



# CHABLÉ MAROMA

Sustainability Report 2022

# FROM OUR GENERAL MANAGER

I am thrilled to present to you the 2022 Sustainable Report for Chablé Maroma. As the General Manager of Chablé Maroma, it is my honor to share with you the progress we have made towards our sustainable goals and commitments.

Our commitment to sustainability and environmental stewardship is rooted in our deep respect and love for the natural beauty that surrounds us. As a luxury resort, we believe that our responsibility extends beyond providing exceptional service and amenities to our guests. We believe that we have a responsibility to operate in a manner that preserves and protects our environment for future generations.

In this report, you will find detailed information about our efforts to minimize our environmental impact and contribute to the well-being of our local communities. We have taken significant steps to reduce our carbon footprint, conserve water, minimize waste, and promote sustainable practices in every aspect of our operations.

At Chablé Maroma, we recognize that our journey towards sustainability is ongoing, and we are committed to continuous improvement. We have set ambitious goals for ourselves and are constantly seeking innovative solutions to reduce our impact on the environment.

We believe that our guests play a critical role in our efforts towards sustainability, and we are committed to engaging with them to promote responsible tourism practices. By working together, we can ensure that the natural beauty and resources that make Chablé Maroma so special are preserved for generations to come. Thank you for your interest and support. We look forward to continuing our sustainability journey together.

Sincerely,  
Ricardo Mondragon

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WE HOPE THAT OUR EFFORTS  
WILL INSPIRE OTHERS IN THE  
HOSPITALITY INDUSTRY TO  
TAKE SIMILAR ACTIONS  
TOWARDS A MORE  
SUSTAINABLE FUTURE.

# CHABLÉ MAROMA

Chablé Hotels is a proudly Mexican company, where in each space, culinary experience, and detail, the service is a part of the identity of our country.

Located within a verdant and protected natural enclave, Chablé Maroma offers an enticing combination of privacy and immersion. Here, the tropical jungle meets a pristine, 650-foot private beach, and the crystal-clear turquoise sea sprawls across 758 acres.

Chablé Maroma is named after the Reserve of Punta Maroma, one of the Riviera Maya's best-kept secrets. This stretch of unspoiled coastline is located 12 miles north of Playa del Carmen.



Our luxurious villas provide the perfect balance of seclusion and a fully immersive beach experience, allowing guests to indulge in the best of both worlds. Like our sister property, Chablé Yucatán, we pay homage to the rich cultural heritage and history of the Mayan civilization, placing their traditions at the heart of our offerings.

# SUSTAINABILITY

It is imperative for the tourism and travel industry to adopt sustainable and responsible planning and management practices to thrive in the long run. With the industry's continued growth comes a greater impact on the environment and society.

At Chablé Maroma, we understand that we have a significant role to play in reducing our ecological footprint, and we are committed to a daily mission of redefining wellness by prioritizing sustainability.



# OUR PURPOSE

We firmly believe that sustainability is an ongoing journey that seeks to achieve harmony between the environment and the responsible use of natural resources.

With a deep commitment to a sustainable future, at Chablé Maroma we strive to protect and preserve natural resources by minimizing our environmental impact. We understand that every action we take has consequences, and we take this responsibility seriously by adopting sustainable practices in all aspects of our operations.

Our commitment to sustainability is not only a responsibility but also a privilege, and we are proud to be working towards a more sustainable future for all.



# OUR PLACE

At Chablé Maroma, we made smart use of the land topography, orientation, natural landscapes and renewable building materials to create spaces designed to have a direct connection with nature.

Surrounded by lush tropical splendor, our 70 Villas at this resort offer a harmonious blend of luxury and nature, where the tropical jungle meets the powdery expanse of a 650-foot private beach, and the brilliant turquoise sea stretches out across 758 acres.



# OUR PEOPLE

Chablé Maroma's commitment to providing exceptional care goes beyond simply ensuring the overall well-being of our guests. Our dedication to excellence extends to our design, architecture, experiences, and sustainable practices.

Service is a crucial component of our brand and reflects our philosophy of providing genuine, heartfelt hospitality. We strive to achieve this by hiring and sourcing locally, thereby supporting the community and fostering authentic cultural experiences for our guests.



# OUR PLANET

As part of our mission to promote responsible travel, we recognize the importance of giving back to nature and minimizing our impact on the environment.

We believe that responsible tourism is not only an ethical imperative but also a necessary step towards building a sustainable future for our planet. By taking proactive measures to reduce our ecological footprint, such as implementing sustainable practices and supporting local conservation efforts, we strive to make a positive impact on the planet.



# OUR PLEDGE

At Chablé Maroma, we take our commitment to sustainability seriously. We are dedicated to promoting sustainable practices across all aspects of our operations, from reducing waste and conserving energy to protecting and preserving natural resources.

As part of our sustainable pledge, we have implemented a range of initiatives designed to minimize our impact on the environment and support local communities.

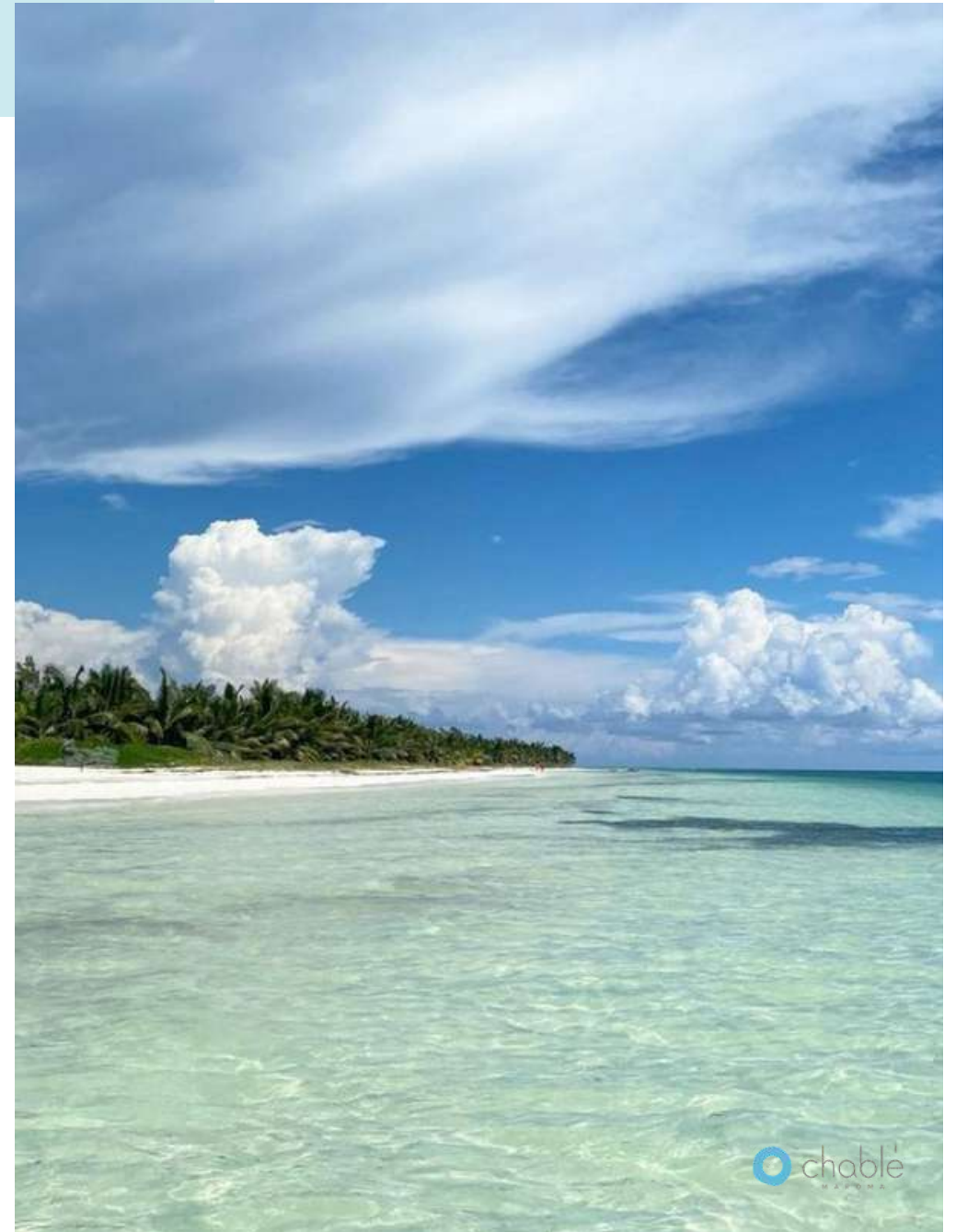
By prioritizing sustainability and responsible tourism practices, we hope to inspire our guests to join us in our efforts to protect and preserve our planet.



# UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

The United Nations (UN) Sustainable Development Goals provide a strategic framework for us to adopt in every action and contribute to our planet & society.

We have prioritized the following global goals that are most relevant to our pledge:

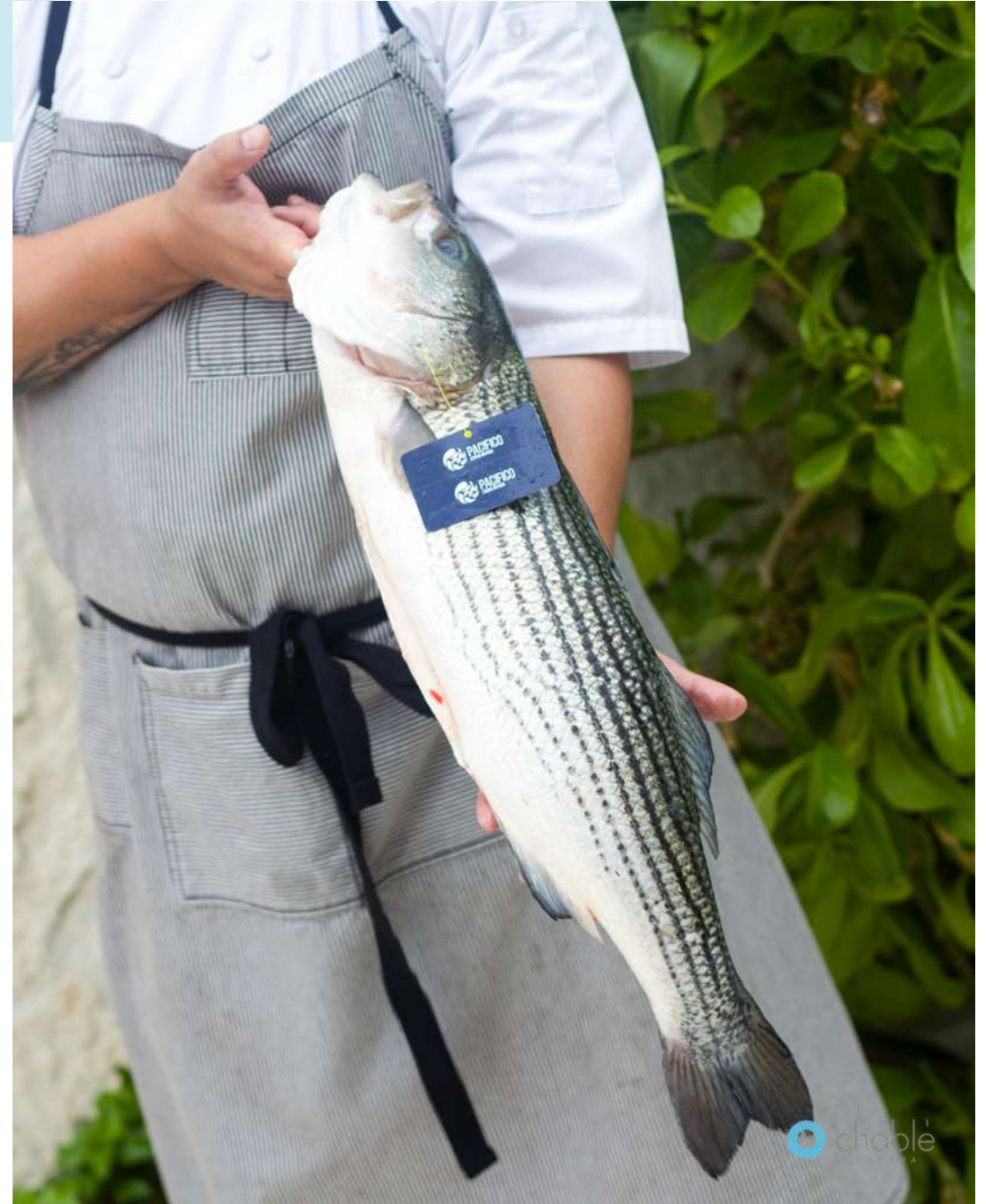


# SUSTAINABLE FISHING

We are proud to partner with sustainable fisheries that are committed to maintaining a balance between fishing and the environment. Our fisheries adapt their practices to the reproductive rate of fish to ensure the survival of all species and prevent overfishing.

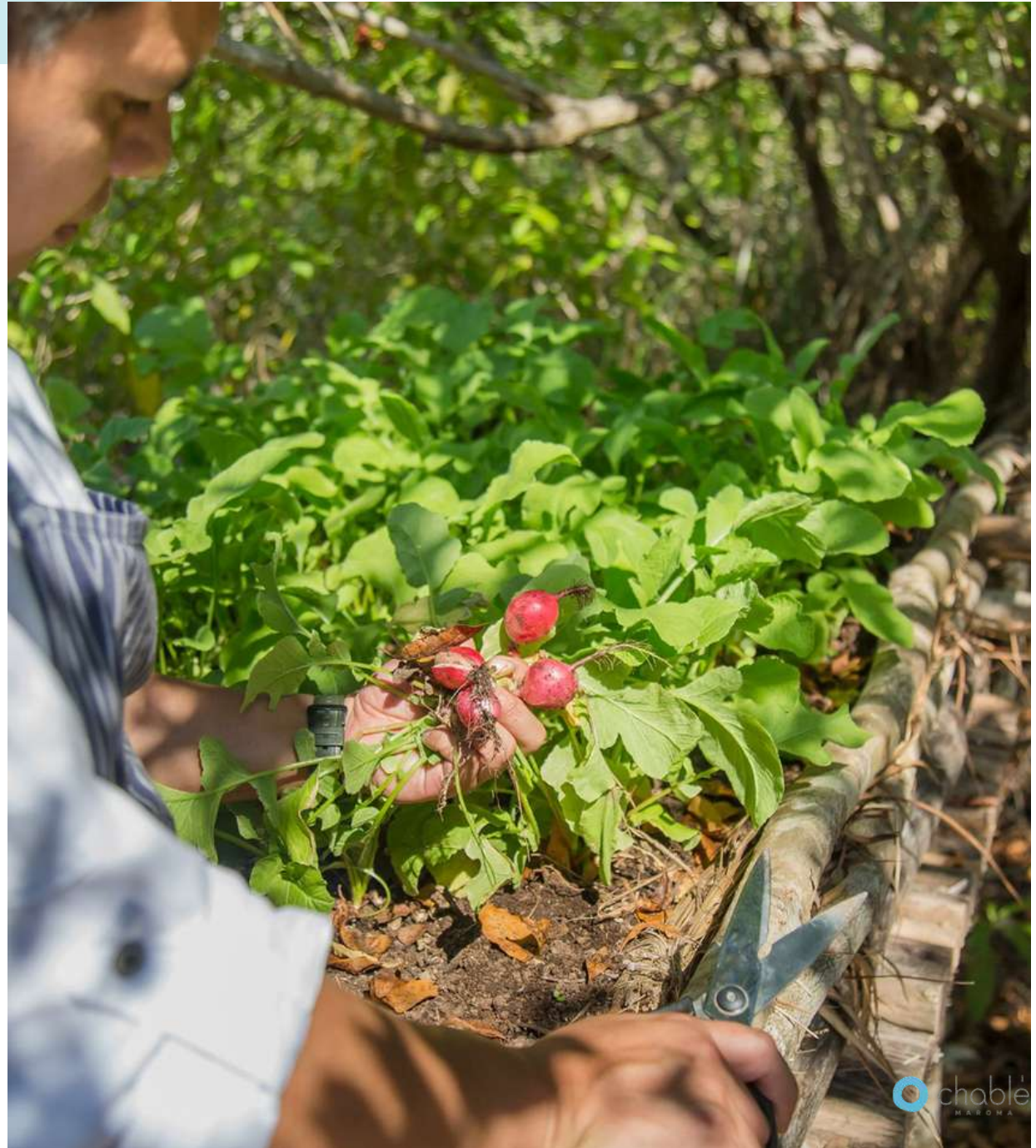
As part of our commitment to sustainable fishing, our chefs and restaurants are actively involved in the "Pesca con Futuro" movement. This initiative promotes sustainable fishing practices and aquaculture production in Mexico, with the goal of maintaining healthy aquatic populations.

By prioritizing sustainable fishing practices, we aim to support local communities and preserve the natural beauty of our oceans for generations to come.



# FARM TO TABLE

Chablé Maroma boasts four Ka'anche's, traditional Mayan gardens that allow us to recreate ancient harvesting techniques that have not been used in over a century. These gardens are home to a variety of aromatic herbs, including oregano, citronella, rosemary, thyme, rue, and mint. These herbs are sustainably cultivated and carefully harvested, and are then used in our spa to create unique and rejuvenating experiences for our guests.



# WILDLIFE CONSERVATION

At Chablé Maroma, we are committed to preserving and protecting the natural environment and the diverse wildlife that calls it home. Our property is home to a wide range of wild species, including coatis, anteaters, raccoons, sereques, amphibians, and numerous species of birds, all of which roam freely in their natural habitats.

We do not believe in keeping animals in captivity, and instead strive to provide a safe and healthy environment for all of the wildlife that shares our land. By respecting and preserving the natural ecosystem, we are able to offer our guests a truly authentic and immersive experience in the heart of the Mayan jungle.



# SEA TURTLE PROGRAM

We are dedicated to protecting and conserving the turtle nests that inhabit our beach. We understand the importance of these incredible creatures and the crucial role they play in maintaining the balance of our ecosystem.

Our team of experienced professionals works tirelessly to ensure that the turtle nests are protected and that the hatchlings have the best possible chance of survival. By taking an active role in turtle conservation, we are proud to be contributing to the preservation of these incredible creatures for generations to come.

During 2022 a nest was protected, which hatched 88 eggs out of 102 eggs. Guests were invited to release sea turtles, following the guidelines to protect them (do not use flash or touch them and leave space for them to walk)



# GREEN DAY PROGRAM

We are committed to promoting environmental awareness and care through our Green Day monthly program. This program includes a variety of activities that engage our leaders and collaborators, promote interdepartmental integration, and encompass the four pillars of our Wellness Spirit.

Some of these activities include beach and dunes conservation and cleaning, well-being programs for our employees, and initiatives aimed at reducing our environmental impact.

Each year, we recognize the employee who has made the greatest contribution to our Green Day program, underscoring our commitment to sustainability and community engagement.

Sargassum collected in 2022: 51,444 m3.



# WASTE MANAGEMENT



We are committed to reducing our environmental impact by minimizing waste generation and promoting recycling and composting. To achieve this, we have implemented various measures, such as offering straws only upon request and using avocado-based, single-use products that are delivered in Kraft bags.

We also reuse the ashes from our temazcal and bonfires in gardening and composting, which includes citrus peels, ash, and occasional shredding of palm fronds. In 2022 alone, we generated 1 and a half tons of compost since we started the initiative in August.

Additionally, we donate excess items to registered Civil Associations. We are committed to continuously finding ways to minimize our waste and promote a sustainable future for our planet.

Waste recovered and recycled:



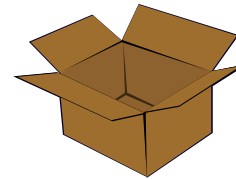
**292 kilograms**

of Aluminium



**20,634**

Glass Bottles



**1,450 kilograms**

of Cardboard



**90 kilograms**

of PET

# WATER WASTE

In 2022, Chablé Maroma implemented a water consumption meter in the laundry area to monitor and manage our water use.

To reduce our reliance on single-use plastic bottles, we provided guests with access to water fillers, which were used 7,586 times, resulting in a total of 7,586 500ml bottles with 3,793 liters of water. Our internal water filtration system uses a double filtration process and UV light to ensure the water is safe for consumption.

We also have a wastewater treatment plant (WWTP) where the water produced is used to irrigate all the green areas of the hotel.



# EDUCATION FOR SUSTAINABILITY

At Chablé Maroma, we believe that education is key to promoting sustainability. We provide regular awareness talks for our collaborators, to ensure that everyone is informed and engaged in our efforts to reduce our environmental impact. We also collaborate with external organizations to provide educational talks and workshops to our team members, to keep them informed about the latest sustainability issues and solutions.

- Sustainability Familiarization
- Waste Management
- Beekeeping
- Violence Prevention
- Chablé's Ecosystems
- Chablé's Fauna



# CLEAN ENERGY

On December 2022, we installed 734 solar panels, to reduce approximately 20% of our energy consumption.



# CORAL REEF PRESERVATION

Starting in December 2022, Chablé Maroma launched a coral program in partnership with the Mexican NGO Oceanus A.C. Our staff received training on coral conservation, and we organized family trips and awareness-raising activities for guests during festivals.

Our goal is to contribute to the growth of 600 coral colonies within the next year, in line with our commitment to protecting and preserving the marine ecosystem.



# SUSTAINABLE EXPERIENCES FOR OUR GUESTS

We offer a variety of sustainable experiences and activities for our guests to enjoy. Our activities include Rowing with a Cause, where guests can take part in an environmentally friendly rowing excursion and support an NGO. We also offer workshops with local artisans to learn about traditional Mexican crafts and techniques. For those interested in recycling, we have Recycled Paper Activities where guests can learn how to make paper out of recycled materials. Additionally, guests can participate in Adopting a Coral, a program in partnership with Oceanus A.C., where they can help preserve and restore coral reefs.

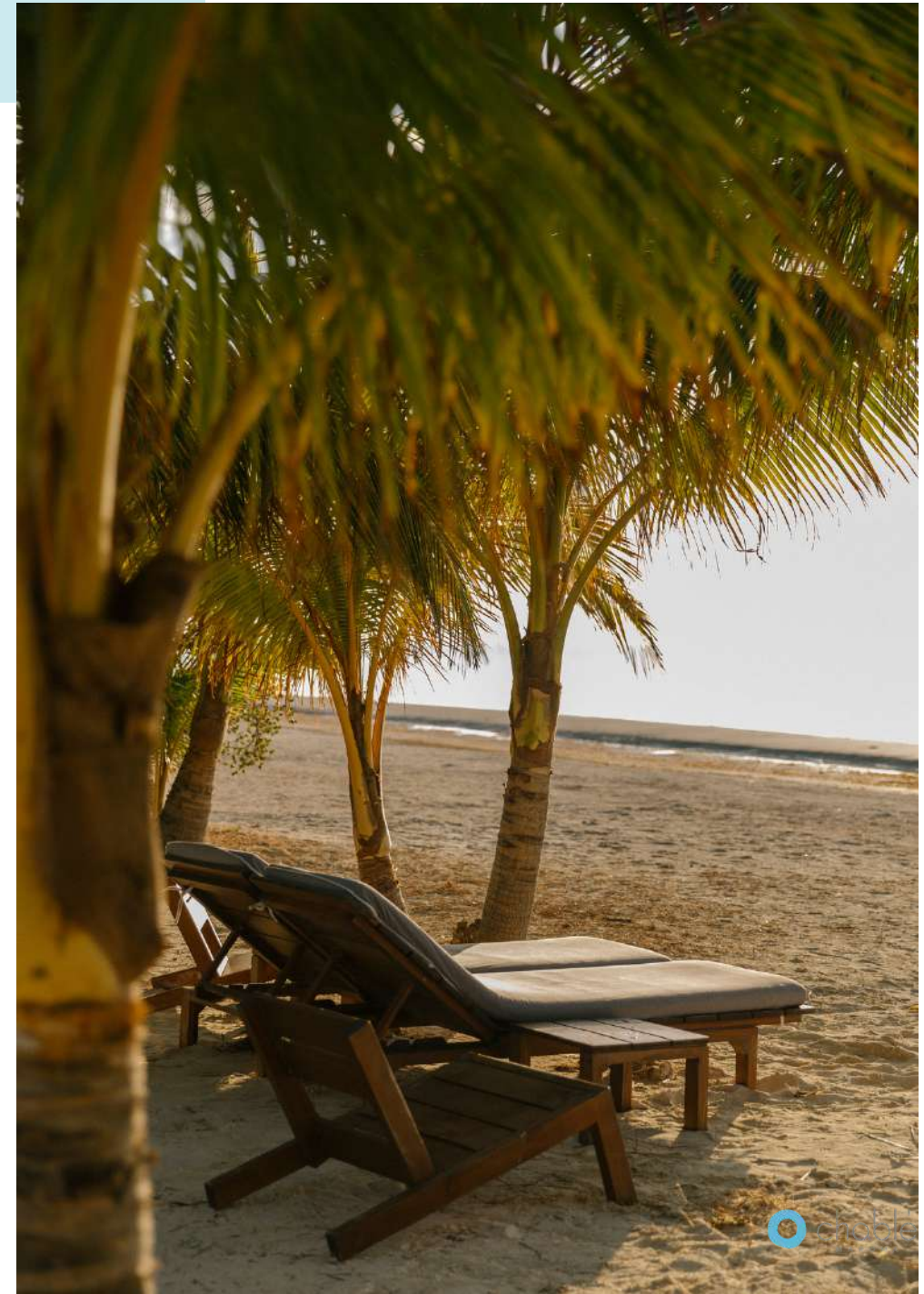
Other activities include Beach Yoga, Painting Coconut, Making Compost at Home, and Planting Aromatic Herbs and Palm Trees. We also offer various workshops for children, providing them with opportunities to learn about sustainability and the importance of protecting our planet.



# BEACH AND DUNES

We have 180 m long of beach, which is not only a place for relaxation and recreation, but also a space where we can connect with nature and learn about the importance of its conservation. We also promote the preservation of the dunes by implementing cleaning activities, removing any trash or debris that could negatively impact the ecosystem.

In addition, we encourage our guests to participate in beach conservation and cleaning activities, where they can learn about the importance of preserving our natural resources and how they can contribute to this effort.



# VEGETATION AND MANGROVE PRESERVATION

At Chablé Maroma, we understand the importance of preserving the natural beauty and ecological balance of our surrounding environment. As such, we have taken a variety of measures to ensure the protection of our vegetation and mangroves.

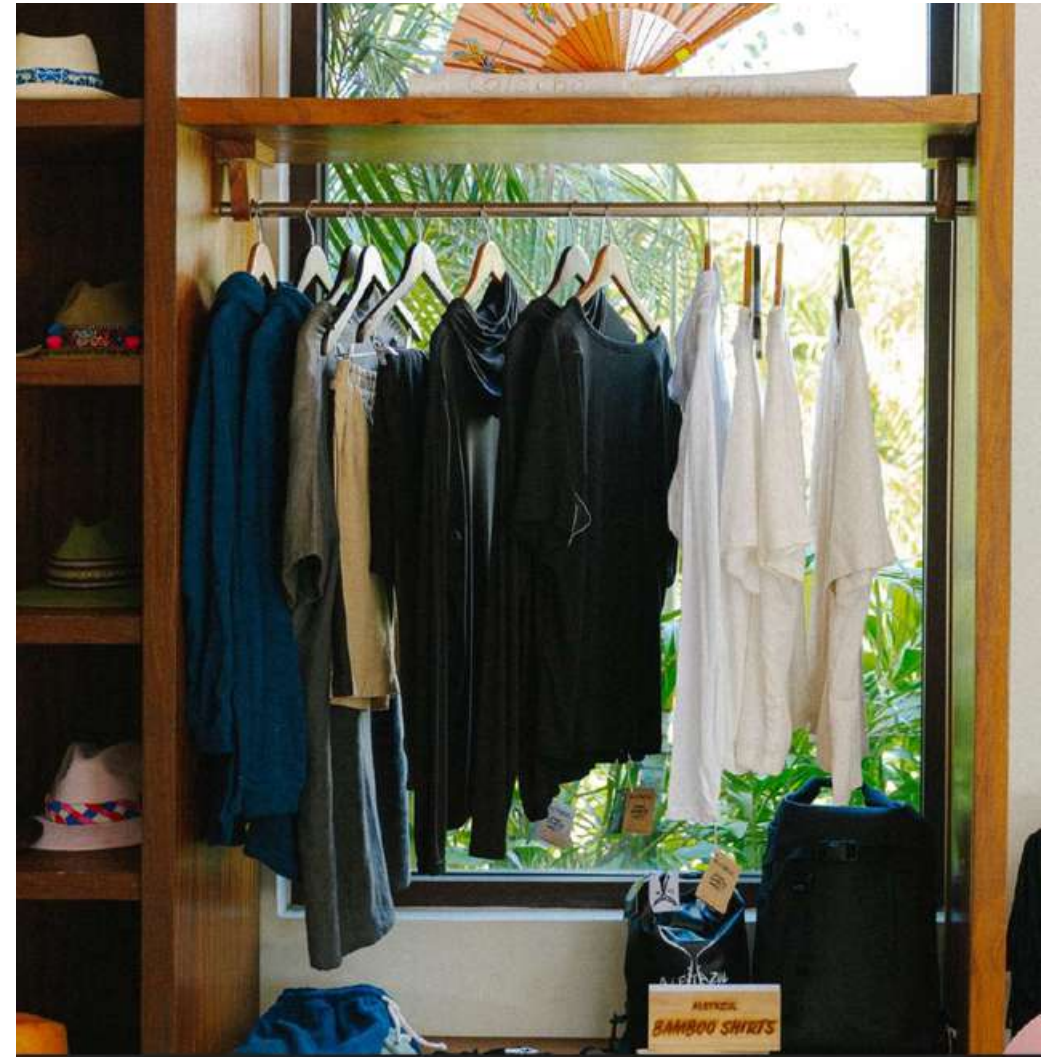
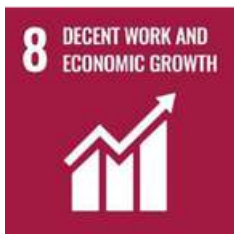
Our sustainable approach to construction and design includes the use of local materials, such as zapote and chaca tree trunks, to minimize our impact on the terrain. Additionally, we have implemented permanent flood level monitoring stations to maintain the best conditions for mangrove conservation. We are proud to have preserved beach vegetation and the ground water table of the region, allowing our guests to experience the beauty of the natural environment while minimizing our impact on it.



# OUR BOUTIQUE

Chablé Maroma's boutique showcases a variety of unique and authentic Mexican products from different states, providing guests with the opportunity to take a piece of Mexico home with them while supporting local commerce. From handmade textiles and pottery to jewelry and other artisanal crafts, our boutique features a carefully curated collection of products that represent the rich cultural heritage and traditions of Mexico.

By promoting and selling products made by local vendors, we strive to foster sustainable economic development and help preserve Mexico's diverse cultural heritage.



# WELLNESS

We believe that wellness is not only about physical health, but also about emotional, mental, and spiritual well-being. Our spa offers a holistic approach to wellness, integrating traditional healing practices with modern techniques. From our signature Mayan-inspired treatments to our personalized wellness programs, our spa is designed to help our guests reconnect with themselves and the environment. Our experienced therapists use natural ingredients and locally sourced botanicals to create an authentic sensory experience, while our state-of-the-art facilities provide a peaceful retreat for relaxation and rejuvenation.

We also provided several wellness activities for our collaborators throughout the year .



# CULTURE & TRADITIONS

In addition to our commitment to sustainability, Chablé Hotels also place great importance on preserving and celebrating the rich culture and traditions of Mexico, particularly those of the Maya civilization. This is reflected in our culinary offerings, which include traditional Mayan dishes using locally sourced and seasonal ingredients. Guests can also participate in cooking classes and learn about the traditional techniques and flavors used in Mayan cuisine. Another unique cultural experience we offer is the Temazcal ceremony, a traditional Mayan steam bath ritual that promotes physical, mental, and spiritual well-being. We also celebrate "Día de Muertos" to provide a deeper understanding and appreciation of the culture and traditions of the region.



# SUSTAINABLE PRESS COVERAGE

PLACES TO STAY

## The best hotels in Mexico according to the editors of *Condé Nast Traveller*

*Whether for beach, jungle or city adventures, Mexico's best hotels offer it all*

### Chable Maroma, Riviera Maya

This may quite possibly be the only hotel anywhere in Mexico that provides the level of wellness travellers now hop on planes for with the country's trademark sugary beaches. It is a worthy second act from the brand whose resort Chablé, in the jungles of the Yucatán, made waves in the wellness world with its intelligent, stylish approach to holistic health nearly three years ago (that cenote! That spa!). The focus hasn't shifted at Maroma, but this place does feel remarkably more resort-like than its boutique sibling. With 70 neutral-palette suites, it's nearly twice as large, and each has its own pool, terrace and palm-shrouded outdoor rain shower. And let's not forget its access to Riviera Maya's powdery sands (we definitely missed the surf at Chablé). True to the brand, Maroma's bright spa remains deeply rooted in Mayan healing traditions (the temazcal ceremony, led by a local healer, is the real deal, requiring a two-hour commitment). While your schedule in the Yucatán is packed with fitness classes and spa sessions, Maroma encourages time spent sipping margaritas by the infinity pool, as any Mexican hotel should. Chef Jorge Vallejo of Mexico City's top-ranked Quintonil oversees the menus at both outposts, sourcing ingredients from on-site ka'anches (Mayan gardens). Naturally, seafood is the star at Maroma, showcased

## Les 7 meilleurs hôtels écoresponsables du Mexique



PAR AURÉLIEN NILLE  
le 19 septembre, 2022

Découvrez les meilleurs hôtels écoresponsables du Mexique

Voir les offres

Localisation : Playa del Carmen  
Note écologique : 9/10

Le Chablé Maroma est un établissement bordant une **plage privée** facilement accessible depuis votre villa tout confort, décorée en bois tropical et surmontée d'un toit de chaume. Celle-ci est munie d'une **piscine privée** pour barboter en toute tranquillité. Vous aurez également la possibilité de tirer parti du jacuzzi avant de vous diriger vers la plage de Maroma, l'une des plus belles de la côte.

Cet hôtel écoresponsable au Mexique fait la part belle aux **produits durables** tout en s'engageant à **réduire drastiquement ses déchets**. D'ailleurs, il finance des projets concrets de reforestation et de protection de la barrière de corail. Sur place, vous aurez la possibilité de vous restaurer en participant à des **cours de cuisine** pour s'initier aux saveurs mexicaines. Ils mettent en valeur des aliments en circuit ultra-court : le *resort* produit lui-même certains ingrédients !

### Chablé Hotels, ejemplo de sostenibilidad

Destinos y Turismo | TravelPulse Staff | 08 abril, 2022



Chablé Hotels implementa iniciativas para ofrecer a sus huéspedes experiencias y espacios sostenibles en armonía con la naturaleza. (Photo: via Chablé Hotels).

As we bring our 2022 Sustainability Report to a close, we are delighted to share the progress we have made towards our goal of establishing a responsible and sustainable tourism industry at Chablé Maroma. Our dedication to sustainability is fueled by our belief that it is our duty to safeguard the environment, support local communities, and create lasting value for all stakeholders.

We have made significant strides in reducing our environmental impact, promoting social responsibility, and enhancing the guest experience. Looking ahead, we recognize that sustainability is an ongoing process, and there is still much work to be done. We remain dedicated to discovering innovative ways to minimize our carbon footprint, support local communities, and enhance the guest experience. We will continue to pursue strategic partnerships and collaborations that align with our sustainability objectives.

We would like to extend our gratitude to our team members, partners, and guests for their unwavering support of our sustainability initiatives. Together, we can create a meaningful impact in the world and establish a more sustainable future for the tourism industry.

As we press forward on this journey, we commit to remaining resolute in our commitment to sustainability and to setting a positive example in the industry. Thank you for joining us as we work towards a more responsible and sustainable future.

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THANK YOU

[chablehotels.com](http://chablehotels.com)

