, OVER 4 MILLION VISITORS A YEAR, MORE THAN 490 HOTELS REPRESENTING OVER 53,500 ROOMS MAKING IT ONE OF THE WORLD'S MOST SIGNIFICANT ECOTOURISM DESTINATIONS.



## EXTRAORDINARY GROWTH IN THE RIVIERA MAYA

Just south of Cancún, the once sleepy fishing villages and dirt roads of 30 years ago have been transformed into a chic international vacation hub, home to one of the world's most significant ecotourism destinations.

It was against this lush tropical backdrop, that we created Sunset World, a group of hotels with world-class facilities, and services designed to ensure an unforgettable experience for every guest.





**“AS ONE OF THE FEW MEXICAN-OWNED DEVELOPERS IN THIS AREA, OUR TIES ARE STRONG AND LONG-STANDING.”**

*- Orlando Arroyo*





FOR US, IT'S ALL ABOUT THE EXPERIENCE.

Many developers and hoteliers have found a place along the beaches of Cancún and the Riviera Maya, but none can match Sunset World's singular brand of hospitality.

VACATIONING AT A  
SUNSET WORLD RESORT  
IS TRANSFORMATIVE;  
WE TOUCH EVERY ASPECT OF  
THE VACATION EXPERIENCE  
FOR EVERY GUEST.



We have a passion for the details that transform vacation moments into lasting memories.

Our goal is to enhance every facet of each guest's experience at a level unprecedented in the marketplace.

# SUNSET

# SET





A tropical sunset scene with a palm tree in the foreground and waves on the beach. The sky is filled with orange and yellow clouds, and the sun is low on the horizon. The text is overlaid in the center of the image.

SUNSET WORLD'S COMPANIES WORK SEAMLESSLY TOGETHER,  
ALLOWING US TO MARRY LUXURY ACCOMMODATIONS WITH  
INNOVATIVE AMENITIES, GROUND-BREAKING ECO-TOURISM  
DESTINATIONS AND ACTIVITIES, AND PERSONALIZED SERVICE.



## SIX RESORTS & BOUTIQUE HOTELS



### Cancún

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SUNSET ROYAL BEACH RESORT

SUNSET MARINA RESORT & YACHT CLUB

LAGUNA SUITES Boutique Hotel

OCEAN SPA HOTEL Boutique Hotel

### Riviera Maya

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SUNSET FISHERMEN BEACH RESORT

HACIENDA TRES RÍOS RESORT, SPA & NATURE PARK

The image features three glasses with salt-rimmed edges and lemons, set against a dark background. The glasses are arranged in a diagonal line from the top left to the bottom right. The lemons are bright yellow-green and are placed on the rims of the glasses. The text 'FUN CULTURE NATURE' is overlaid in a bold, orange, sans-serif font, positioned in the center-left of the image.

**FUN  
CULTURE  
NATURE**

A man and a woman are walking along a sandy beach at sunset. The man is shirtless, wearing patterned shorts, and has a hat on his head. The woman is wearing a white dress. They are both looking towards the ocean. The sky is a mix of orange and white, and the waves are gently washing onto the shore.

WE ARE THE EXPERIENCE

We have a passion for sharing the treasures and pleasures of the Yucatán Peninsula, the place we call home. Find us in a welcoming smile and the colorful local culture.

We are luxury wrapped in nature – the “ahhh” and the “wow!”

**WE CREATE THE EXPERIENCES  
THAT BRING OUR MEMBERS AND  
GUESTS BACK EVERY YEAR.**

SUSTAINING

OUR

PRECIOUS PARADISE





HERE, CAREFUL ENVIRONMENTAL STEWARDSHIP AND THE NEEDS OF TODAY'S LUXURY TRAVELER FIND HARMONIOUS BALANCE.

*- Orlando Arroyo*



## HISTORY



## CULTURE

Sustainable development practices were a natural outgrowth of our concern for preserving the beautiful natural resources of the Yucatán Peninsula, our home. At the heart of our long-term vision is a plan to take a leadership role in developing tourism that works in harmony with the environment, society, culture, and the local economy.



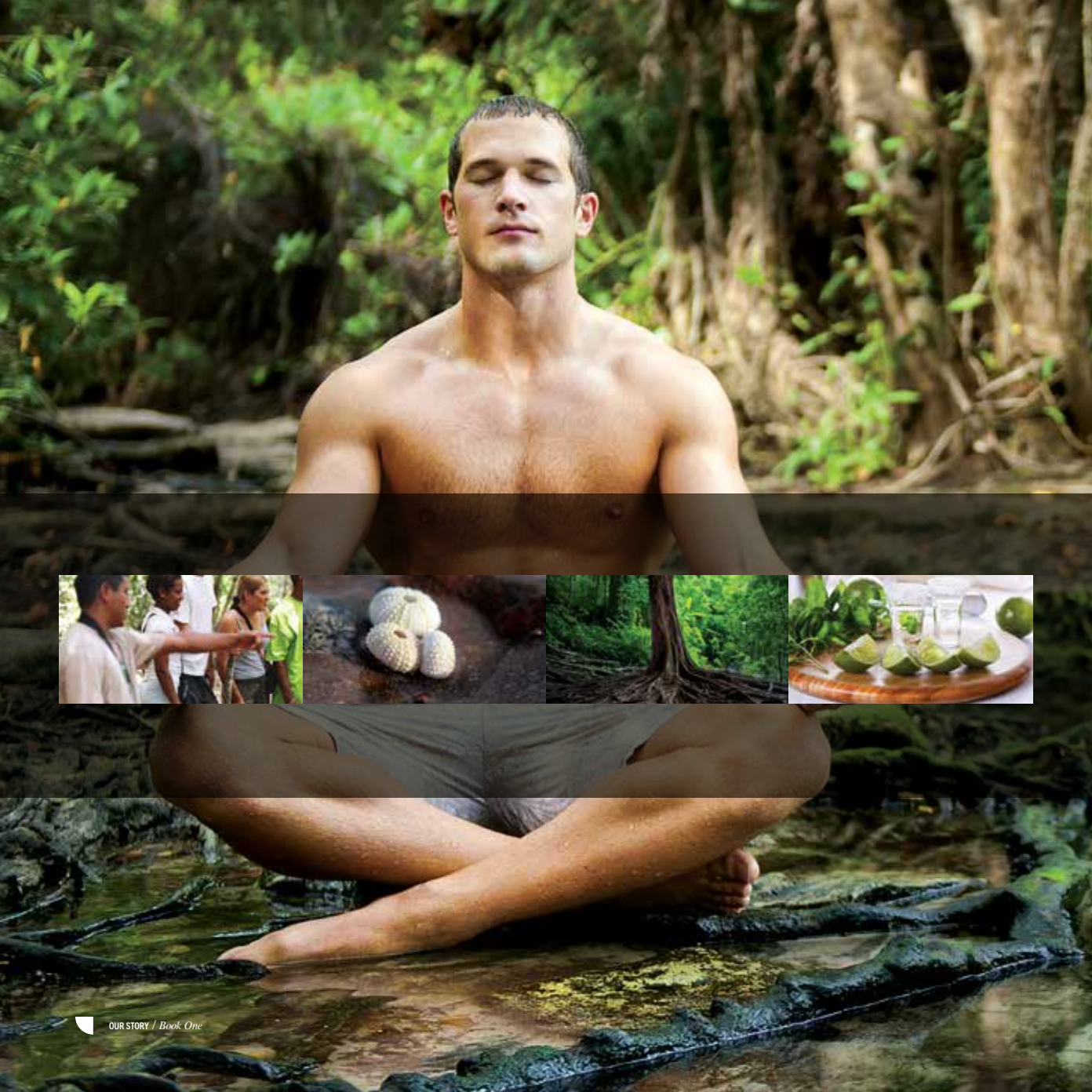
## FAUNA



## AGRICULTURE

Our commitment extends from small acts—such as lighting tiki torches at our resorts in support of the yearly Earth Hour, a global lights-out event calling attention to the importance of conserving energy—to large-scale, sustainable developments with far-reaching impact on the natural resources we treasure. Our focus is on the rational use of resources, preserving precious ecosystems, and rigorous adherence to best practices.









## SUSTAINABLE LUXURY TOURISM

WE'RE PROVING LUXURY CAN FLOURISH ALONGSIDE THE PRESERVATION OF OUR NATURAL RESOURCES.

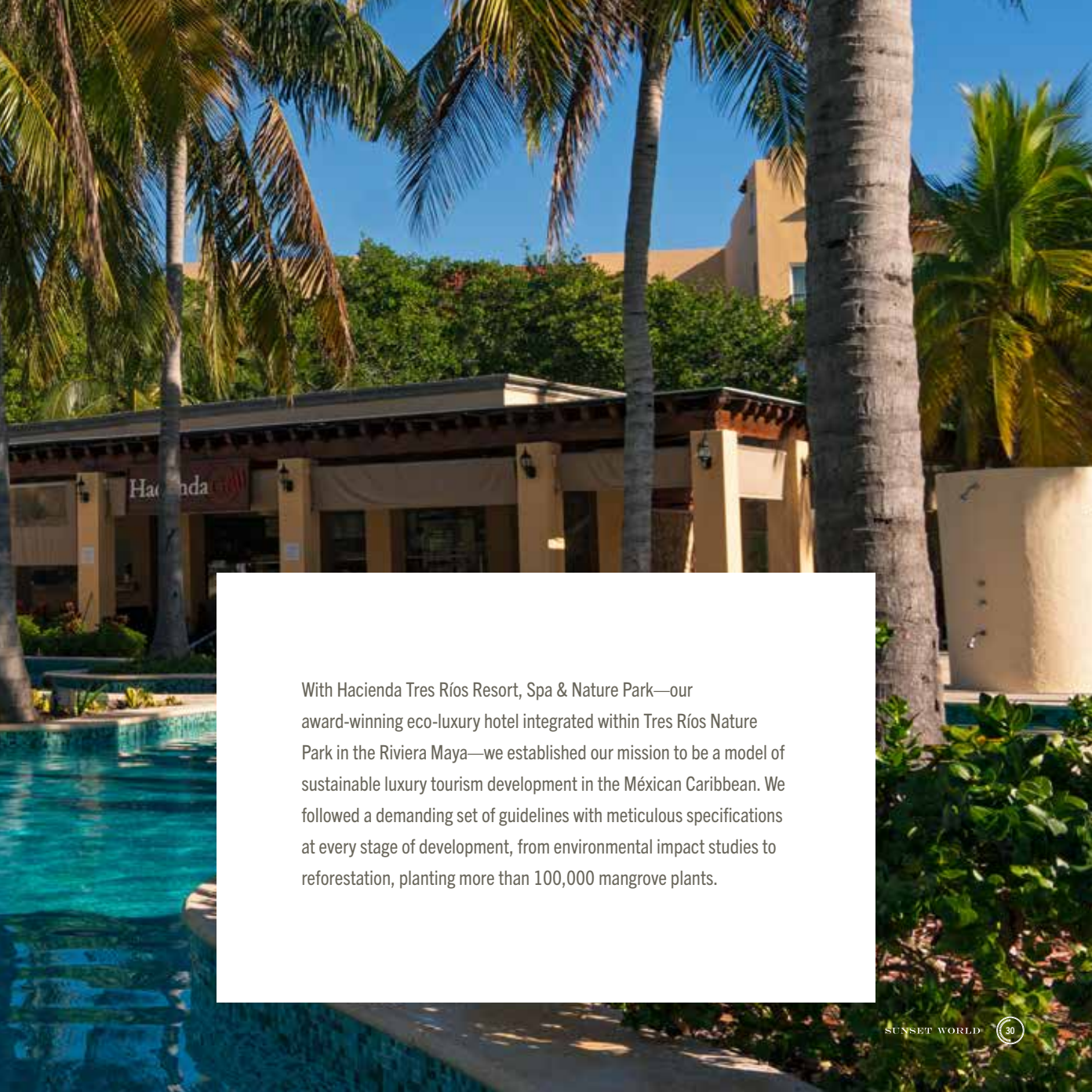
*- Orlando Arroyo*











With Hacienda Tres Ríos Resort, Spa & Nature Park—our award-winning eco-luxury hotel integrated within Tres Ríos Nature Park in the Riviera Maya—we established our mission to be a model of sustainable luxury tourism development in the Méxican Caribbean. We followed a demanding set of guidelines with meticulous specifications at every stage of development, from environmental impact studies to reforestation, planting more than 100,000 mangrove plants.



# INNOVATE

HACIENDA TRES RÍOS RESORT, SPA & NATURE PARK UNIQUELY BLENDS THE NATURAL ENVIRONMENT WITH SOPHISTICATED DESIGN AND INNOVATIVE ARCHITECTURE.

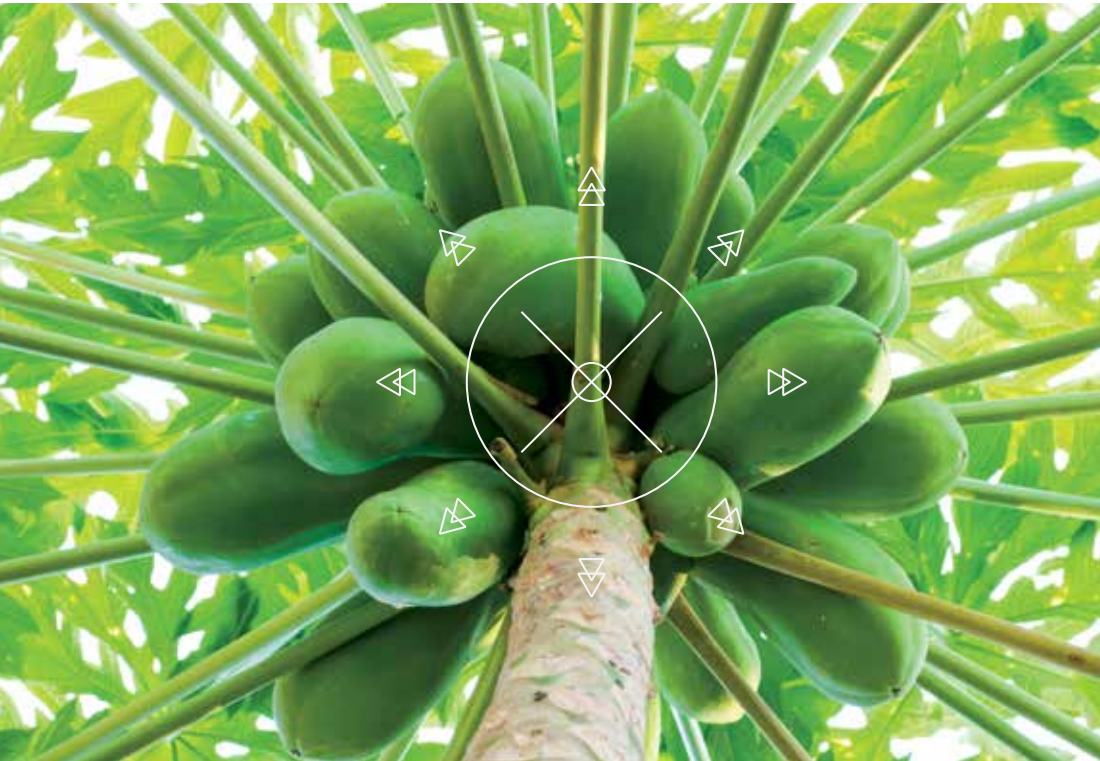
*- CEO Green Globe Certification*







Future construction plans of this 326-acre planned community include four more hotels, full- and part-time residences and a full service marina set within more than 170 acres of private nature reserve. The Green Book: Tres Ríos, a Model of Sustainable Tourism details each step, giving other tourism companies a blueprint for sustainable design and construction and environmental best practices.





# ETHOS

## FARM TO TABLE

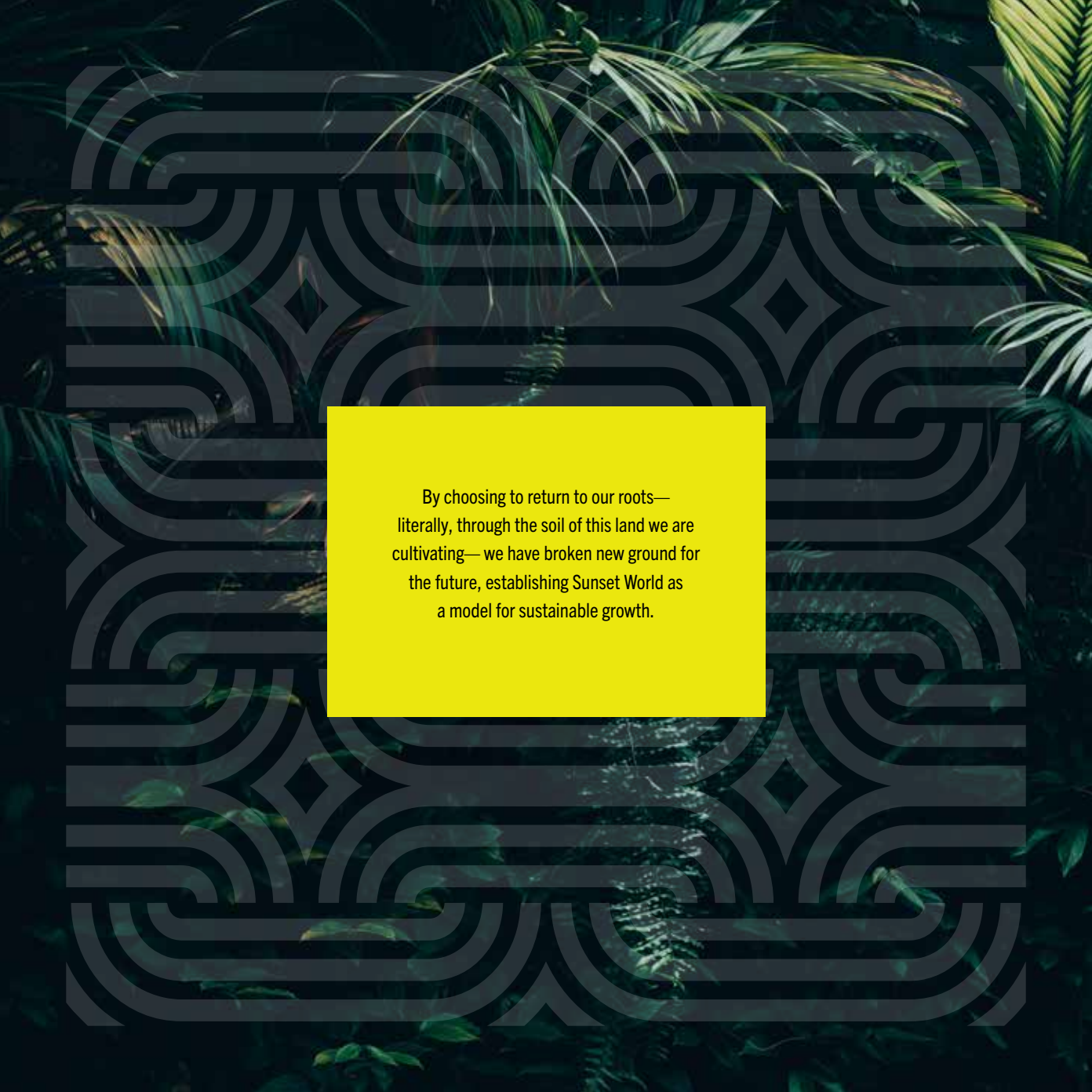
Ethos is an innovative project by Sunset World that rescues Mayan agricultural practices to obtain quality gourmet products under the “Farm to Table” concept. Ethos attains an authentically self-sustaining agricultural operation that guarantees the quality of the products served at guests’ tables in our six hotels.

## NATURALLY

Besides, Ethos welcomes full-time conservation colonists who can purchase one or more from 192 2.5-acre plots of land to farm themselves with the expertise and technology we already have in place. Ethos is completely off the grid, providing a unique opportunity for like-minded people, families and small businesses to reconnect with nature. Only 25 percent of the thousand-acre property is developed for farms.







By choosing to return to our roots—  
literally, through the soil of this land we are  
cultivating— we have broken new ground for  
the future, establishing Sunset World as  
a model for sustainable growth.





# SUSTAINABLE

## **RENEWABLE / CLEAN / EFFICIENT**

In 2014 Sunset World implemented an energy efficiency project to reduce carbon emissions and increase energy efficiency by upgrading our air conditioning and water heating systems and converting to LED lighting in our six hotels.



## SUNSET WORLD INSPIRES

Carrying our vision of tourism in harmony with our rich culture and local economy (and because we love a good party), Sunset World events are celebrations that members and guests look forward to year after year.

# SUNSET

## OUR EVENTS

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- Sunset World Boat Parade
- World Wetlands Day
- Earth Hour Initiative, 2011-2015
- Cancún Golden Years' Club Annual Talent Show, 2011- 2015
- Annual Turtle Release Program
- Sunset World Member Fest
- México Fashion Show

## EVENTS WE'VE HOSTED

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- American Lawyers Cup, 2010
- New York Red Bulls Pre-season, 2011
- Tropika Island of Treasure, 2012
- Beach Soccer World Wide, 2012 & 2014
- OM Fest Riviera Maya, 2014
- Celebrity Golf Invitational Cancun, 2009
- World Travel Awards, 2010
- Cancún-Riviera Maya International Film Festival, 2010
- Bilin Bilin Cub, Hobie Cat Sailing Regatta, 2011
- 7th Annual Waverunner Grand Prix, 2013
- 5th Annual Latin American Meeting on Sustainable Management of Water, 2014
- Hacienda Tres Ríos Sprint & Junior Triathlon 2012- 2015
- Sunset World Pop Culture Fest 2013
- Mayan-Tibetan Cultural Encounter 2011- 2012

# SUNSET

## A HIGHLY SKILLED TEAM ACROSS KEY DISCIPLINES

Under our corporate canopy, a network of integrated companies provide strategic B2B and B2C solutions to ensure that Sunset World will continue to flourish in the world's most competitive vacation destinations.

By integrating gold-standard practices for lead-generation, social media, web marketing and direct mail campaigns, we are able to generate additional revenue without capital investment.



# WORLD

## SUNSET WORLD SISTER COMPANIES

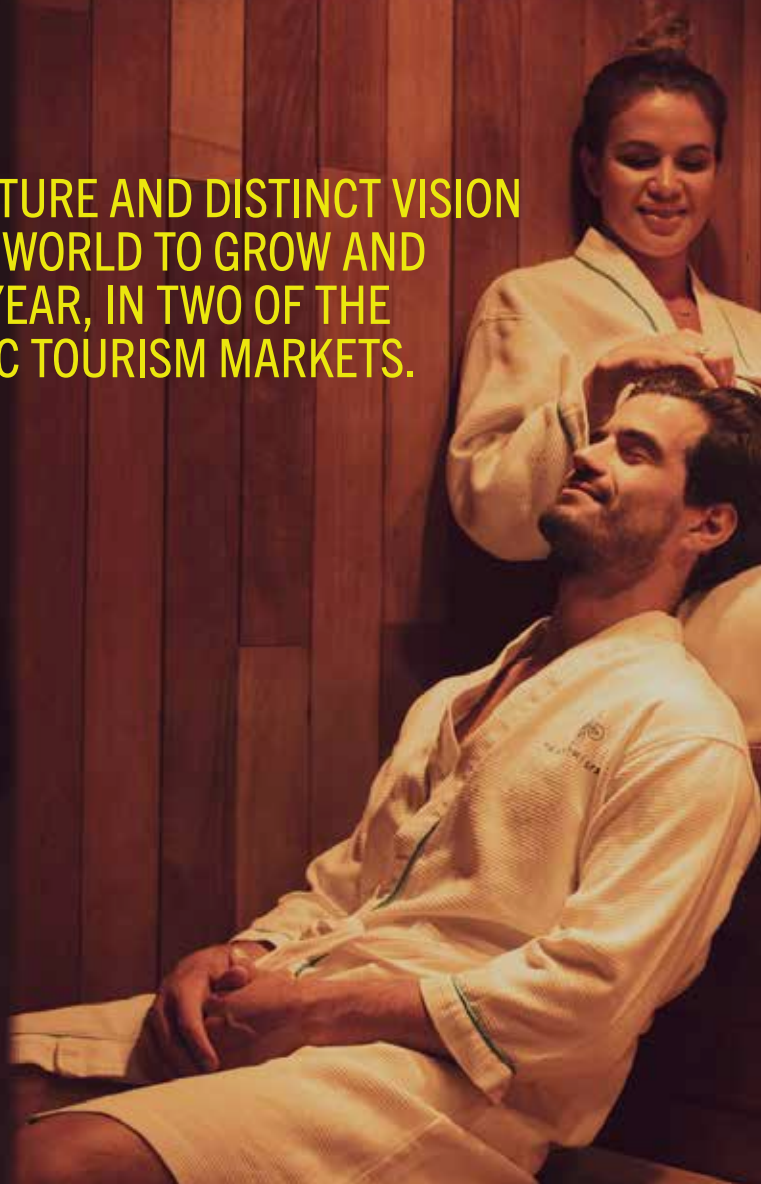
### Marketing Solutions


- Marketing 4 Sunset Group
- Yucatán Holidays
- SHARE referral program
- Sunset World E-Business

### IT Services

- Sunset World IT
- Sunset World Consulting Services
- Sunbay Solutions
- Sunset World Management Solutions

OUR SOLID INFRASTRUCTURE AND DISTINCT VISION  
HAVE ALLOWED SUNSET WORLD TO GROW AND  
PROSPER, YEAR AFTER YEAR, IN TWO OF THE  
WORLD'S MOST DYNAMIC TOURISM MARKETS.



- 
- A person is relaxing in a wooden hot tub, with their legs and feet visible. The hot tub is set against a wall of vertical wooden planks. The lighting is warm and ambient.
- 6 luxury all-inclusive resorts and boutique hotels in Cancún and the Riviera Maya
  - Unprecedented portfolio of luxury amenities and signature services
  - International recognition for leadership in sustainable development
  - Average occupancy of 90 percent, year after year
  - Financial relationships with several worldwide Institutions
  - AAA credit rating



# AWARDS

## & RECOGNITION

### SUNSET WORLD RESORTS & VACATION EXPERIENCES

Perspective Magazine Award Best Strategic Partnership (Sunset World & Marketing 4 Sunset Group)

Perspective Magazine Awards Best Marketing Team (SHARE)

ARDA Ardy Awards Best Event (Pop Culture Fest)

ARDA Ardy Awards Best Marketing Team (SHARE)

ARDA Ardy Awards Best Brochure (Brand Tango SW Corporate Brochure)

### HACIENDA TRES RÍOS RESORT, SPA & NATURE PARK

Perspective Magazine Awards Best Green Initiative

RCI Gold Crown

RCI Top Seller

Trip Advisor Certificate of Excellence

Trip Advisor Traveler's Choice

Travel Weekly Magellan Awards Family Resort - Gold

Travel Weekly Magellan Awards Luxury Standard Room Design - Gold

World Travel Awards All Inclusive Resort in México and CA

Distintivo H

International Hotel Mexico & CA Leading All Inclusive Resort Award

Golden Apple Awards  
Golden Apple Awards Service & Marketing  
ARDA Ardy Award Green Sustainable Program Within a Resort

### **SUNSET ROYAL BEACH RESORT**

RCI Top Seller  
RCI Gold Crown  
RCI Todo Incluido Premier  
RCI Excellence in Service  
Distintivo H

### **SUNSET MARINA RESORT & YACHT CLUB**

RCI Gold Crown  
RCI Excellence in Service  
Travel Weekly Magellan Awards Waterfront Resort  
Distintivo H  
Trip Advisor Certificate of Excellence  
Trip Advisor Traveler's choice

### **SUNSET FISHERMEN BEACH RESORT**

RCI All Inclusive Premier  
RCI Gold Crown  
RCI Excellence in Service  
Distintivo H

### **OCEAN SPA HOTEL**

Distintivo H

### **LAGUNA SUITES HOTEL**

Distintivo H  
Trip Advisor Certificate of Excellence





