

# AMAZING SECRET RIVER

NATURE RESERVE



RIVIERA MAYA - MÉXICO



# AMAZING SECRET RIVER

## is a 100% nature reserve.

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, **Amazing Secret River** is a nature reserve committed with the preservation of the ecosystem. We are located at **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 destined to its preservation.

It is part of the second largest underground river system in the **Yucatan peninsula**. A place where the visitor will experience a **unique journey into the center of Mother Earth**.



## WHY CHOOSE AMAZING SECRET RIVER

### 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!

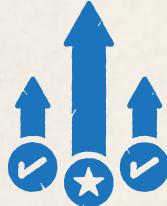
### 4 We respect nature.

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.





## COMPETITIVE ADVANTAGE



10 minutes away  
from Playa del Carmen.

100% natural.

Includes equipment,  
food and drinks.

Small groups.

Family  
activities.

Unique experience.





# AMAZING SECRET RIVER SUSTAINABILITY



More than **150 hectares** of jungle preserved, that guarantees:



▶ Approximately **10,000,000 m<sup>3</sup>** of yearly water filtration.



▶ Equal to provide **1,000 people** with water in one day.



Home of more than **150 different species**.



More than **10 years of preservation**.



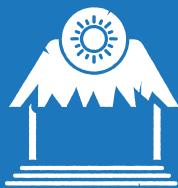
**300 employees**.



More than **250 benefited families**.



**3 years** of paleoclimatology research  
**1,200 water samples**.



# EXCLUSIVE GUEST AREAS

## AMAZING SECRET RIVER



We have **3 different exclusive attention modules**, where we provide our visitors with:

- ▶ Regional buffet and beverages.
- ▶ Specialized equipment (life jacket, helmet with lamp, wetsuit, water shoes).
- ▶ Lockers and towels.



*Spacious facilities!*

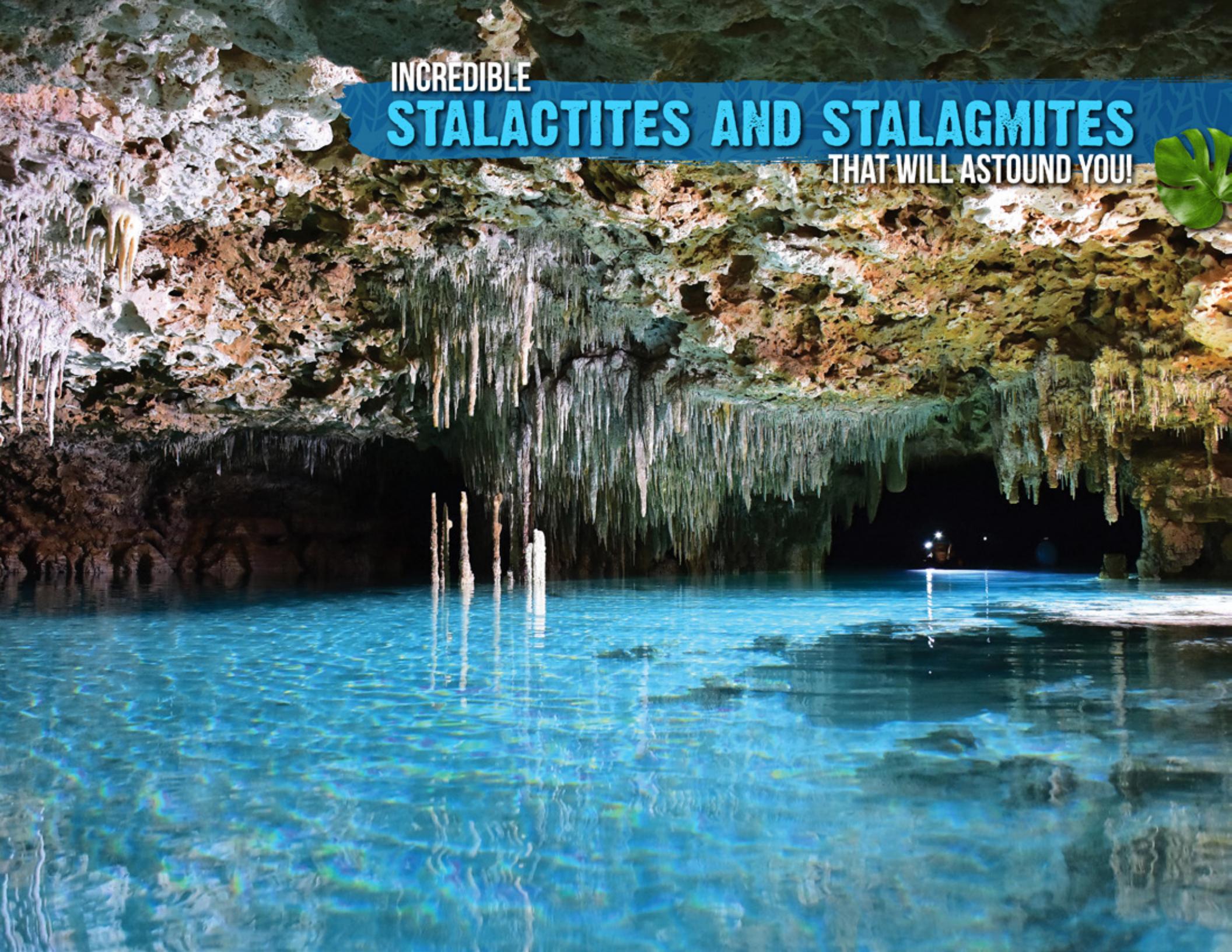


AN **AMAZING** SUBTERRANEAN WORLD.





MOST  
**UNIQUE NATURAL TREASURE**  
IN THE REGION.



INCREDIBLE  
**STALACTITES AND STALAGMITES**  
THAT WILL ASTOUND YOU!





I wanted to thank you very much for the opportunity to take/have an excursion of a lifetime. We were all amazed with the beauty, the formations, the inhabitants, the vegetation of the caves. I would highly encourage you and the team to have this as an option for some of our cruise passenger guests. Raul our guide was terrific, he was full of knowledge and it was evident he had great passion for what he was doing. As a group we felt safe and secure and really enjoyed interacting with our guide and nature. I really can't say enough about the excursion. To conclude, our lunch was excellent. Having a private area to relax, enjoy the good food and service and truly special. We felt like royalty in the middle of the jungle. **This by far was the best excursion of our trip.** Not to forget the photographer did a great job, he took some amazing pictures. We really like the fact we have pictures we can look at to remember our great time. **I would encourage everyone to get this option or include it in the package as the pictures are just incredible.**



Allan Pusch | Sr. Manager BI, Digital Analytics



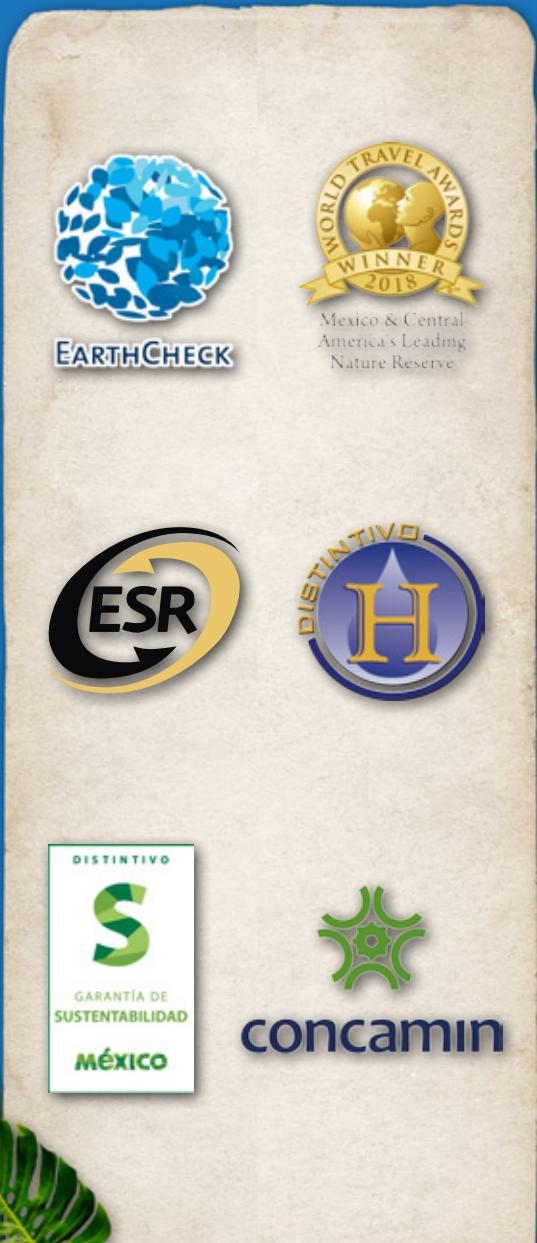
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# AWARDS

## AMAZING SECRET RIVER



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.

### ► **Prize to Ethical and Values**

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.



# AMAZING SECRET RIVER

RÍO SECRETO®