



SUSTAINABILITY
REPORT
2024



Platinum Yucatán Princess
ADULTS ONLY
★ ★ ★ ★ ★

Things that matter

ABOUT THIS REPORT



This sustainability report describes the initiatives and strategies of the company with respect to the commitment to the environment and social responsibility. The information presented in this document covers our main results of the evaluation of our policies, programs and strategies which are visualized in the performance of the hotel's activities.

This is intended to inform our stakeholders about the results and the commitment in terms of sustainability with the aim of seeking continuous improvement in each of our internal procedures.



HISTORY OF THE COMPANY

ABOUT US

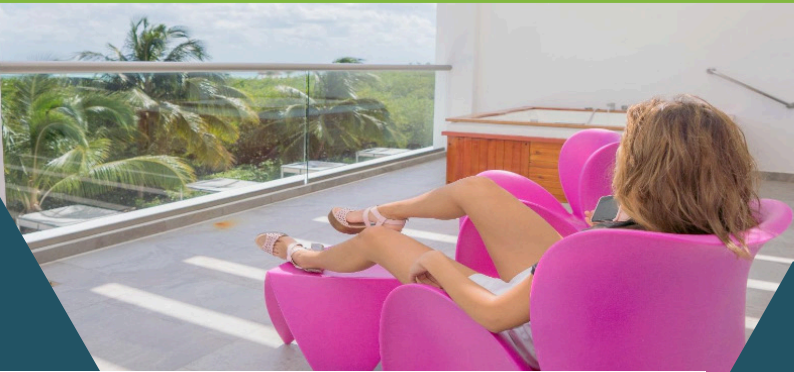
The Platinum Yucatán Princess All Suites & Spa Resort Adults Only hotel is an adults-only resort, it began operations on September 14, 2015, the hotel is located in the state of Quintana Roo, in the municipality of Solidaridad, Playa del Carmen with physical address in Prolongación 5ta Avenida Mza 20 Lot 06 C.P. 77710. Playa Del Carmen, Quintana Roo, Mexico.

FOUNDATION

The Spanish hotel chain was founded in 1967, located in different tourist destinations, with 23 establishments and more than 10,000 rooms.



MISSION - VISION VALUES



MISSION

To live, feel, and know that supporting fellow human beings is the foundation for individual and organizational growth, breaking paradigms and turning challenges into opportunities through patience and constant learning, all while maintaining a business development focus.

VISION

To be an exemplary brand in the tourism segment, founded on humanity and dignified treatment of people, recognized for its credibility and consistency based on conscious leadership, in order to achieve the company's growth and market positioning.

OUR VALUES

COMMITMENT

AUTHENTICITY

RESPECT

SELF REALIZATION

TRANSCENDENCE

AWARENESS

TRUST



SOCIAL VISION SUSTAINABLE



PRINCESS CHAIN

With a policy of sustainability and social responsibility.

OFFICIAL SUSTAINABILITY PAGE.

Aligned with our interest groups.

SOCIAL PARTICIPATION

Generate results, create value.

CORPORATE PROJECTS.

Under criteria of economic, social and environmental profitability.

BUSINESS LEGISLATION.

Corporate governance link.

OUR POLICY OF SUSTAINABILITY

"WE COMMIT TO BE A SOCIALLY RESPONSIBLE, ECONOMICLY PROFITABLE
AND ENVIRONMENTALLY FRIENDLY COMPANY THAT BENEFITS EMPLOYEES,
SUPPLIERS, GUESTS AND THE LOCAL COMMUNITY"



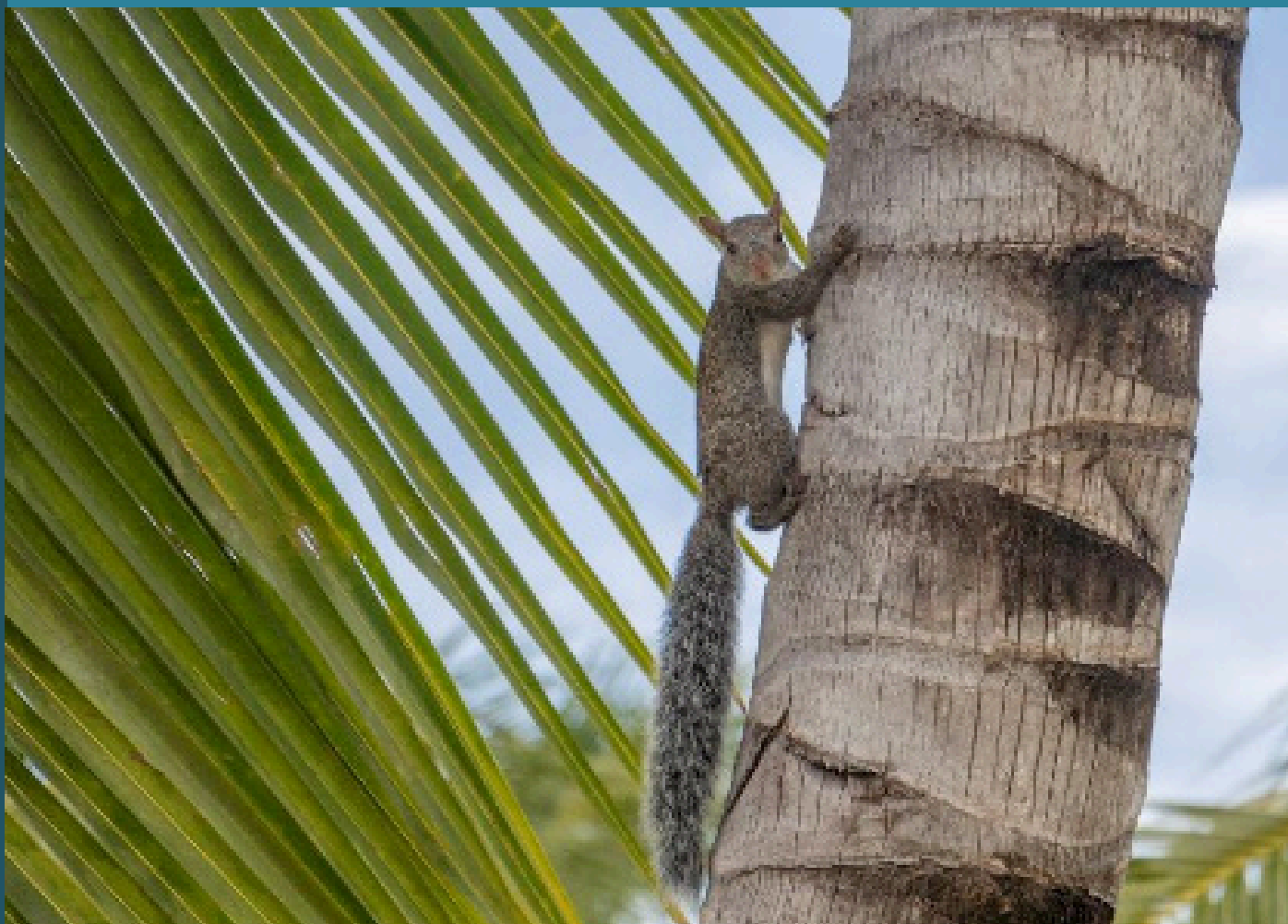
Environmental legislation



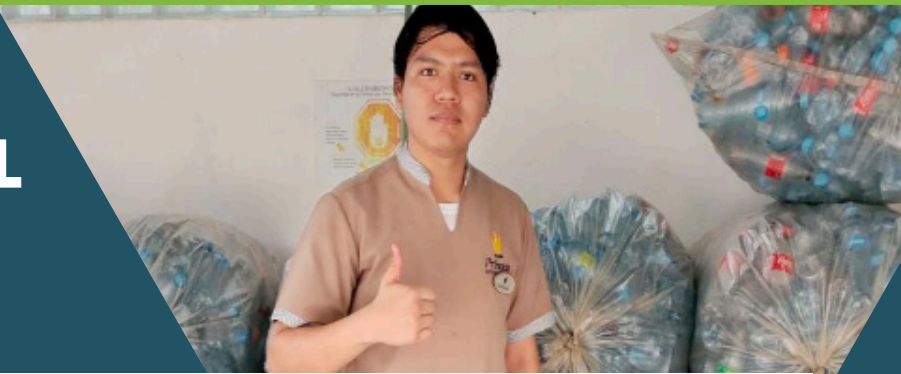
Social participation



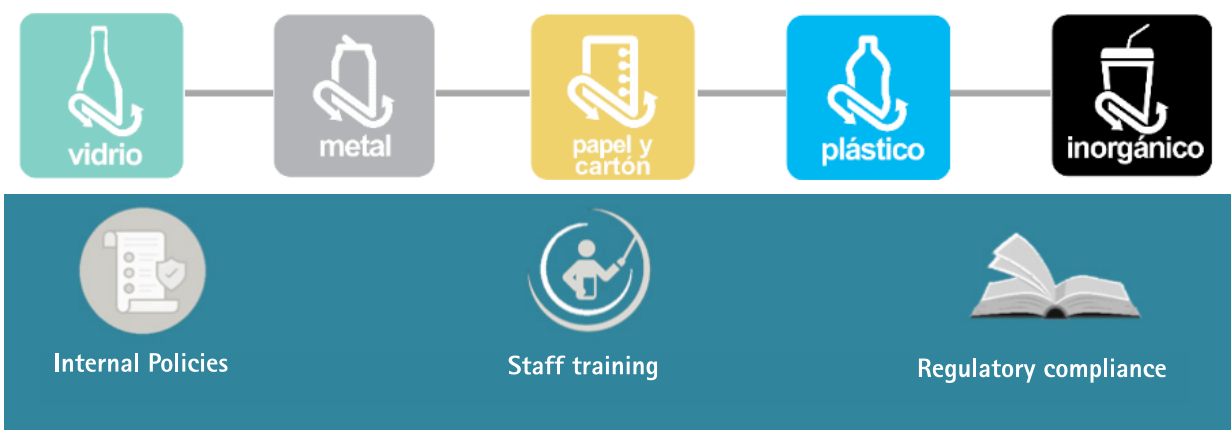
International certifications
that endorse our projects



ENVIRONMENTAL CONSERVATION



We continuously work to manage our impact on climate change by implementing our sustainable management model, optimizing the resources used in our daily operations with a firm commitment to improving our performance and reducing greenhouse gas (CO₂e) emissions through our energy and water consumption, recycling processes, and responsible supply chain management.

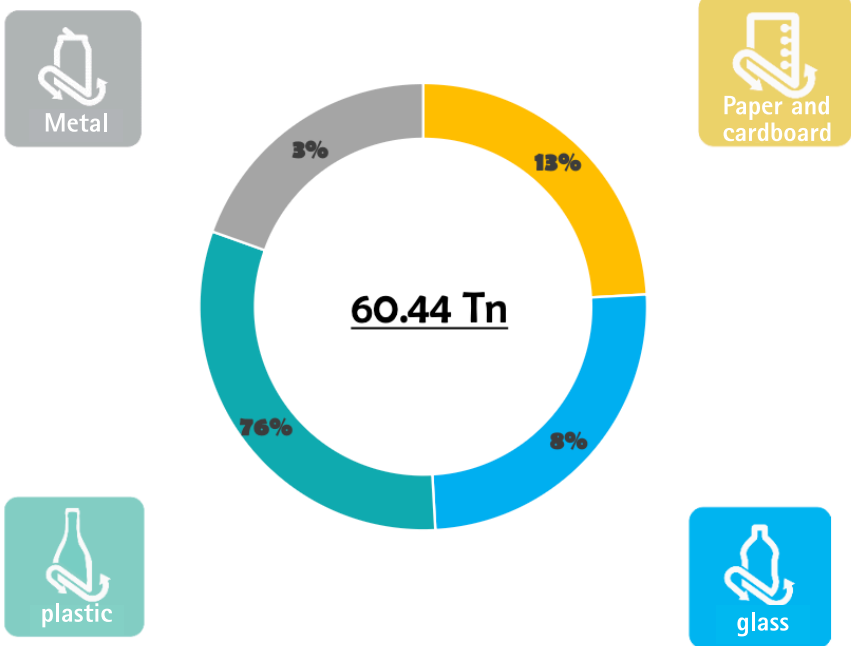


Recyclable waste.

Annual percentage of waste recycled during the 2024 period.

RECYCLABLE WASTE

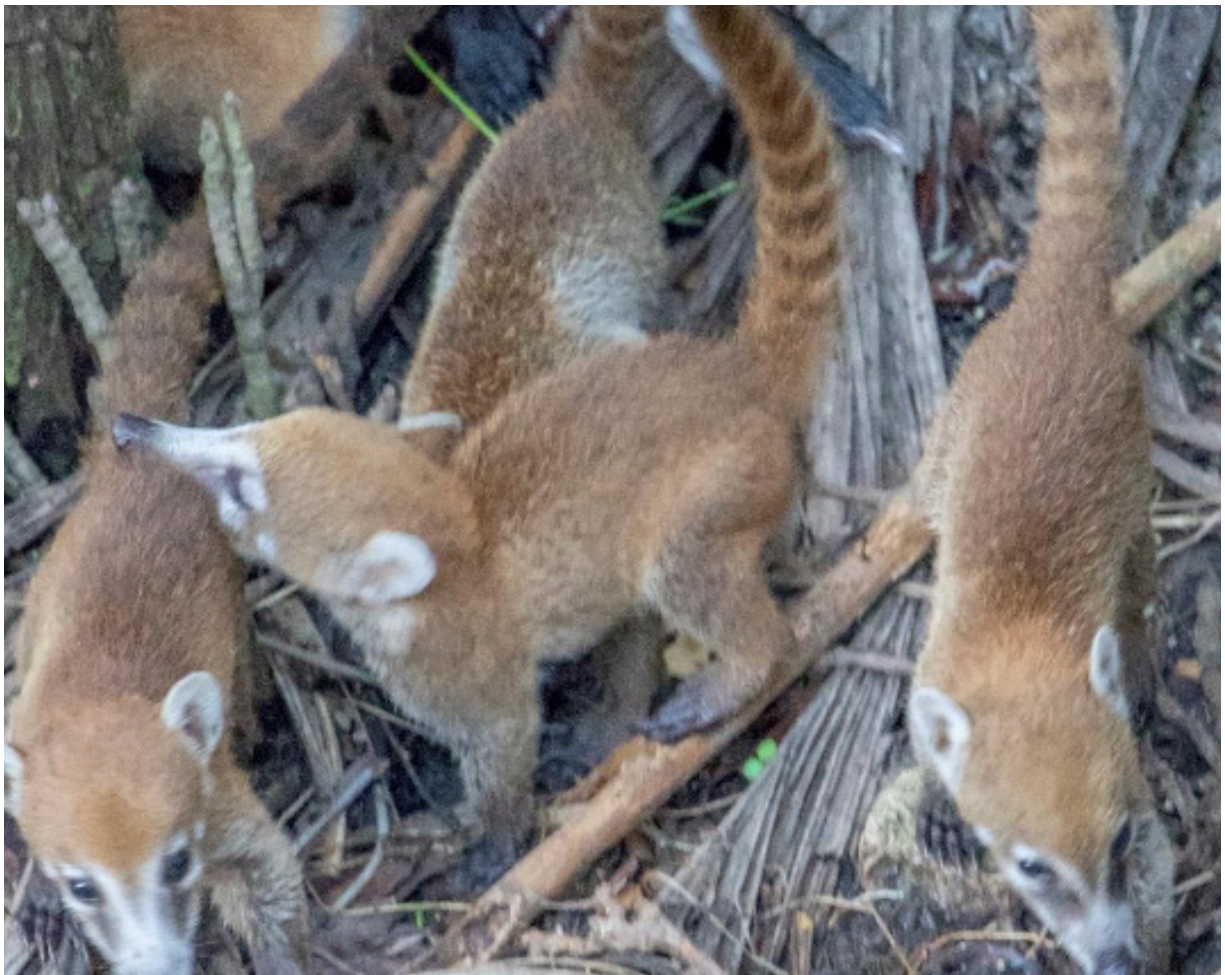
We promote proper management of the waste generated through hotel activities and processes, with the main goal of reducing all types of waste produced through our services by applying improved assessment methods and more efficient processes.



ENVIRONMENTAL CONSERVATION

ENVIRONMENTAL BENEFITS

- Trees saved from being cut down: 97.89
- CO₂ emissions avoided (kg): 14,487.14
- Electricity saved (kWh): 214,023.18
- Water saved (liters): 61,180.68
- Landfill volume avoided (m³): 34.17



ENVIRONMENTAL CONSERVATION



ENERGY POLICY

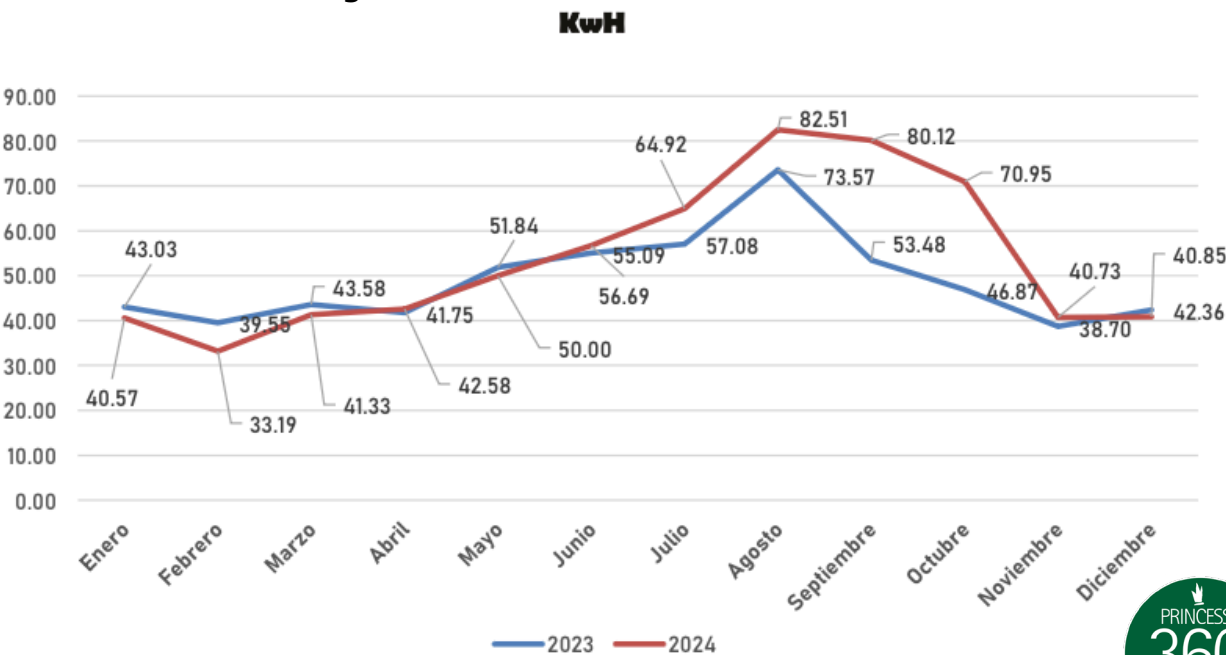
"We are committed to reducing CO₂e emissions through sustainable actions in our operations, optimizing energy consumption at all stages, recognizing the importance of global awareness."

Our commitment to the environment allows us to implement an energy program based on continuous innovation and process efficiency. This includes an automation system that enables proper scheduling of equipment operating times, as well as control over switching systems on and off. The system covers high-demand equipment such as air handling units in restaurants, exhaust systems, cold storage rooms, chilled water, hot water systems, hydropneumatic systems, pumping rooms, and lighting.

We maintain a strong commitment to environmental conservation and protection through periodic efficiency reviews and the incorporation of energy-saving measures, aiming to reduce environmental impact and move toward a low-carbon economy.

General Data – Monthly kWh per guest:

- 2024 annual average: 53.70 kWh
- 2023 annual average: 48.91 kWh



Grafica 2.- Consumos mensuales 2024.



ENVIRONMENTAL CONSERVATION



ENERGY

Throughout the year, peak energy demand occurs during the summer months, mainly due to higher temperatures and increased occupancy. Consumption patterns rise accordingly. In 2023, visitor demand was approximately 9% higher than in 2024. Overall, energy consumption remains stable.

Actions to consider for improving efficiency and achieving objectives:

- Train staff in energy awareness and consumption habits
- Review preventive maintenance for all processes and equipment using the Alerton automation system
- Conduct thermographic inspections
- Propose sustainable alternatives to reduce energy consumption
- Adjust lighting schedules in common areas based on seasons
- Install motion sensors in key areas
- Prioritize natural lighting
- Verify electrical insulation
- Review chiller efficiency during peak hours
- Adjust administrative climate control standards to 24°C
- Prioritize purchasing high-efficiency equipment
- Establish greenhouse gas reduction targets
- Explore renewable or lower-emission energy sources
- Optimize cold storage and freezing systems
- Ensure suppliers and collaborators actively support energy efficiency
- Replace obsolete equipment with high-efficiency models
- Review equipment operation schedules (e.g., pool machinery rooms)
- Optimize domestic hot water systems
- Ensure optimal operation of wastewater treatment plant blowers and their control systems

ENVIRONMENTAL CONSERVATION

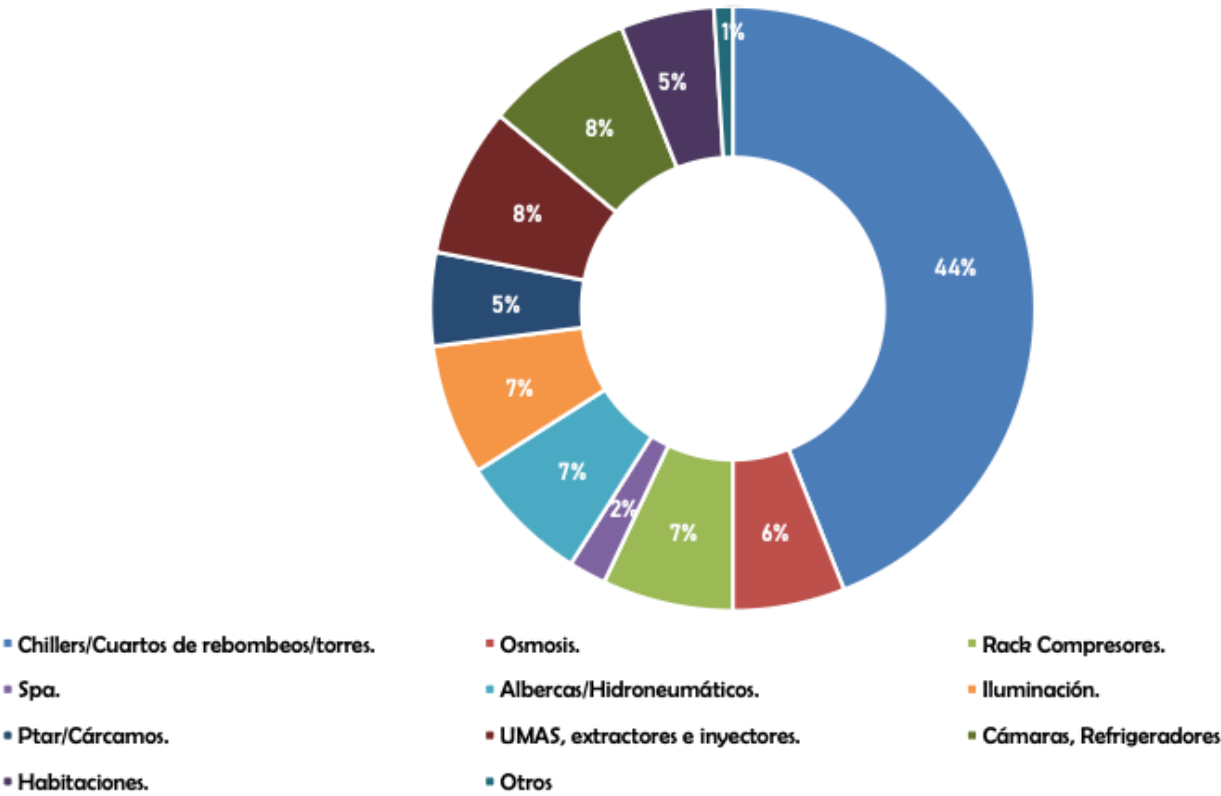


ENERGY DISTRIBUTION

This section describes the overall behavior of energy consumption. The data reflects the evaluation of hotel operations, with a focus on reducing CO₂e emissions.

Energy generation has significant environmental impacts; therefore, controlling consumption helps reduce these effects and combat global warming. Energy efficiency also reduces operational costs. Remember: the cleanest and cheapest energy is the energy not consumed.

The highest energy demand comes from industrial equipment such as chillers, pumping systems, and cooling towers. While these systems are closely monitored, efficiency can also be improved through better operational habits.



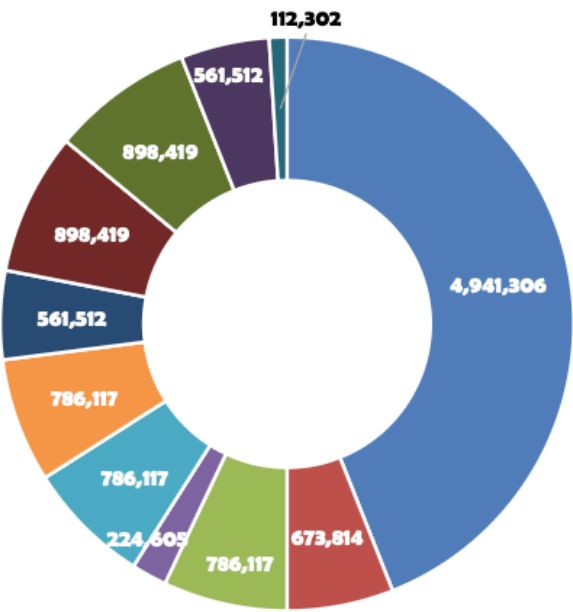
ENVIRONMENTAL CONSERVATION



ENERGY DISTRIBUTION.

Kwh

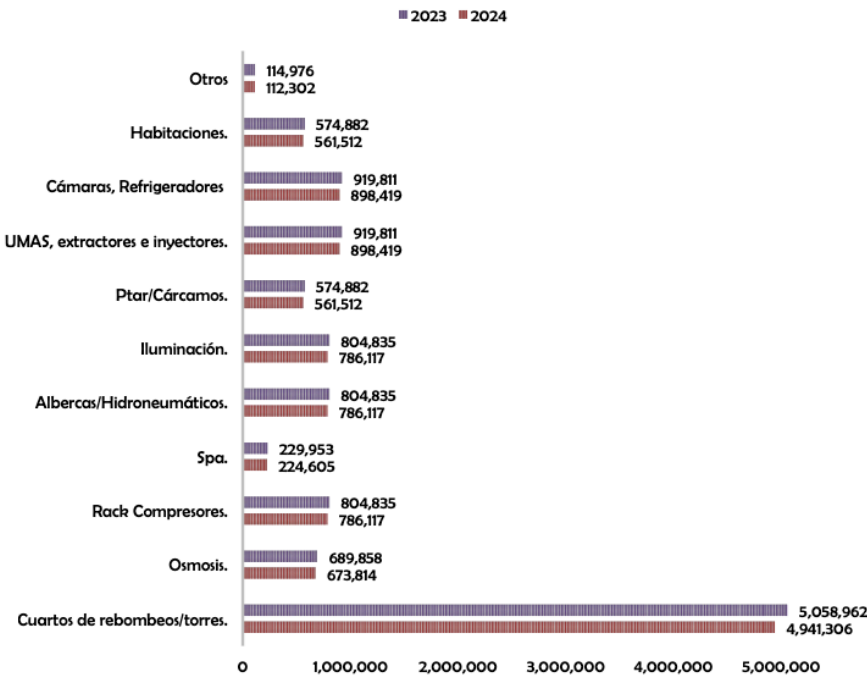
Kwh Distribution 2024



- Chillers/Cuartos de rebombes/torres.
- Spa.
- Ptar/Cárcamos.
- Habitaciones.
- Osmosis.
- Albercas/Hidroneumáticos.
- UMAs, extractores e inyectores.
- Otros
- Rack Compresores.
- Iluminación.
- Cámaras, Refrigeradores

ENERGY COMPARISON

General comparison
of the distribution



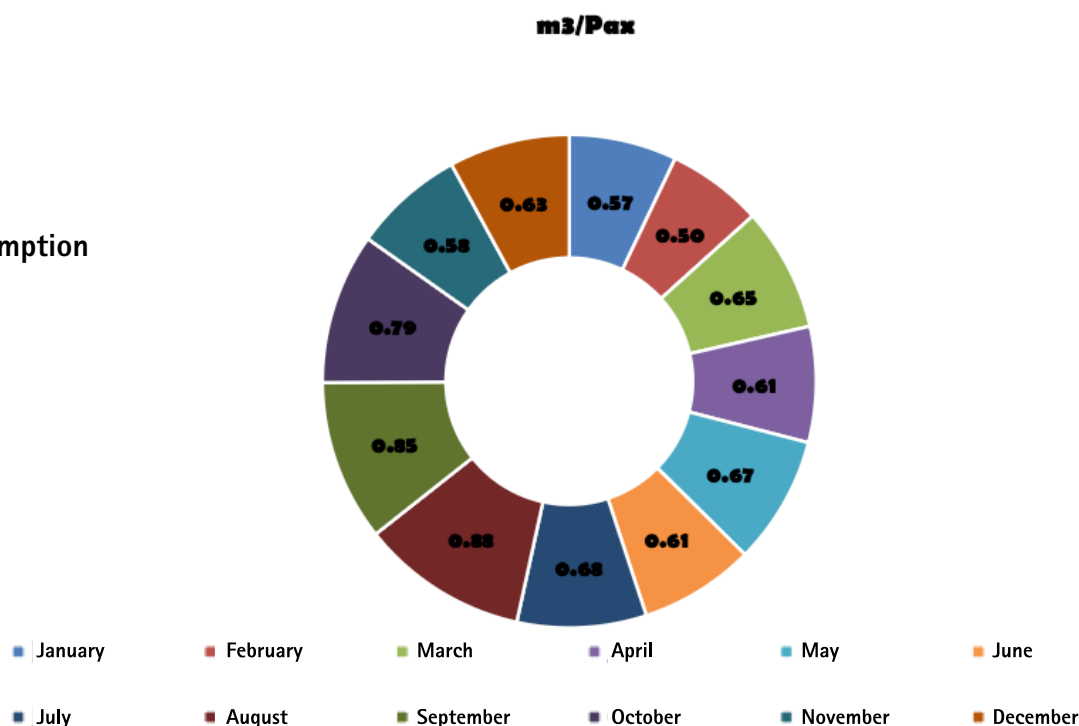
ENVIRONMENTAL CONSERVATION



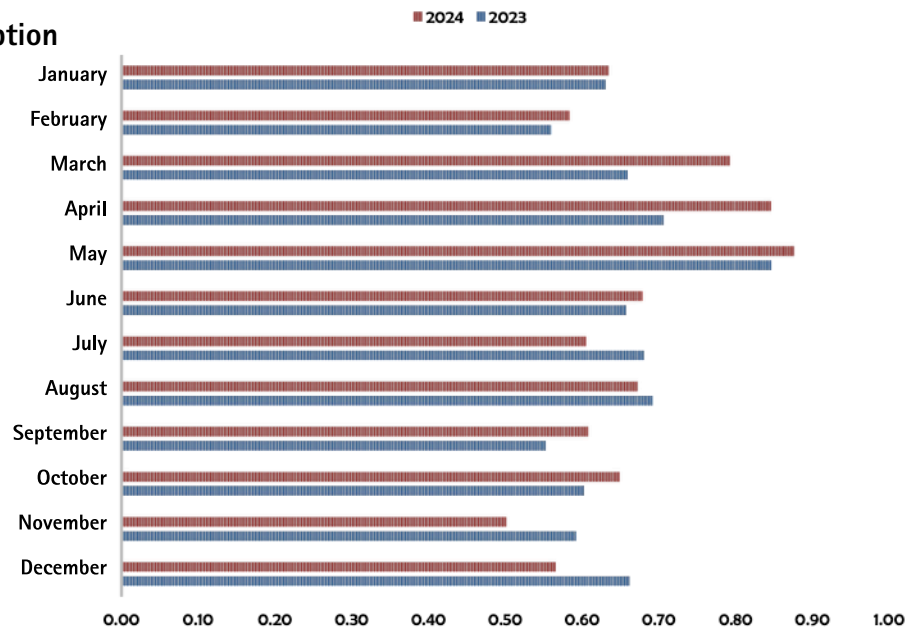
WATER

We maintain strict control over water conservation, proper use, treatment, and efficiency throughout its lifecycle.

Water consumption
m3/person.



Comparative water consumption

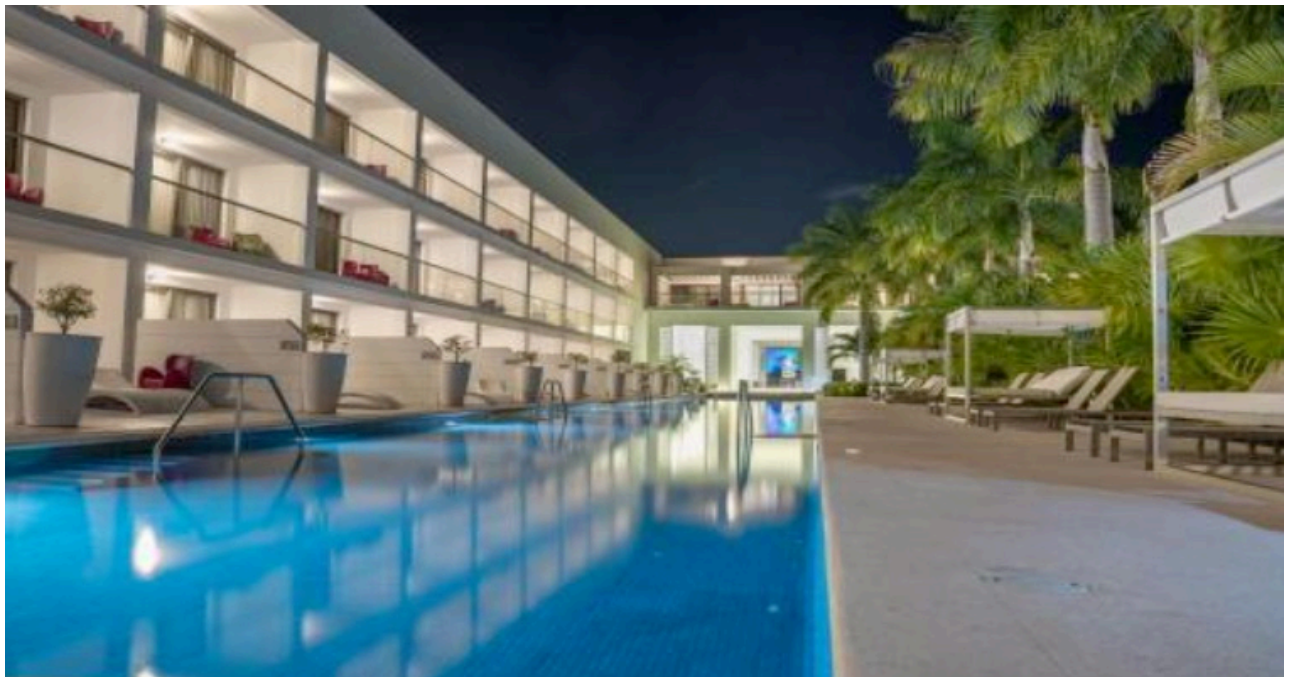


ENVIRONMENTAL CONSERVATION

WATER

Actions to improve efficiency:

- Regular monitoring of water flow in facilities and guest rooms
- Installation of water-saving devices
- Optimization of pool filter cleaning processes
- Reduction of unnecessary washing of towels and linens
- Upgrade equipment and pipelines to minimize leaks
- Implement real-time monitoring systems
- Establish inspection and maintenance routines
- Periodically evaluate and improve strategies with innovative and sustainable solutions



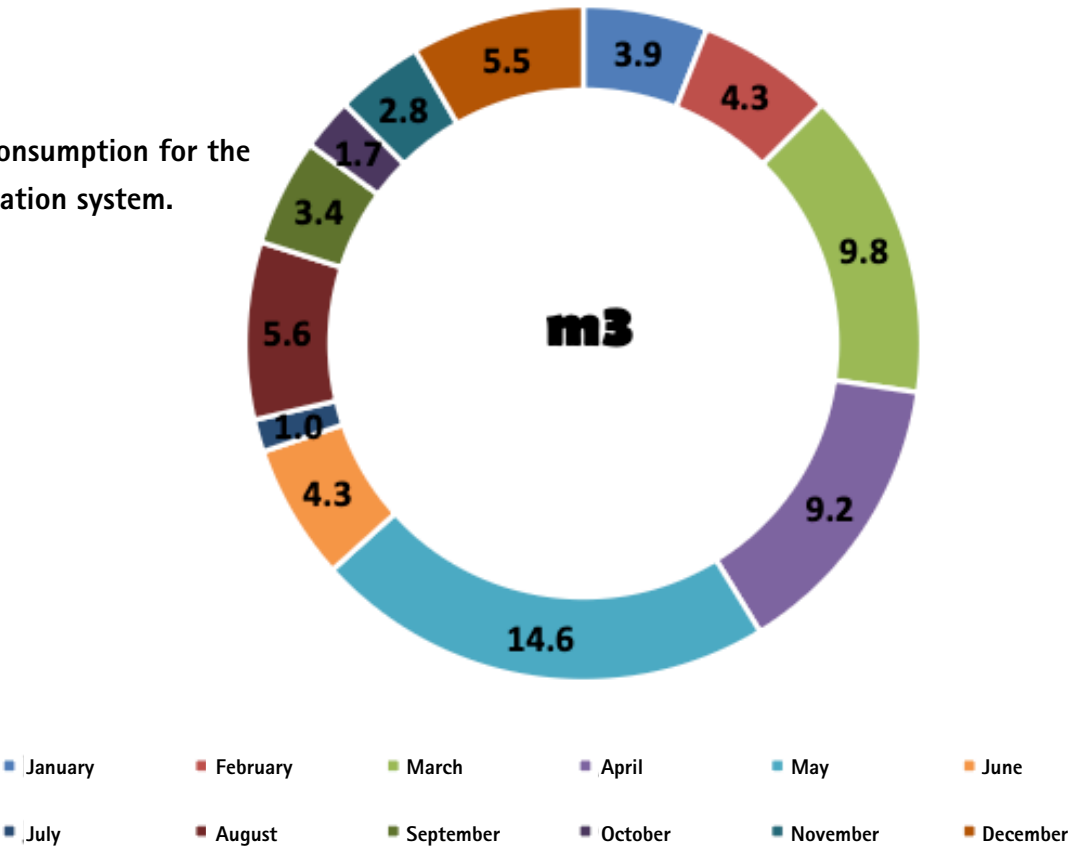
ENVIRONMENTAL CONSERVATION



WASTEWATER TREATMENT PLANT (WWTP)

We operate a wastewater treatment plant that provides environmental benefits, including water reuse for irrigation systems.

Water consumption for the M3 irrigation system.

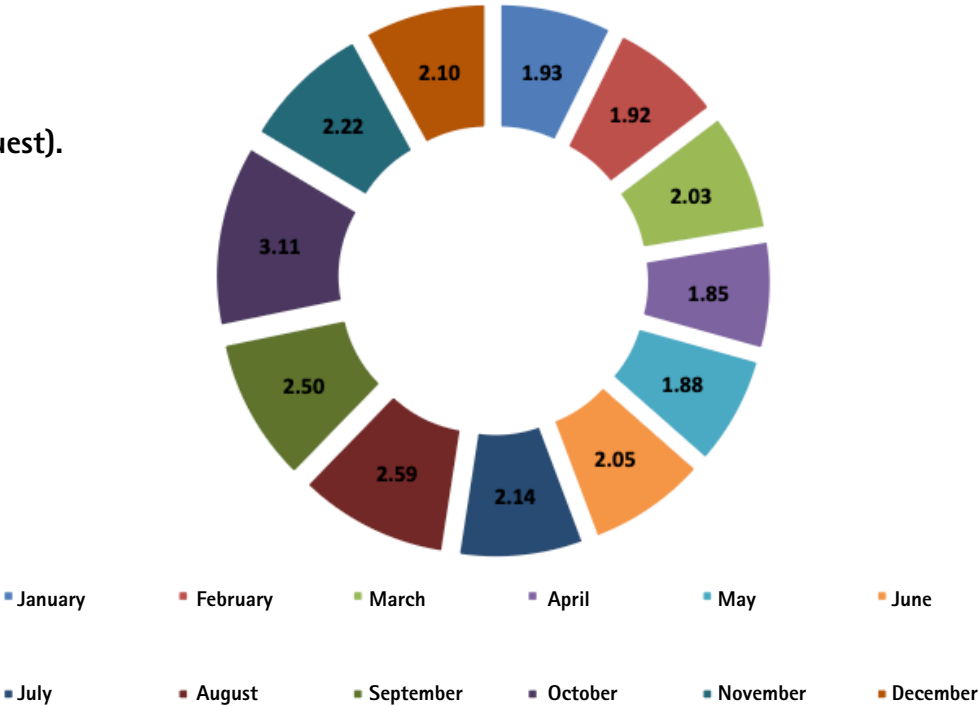


ENVIRONMENTAL CONSERVATION



GAS

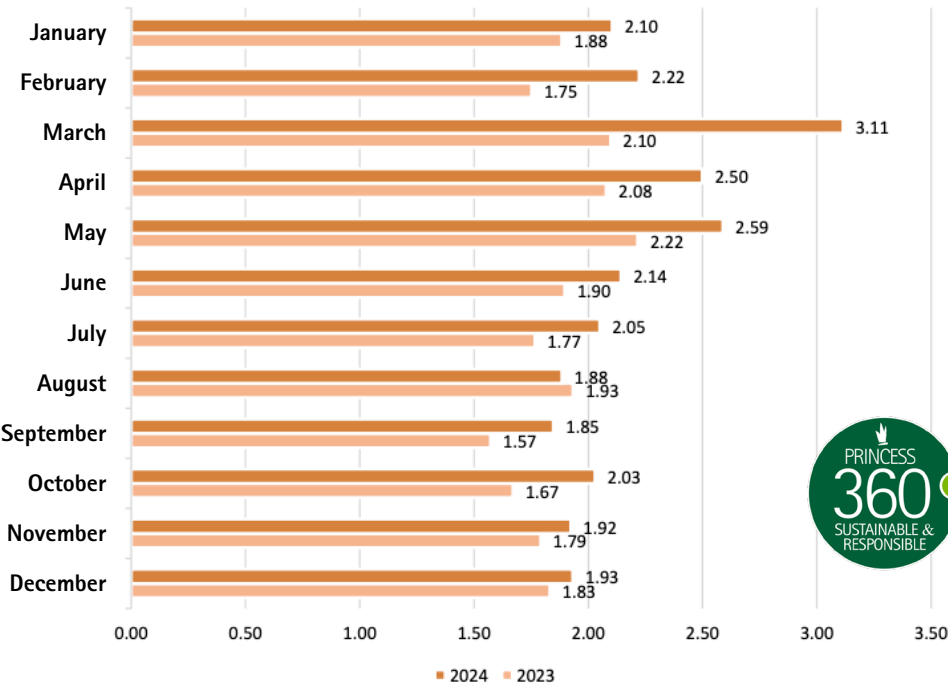
Gas consumption
(LP gas liters per guest).



Actions to improve efficiency:

- Regular leak inspections in valves and pipelines
- Review thermal insulation in hot water pipes
- Monitor consumption patterns and adjust strategies

LP Gas Comparison.



ENVIRONMENTAL CONSERVATION



CLEANING OF GREEN AREAS AND MANGROVES

This activity promotes environmental commitment through ecological practices such as cleaning green areas and collecting waste like cans, caps, plastic bottles, and packaging materials.

BEACH CLEANING

An internal environmental program aimed at raising awareness about the negative impact of improper waste disposal, promoting responsible use of resources and environmentally friendly practices.



CONTRIBUTION TO SOCIETY



DONATIONS

"Coquetón" Campaign

An internal awareness campaign supporting stray dogs and cats awaiting adoption at the Animal Welfare Center (CEBIAM).

Donations of linens, towels, and furniture to public health services and hospitals.



CONTRIBUTION TO SOCIETY

DONATIVO

Donation of Tetrapak materials and plastic caps to be transformed into school desks for children in need in community centers in Playa del Carmen.



CONTRIBUTION TO SOCIETY

CULTURAL

At Princess Hotels & Resorts, we respect the traditions, rights, and cultural practices of our employees and the community, supporting key celebrations throughout the year.



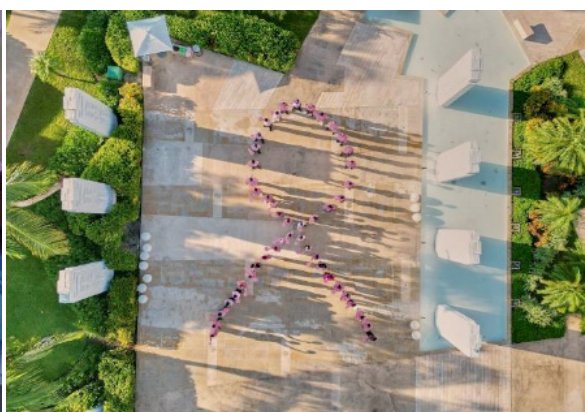
International Women's Day and Mother's Day



CONTRIBUTION TO SOCIETY

CULTURAL

Children's Day and Breast Cancer Awareness



Father's Day and Safety Day celebrations



CONTRIBUTION TO SOCIETY

Celebration of the chambermaid's day and the chef's day.



Tree of illusions.

Start of the annual campaign for the collection of toys and school items.



ENVIRONMENTAL CONSERVATION



Our sustainability report demonstrates friendly practices and the commitment between the environment, society and legislation relevant to the company, we reiterate our thanks to all the departments that make these practices a better environment and we urge them to redouble their efforts to improve our indicators and/or activities 2025.

The information contained in this document is confidential and is only for informative use of business sustainability practices.





princess-hotels.com

T h i n g s t h a t m a t t e r