



RÍO SECRETO®

NATURE RESERVE

Safe
travels

approved by



RIVIERA MAYA - MÉXICO



PRESS KIT **RÍO SECRETO**



A journey through a crystal museum, in which impressive geological formations tell the story of our planet.

Ten years ago, a farmer in **Playa del Carmen**, discovered an opening in the ground while chasing after an iguana. Then, a group of speleologists experts of the area, visited the place, without knowing the natural beauty they were about to discover: a majestic semi flooded underground cave system, a hidden wonder of nature.

And this is how it all started...

Today, **Río Secreto** is a nature reserve **committed with the preservation of the ecosystem**. We are located at the **Riviera Maya**, on the highway to Chetumal-Puerto Juárez, 10 minutes away from Playa del Carmen.

The cave system has approximately **40 km**, from which **we only use 10% in five different ecotouristic routes** and the other 90% is destinated to its preservation.



Río Secreto

WHY CHOOSE RÍO SECRETO?

1 Small groups.

Our visitors will be able to enjoy this natural wonder in groups of **max. 10 people**, in company of one of our specialized guides.

2 Family activities.

(minimum age: 4 years old)

Each family can choose between **one of our activities**, according to the kind of adventure they wish to experience.

3 Rain isn't an obstacle.

Our nature reserve works under any kind of weather condition. Remember: it doesn't rain underground!

4 We respect nature.

Thanks to our wildlife monitoring project, we have identified more than **100 species** at our nature reserve and have been able to preserve more than **100 hectares** of jungle at Playa del Carmen.

5 Recognized on worldwide level.

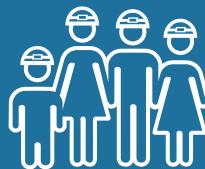
Our good practices have been acknowledged and endorsed by national and international organizations. Also, companies such as National Geographic, have chosen us as filming and investigation site.





Río Secreto

OUR VALUES



We are
FAMILY



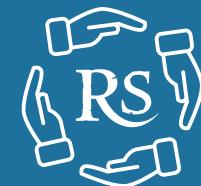
We continuously
IMPROVE



We are
HONEST



We respect
NATURE



TEAM
work



We promote
HEALTH

Along with each of those activities, our visitors receive a quality service, which couldn't be possible without our politics, values and mainstays that function as the base of our actions, in order to always focus on sustainable and socially responsible development.

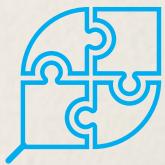
Our Mainstays:



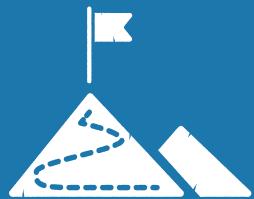
CONSERVATION



SCIENCE



COMMUNITY



Río Secreto

OUR MISSION?

To transform our visitors through a unique journey into the center of the Earth.

How do we make it?

We offer four incredible activities, which you can choose according to the level of adventure that each visitor wish to experience. Monday to sunday, tours begin every hour, starting from 9.00 a.m to 2.00 p.m.

RÍO
SECRETO®

RÍO
SECRETO®
PLUS

RÍO SECRETO®
& TULUM

RÍO
SECRETO®
WILD

PRIVILEGE
by RÍO SECRETO®

RÍO SECRETO®

A tour in which, during an hour and a half, our visitors travel through a milenary underground cave.



Description:

Includes: access to the nature reserve, specialized guide, lockers, wetsuit, life jacket, helmet with lamp, water shoes, towel, food and drinks.

Duration: approximately 3.5 hours.

Price:

- **Adult 79 USD / Kids 39.5 USD.**
- **Local people \$ 550 pesos / Local kids \$275 pesos.**
(Only with official ID)

* Kids from 4 to 12 years old.

Minimum age: 4 years old.



NATIONAL
GEOGRAPHIC
TOP 10
FAMILY ACTIVITIES



Rappel



Bicicleta
Bike



Recorrido multimedia
Multimedia tour



Río Subterráneo
Underground River



RÍO SECRETO® PLUS

For families willing to add a little more action to their tour. Besides what's already included in the Classic tour, Río Secreto Plus has rappeling, biking and a multimedia tour at a dry cave, called "Hall of Peace".



Description:

Includes: Access to the nature reserve, rappeling, bike, multimedia tour at a dry cave, specialized guide, lockers, wetsuit, water shoes, life jacket, helmet with lamp, towel, food and drinks.

Duration: approximately 4.5 hours.

Price:

- Adults 99 USD / Kids 49.5 USD.
- Local people \$ 750 pesos / Local Kids \$375 pesos.
(Only with official ID)

*Kids from 7 to 12 years old.
Minimum age : 7 years old.



Discover two gems of the Riviera Maya in one day. Let your imagination travel, while admiring an ancient Mayan city. Then, visit Río Secreto, a unique journey to the Xibalba (Mayan underworld).



Description:

Includes: Transportation, entrance to archeological site at Tulum, specialized guide, umbrella, snacks. Entrance to Río Secreto, wetsuit, water shoes, helmet with lamp, lockers, towels, food and drinks.

Duration: approximately 8 hours.

Price:

- Adults 129 USD / Kids 64.5 USD
- Local adults \$750 pesos / Kids \$375 pesos

*Kids from 4-12 years old.

Minimum age: 4 years old.





Mexico & Central
America's Leading
Nature Reserve



RÍO SECRETO® *wild*

Our new product! Ideal for people with a true adventurer spirit. The tour begins with a unique bike trip in the middle of the jungle, followed by a hike inside of a dry cave and swimming inside a crystal clear underground river. This tour is a full day activity.



Description:

Includes: It includes specialized guide, personal photographer, bike, wetsuit, life jacket, helmet with lamp, water shoes, snorkel equipment, towel, lockers, continental breakfast, lunch, food and drinks.

Duration: approximately 8 hours.

Price:

• 119 USD / Local people \$1,000 pesos.
(only with official ID)

Minimum age: 13 years old (only adults).

PRIVILEGE

by RÍO SECRETO®

The most exclusive tour at the mexican caribbean. A private, custom-made tour to the center of the Earth. Beyond its natural beauty, it will be an unforgettable once in a lifetime souvenir.



Description:

Includes: access to the nature reserve, private specialized guide, personal photographer, wetsuit, water shoes, helmet with lamps, lockers, towels, snack during the tour, food and drinks.

Duration: approximately 4 hours; however, there is no specific time limit, thus each visitor decides how long they want to be at the tour.

Price:

- (1 person) **Adults 389 USD / Kids 194 USD**
- (2 - 4 people) **Adults 289 USD each / Kids 144 USD**

*Kids from 8 to 12 years old.

Minimum age: 8 years old.

* To book we suggest you to contact our customer service to:
984 147 60 50 or by mail at customerservice@riosecreto.com



NATIONAL
GEOGRAPHIC

MISTERIOS
DEL INFRAMUNDO

TECNOLOGÍA DESCIFRANDO EL PASADO



Río Secreto

GROUPS AND EVENTS



Celebrate your upcoming events at a unique scenary: a milenary underground cave. We offer functional instalation and excellent service with the additional benefit of an outstanding location, close to a variety of hotels, airports and hospitals.

A natural atmosphere where you can be host of the most memorable events.

Our experience allows us to offer professional advise in the coordination and creation of your events:

- ▶ Work meetings.
- ▶ Exhibitions.

- ▶ Concerts.
- ▶ Brand activations.

- ▶ Conferences.
- ▶ Conventions.

- ▶ Dinners.
- ▶ Weddings.

* For further information, please contact Jimena Bornao, Groups and Incentives Manger: jimena@riosecreto.com



Río Secreto PRESERVATION



Within 10 years we have become a unique nature reserve and in order to maintain it, all of our projects and decisions are made according to environmental criteria that promotes the preservation of the ecosystem and a sustainable development in the community.

That's why, we create different programs and collaborate along with organizations that have the same values and goals, allowing us to reach out to more people.

Among some of our partnerships, we collaborate with two civil associations:



Kids are the future of our planet and we believe that education is the way to generate positive changes. For this reason we work with Centinelas del Agua, whom are passionate about sharing with the community the importance of preserving the aquifer. They accomplish it by offering educational tours at our nature reserve and by organizing environmental conferences and workshops.

Approximately, we make an average of 70 events per year, with an influx of more than 3,000 people.

*For more information about Centinelas del Agua, contact centinelasdelagua@gmail.com



TRACE RAUL-JAGUAR 19 FEB 2017 06:47 pm



**Jaguar Wildlife
Center A.C.**

This organization rehabilitates, relocates and releases wildlife species that have been affected by urban growth. Together, we have a monitoring project, through which we have been able to identify the species that inhabit our nature reserve.

Currently, we have accomplished to preserve more than 100 hectares of jungle and to classify more than 100 species.

*For more information about Jaguar Wildlife Center, contact info@jaguarwildlifecenter.org

SUSTAINABLE DEVELOPMENT GOALS



Red Pacto Mundial México

MY WORLD MÉXICO

We have been part of Global Compact and MY World Mexico, since 2017. These organizations gather and supervise the actions of individuals and companies that look for the same goal: the accomplishment of the 17 Sustainable Development Goals, defined by the UN.

Collaborating with these organizations, allows us to reach out to more people and become an example for sustainable tourism, not only within our community, but also on national and worldwide basis.



Río Secreto COMMUNITY



Our volunteers program was born on november, 2017 with the purpose of motivating the members of our Río Secreto family, to take part on initiatives that contribute to the community and shape better citizens.

Our volunteers can participate on projects that have been proposed by other co-workers or register their own ones. The objective is to put into practice their leadership and team work skills.

Thanks to this project, we have accomplished different activities through which we have been able to retribute to the community with the same love and commitment it has provided us.



Río Secreto

SCIENCE

Since 2015, the researcher Fernanda Lases installed a laboratory at our nature reserve, where she has driven various paleoclimatological studies. Thanks to these investigations, it has been possible to identify the amount of water filtration at areas with low anthropogenic impact.

The preservation of more than 100 hectares of jungle at our nature reserve, guarantees the filtration of approximately 10.000.000 m³ water per year, which is equal to provide water to 1.000 people in a day or a 5 member family in a year.

Understanding cave's behaviour over the years helps us to prevent future changes and identify the best way to preserve our ecosystem.





Río Secreto AWARDS



The compilation of these good practices has allowed us to become an example of sustainable tourism, acknowledged by national and international institutions.

► **EarthCheck**

World's leading environmental certification and benchmarking program for the travel and tourism industry.

► **ESR**

The Mexican Center for Philanthropy (CEMEFI), grants the SRC award and acknowledges companies that promote Social Responsibility on their value chain.

► **Distintivo "S"**

Endorses EarthCheck's certification in Mexico.

► **World Travel Awards**

Serves to acknowledge, reward and celebrate excellence across all sector of the global travel and tourism industry.

► **Distintivo "H"**

Recognizes companies that offer food and beverages services and follow the Mexican National Program for Hygienic Handling of Food.

► **Premio Ética y Valores**

Through this prize, the Mexican Chamber of Industry (CONCAMIN) acknowledges on national level, the promotion of ethical and values in the SRC industry. On 2018, Río Secreto was the first tourism company in the Yucatan Peninsula in receiving this award from hands of Mexico's President.

RÍO SECRETO®



Río Secreto

CONTACT

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