



# RÍO SECRETO®

NATURE RESERVE



RIVIERA MAYA, MÉXICO

# **¡Ma'lob k'iin!**

## **Welcome to the Mayan Underworld**

You are about to enter an unknown and amazing world, where all your senses are sharpened, and you disconnect from the outside world and start your inside journey... The **bowels of Mother Earth are waiting for you. Are you ready?**





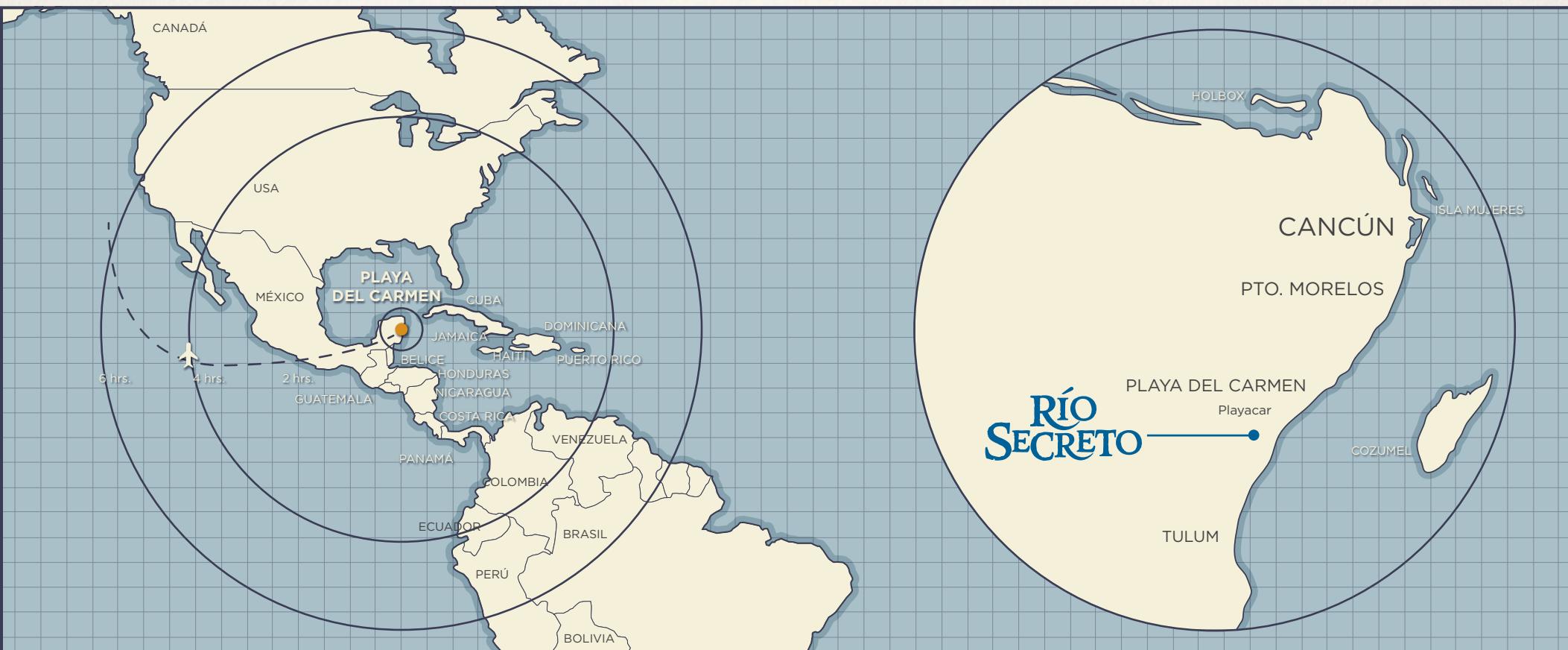
# This Story begins

more than 15 years ago, in the surroundings of the great Mayan jungle of Playa del Carmen, while an ejidatario of the area was chasing an iguana that was hiding, he discovered a natural wonder hidden under his feet: **An impressive system of semi-flooded caves of incredible natural beauty.** After years of exploration and surveying to learn all the entrances and secrets of the system, Rio Secreto Nature Reserve was born.

This cave system has an approximate length of 40 km mapped, of which only 10% is used for ecotourism tours, distributed in more than five different routes; the rest is destined to the conservation of the system.

Today, travelers from all over the world marvel at its crystalline waters where they take home a unique life experience..

# Location



**5 min.** from Playa de  
Carmen.

**45 min.**

from Cancun  
International  
Airport.



Clear road  
signs.



Entrance on the  
highway.

# Río Secreto

## Río Secreto through the years

**2006**

Discovery of Rio Secreto's underground natural wonders.

**2007**

Exploration and mapping of the cave system to know the length and depth of its waters.

**2024**

Launching of our zip line circuit for the Rio

**2009**

We were recognized for the first time as the best Nature Reserve in Mexico and Central America at the World Travel Awards.

**2021**

We received the EarthCheck Gold certification that endorses us as a tourism company that promotes best practices in sustainability

**2011**

We officially became a Hydrogeological Urban Reserve in the Playa del Carmen urban development plan.

**2018**

Rio Secreto & Tulum are launched as a new experiences for explorers, combining the best of nature and the culture of the ancient Mayan civilization.

**2017**

Launch of Mysteries of the Underworld where together with NatGeo we discover why the Rio Secreto caves still hide endless mysteries.

**2012**

We started with paleoclimatology projects thanks to the only laboratory under the Earth where we study past climates, water quality, as well as the growth of cave formations.

**2015**

We inaugurated Rio Secreto Plus, a new adventure where in addition to discovering the wonders of Xibalba, you can ride a bicycle through the Mayan jungle and visit our millenary "Hall of Peace".

**2016**

Jaguar Wildlife Center, A.C. is born with the main mission to conserve the environment through comprehensive actions such as environmental education, research, monitoring and wildlife care.

# Philosophy

## Mission

Transforming our visitors to a unique journey into the bowels of the Earth.

## Vision

To be recognized as a Unique Nature Reserve and as the best possible company.

## Our engine is conservation,

That is why in all our plans and projects we do them looking for a sustainable future guided by the values and pillars that identify us as a company:



We Are  
**FAMILY**



We continuosly  
**IMPROVE**



We are  
**HONEST**



We respect  
**NATURE**



Team  
**WORK**



We promote  
**HEALTH**

## Pillars:



**CONSERVATION**



**SCIENCE**



**COMMUNITY**



For more than 10 years, we have directed our efforts to preserve the ecosystem that surrounds us.

Today, we are adhered to the Global Compact Mexico and MY World Mexico, and contribute to the fulfillment of the #Agenda2030.

# MY WORLD MÉXICO



Pacto Global  
Red México



# What makes us unique?

## **Small groups**

**1** Groups entering the caves are limited to a maximum of 12 people, so that the guides can interact with each visitor, provide a better service and generate the least

## **Activity for all the family**

**2** we have different activities ideal for every level of adventure you are looking for you or your family.

## **Professional guides**

**3** At all times during this wonderful underground adventure you will be accompanied by specialized guides trained in speleology, biology and archaeology

## **Recognized worldwide**

**4** Our Nature Reserve we have become an example of sustainable tourism, recognized and endorsed by national and international institutions.

## **All Wheater Activity**

**5** Exploring is more fun underground, where rain even enhances the experience as it filters through the cave, creating a unique atmosphere.

## **We are a unique place in the world**

**6** Dare to explore a unique place in Mexico and in the world, where darkness shines. What do you say?





# RÍO SECRETO®

Experience a unique journey into the bowels of nature, where its formations will tell you the geological history of the Earth in a life-changing experience..



Access to the Natural Reserve.



Groups of max. 12 people per guide.



Specialized guide.



Lockers and towels.



Wetsuit and life jacket.



Water shoes.



Safety helmet with lamp.



Mayan welcome.



Bu et and flavored waters.



**3.5 hrs** aprox.



**KIDS**

from 4 to 11 years old.

## BASIC ENTRANCE

### Regular price

**Adults**  
USD \$89.00

**Kids (4-11)**  
USD \$44.<sup>50</sup>

### Locals

**Adults**  
MXN \$650.00

**Kids (4-11)**  
MXN \$325.00

# RÍO SECRETO® *PLUS*

Are you looking for more adventure? Add to the classic experience a thrilling rappel descent into the heart of Xibalba, a bike ride through jungle trails and an amazing 3 zip line circuit.



Access to the Natural Reserve.



Groups of max. 12 people per guide.



Specialized guide.



Lockers and towels.



Wetsuit and life jacket.



Safety helmet with lamp.



Water shoes.



Mayan welcome.



Rappel.



Zip lines.



Bicycle.



Buffet and flavored waters.



5.5 hrs  
aprox.

 **KIDS**

from 7 to 11 years old.

## BASIC ENTRANCE

### Regular price

**Adults**  
USD \$109.00

**Kids (7-11)**  
USD \$54.50

### Locals

**Adults**  
MXN \$850.00

**Kids (7-11)**  
MXN \$425.00



Get to know one of the most beautiful archaeological sites in Mexico, enter its ancient Mayan city and connect with nature in the crystalline waters of the Mayan underworld at Rio Secreto, all in one day!



Entrance to archaeological site of Tulum.



Entrance to the Rio Secreto Nature Reserve.



Transportation service with A / C.



Specialized guide.



Free time.



1 Umbrella per couple.



Wetsuit and life jacket.



Water shoes.



Mayan welcome.



Safety helmet with lamp.



Lockers and towels.



Buffet and flavored waters.



8 hrs  
aprox.

KIDS  
from 4 to 11 years old

## BASIC ENTRANCE

Visitors and locals

Adults  
USD \$139,00

Kids (4-11)  
USD \$69,50



# RÍO SECRETO® & COBÁ

All roads lead to Coba! Experience a day full of nature, culture and adventure, visiting its archaeological site and the tallest pyramid in the Yucatan Peninsula. Then, marvel at Rio Secreto on an unparalleled journey to the Xibalba!



Entrance to archaeological site of Coba.



Entrance to the Rio Secreto Nature Reserve.



Transportation service with A / C.



Specialized guide.



Free time.



1 Umbrella per couple.



Wetsuit and life jacket.



Water shoes.



Mayan welcome.



Safety helmet with lamp.



Lockers and towels.



Buffet and flavored waters.

8 hrs  
aprox.

KIDS  
from 4 to 11 years old.

## BASIC ENTRANCE

Visitors and locals

Adults  
USD \$149.00

Kids (4-11)  
USD 90.50



# PRIVILEGE

by RÍO SECRETO®

Very few people walk on the moon or climb Everest... very few also explore Privilege and all have been dazzled. Discover Privilege! The most exclusive and private tour in the Mexican Caribbean, where darkness can be seen and silence can be heard.



Access to the Natural Reserve.



Specialized guide.



Personal Photographer.



Private transportation with A / C.



Wetsuit and life jacket.



Safety helmet with lamp..



Lockers.



Water shoes.



Towels.



Snacks.



Gourmet lunch (three-course menu).



Alcoholic beverages.



**4 hrs approx.**

However, there is no specific time, the visitor decides the duration of the tour.



**KIDS**

from 8 to 11 years old.

## BASIC ENTRANCE

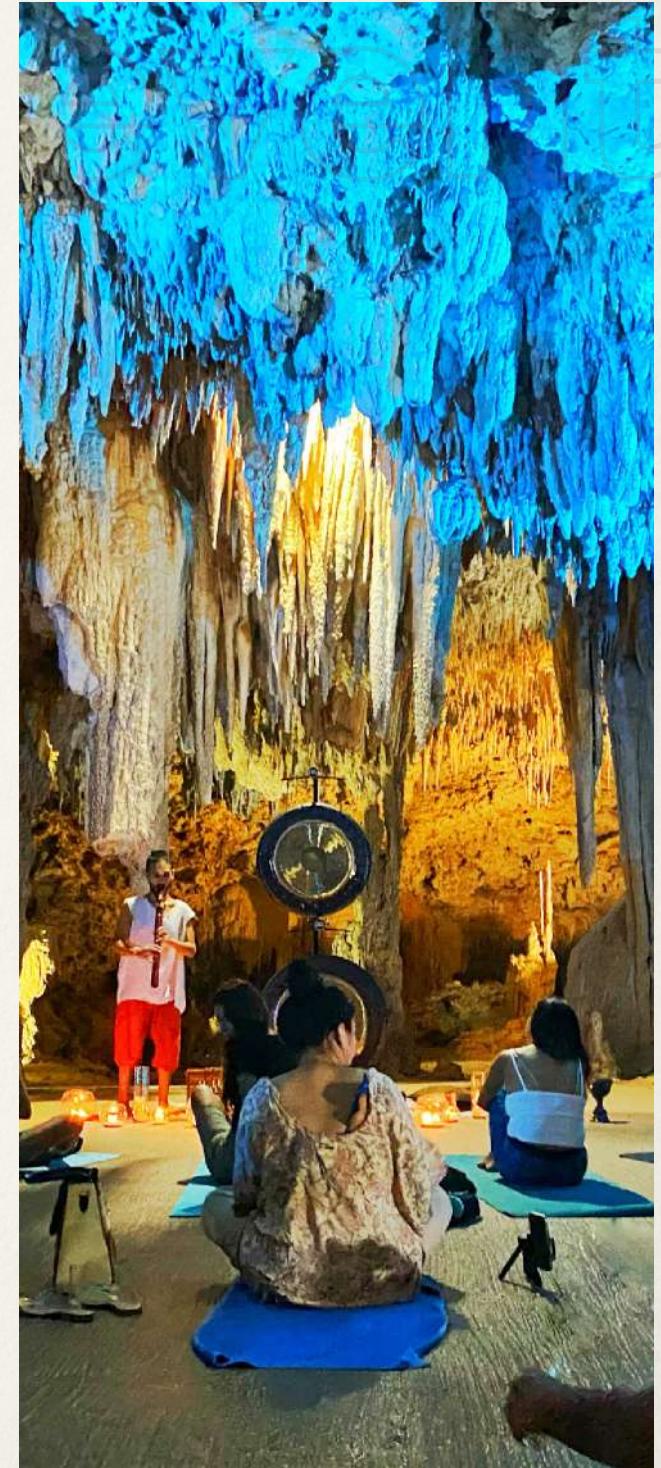
### Visitors

Adults  
Kids (8-11)

**1 PAX**  
USD \$389.<sup>00</sup>  
USD \$194.<sup>50</sup>

**2-4 PAX**  
USD \$289.<sup>00</sup>  
USD \$144.<sup>50</sup>

# Meetings & events



This majestic underworld offers the opportunity to enjoy nature in its millenary halls that open their doors to be enjoyed and respected. Thanks to our location, but, above all, the infrastructure of more than 100 hectares of jungle that are preserved, our Natural Reserve has unique scenarios and spaces for filming, recording sets and locations for private events with facilities and service of excellence thanks to our experience in coordination for all types of commemorations:

- › Business meetings
- › Conferences
- › Activations
- › Incentives
- › Conventions
- › Filming
- › Concerts
- › Exhibitions
- › Graduations

For more information please contact:

👤 Jimena Bornao • Groups and Events Manager  
✉️ [jimena@riosecreto.com](mailto:jimena@riosecreto.com)

# Sustainability Policy



Our engine is the conservation, which has led us to become a unique nature reserve, thanks to the fact that all our projects and decisions are made prioritizing the minimum environmental impact to help us meet certain criteria and always promote sustainable development.

Therefore, we are governed by a sustainability policy based on 4 fundamental pillars:



Environmental protection.



Legal compliance and continuous improvement.



Local employment.



Local products and services: Fair trade.

# Conservation

Along with our sustainability policy, we created our **Protect to Preserve** program where we collaborate with different associations and organizations whose values and objectives are aligned with ours, allowing us to generate an even greater positive impact on the environment and the community. Such as Jaguar Wildlife Center, with whom thanks to their support we carry out our 3 main integral actions

- > Environmental Education.
- > Educational tours.
- > Wildlife monitoring.

For more information about Jaguar Wildlife Center, visit  
 [www.jaguarwildlifecenter.org](http://www.jaguarwildlifecenter.org)



# Science

Thanks to researcher **Fernanda Lases** and the unique below-ground laboratory located in our Nature Reserve, we have been able to record information about past climates and studies of the amount of water seeping into areas of low anthropogenic impact and to understand momentous questions about climate change and conservation like no other place in the world.

Knowing the behavior of the cave helps us to prevent future changes in the aquifer and to identify the best way to preserve our ecosystem..



# Culture

We know that fostering traditions is preserving our culture, so at Rio Secreto, you will find places, activities and moments that will make you feel connected to the Mayan culture that will make you capture the essence of the past and the present.



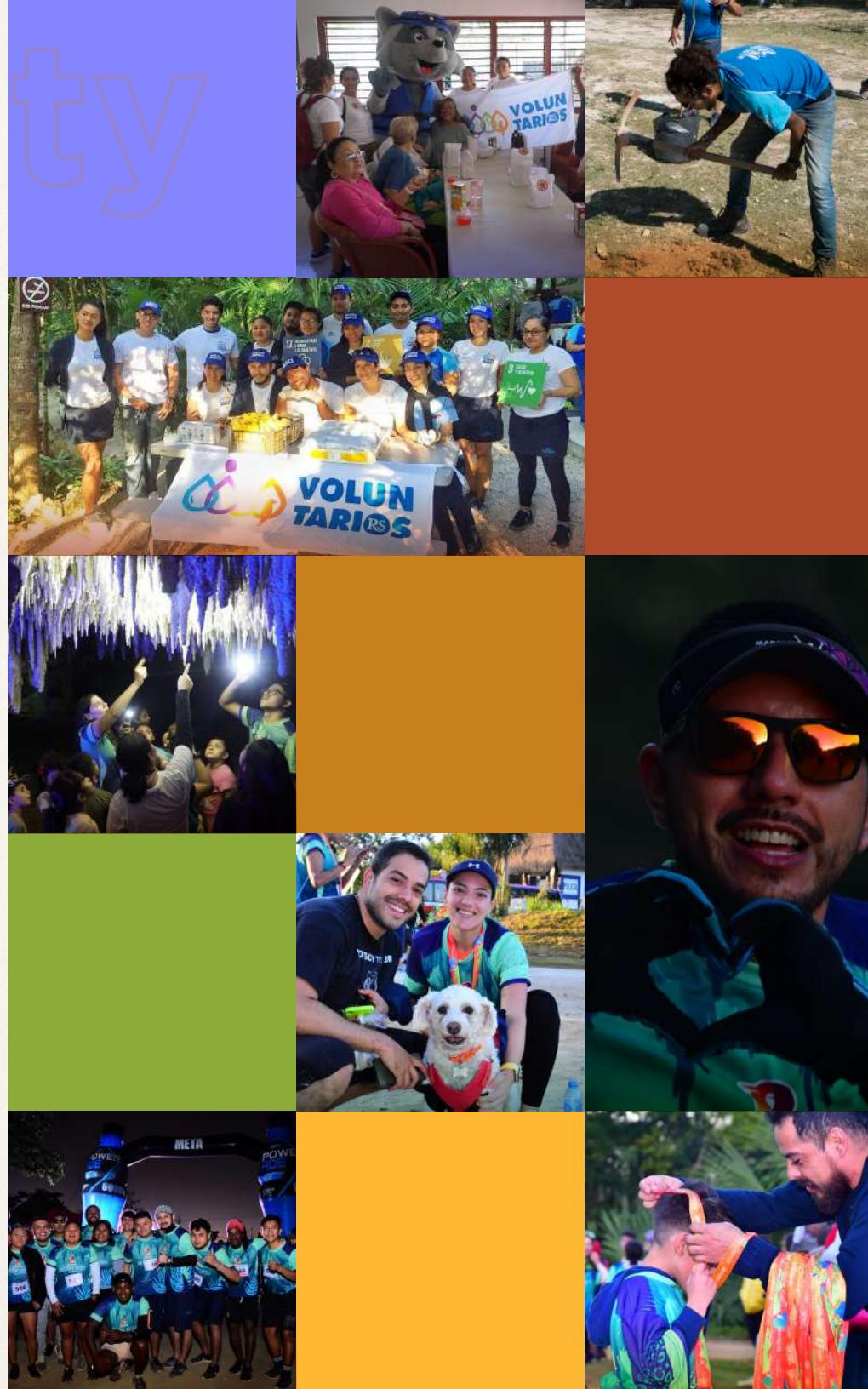
# Community

## Volunteers

Since 2017, our Rio Secreto Volunteers program, participates in actions that serve the community and promote values that contribute to form better citizens. The objective is to put into practice leadership and teamwork skills. Thanks to this program, we have carried out different initiatives, with which it has been possible to give back to the community, with the same affection and commitment with which it has hosted us, as well as contribute to the fulfillment of the 17 Sustainable Development Goals, proposed by the UN..

## Race

Every year we had the Rio Secreto Race where the objective is not only to run, but to generate a family atmosphere and promote sports with our employees, friends and community. Everyone can participate in this activity! Regardless of age or abilities; you can walk, jog, run with a stroller, wheelchair and even pets, because the important thing is to finish..



# Recognitions and certifications

**National Geographic.** NatGeo LATAM chose us as a filming and research site for the series “Mysteries of the Underworld” as well as being in their top 10 family activities..

**Distintivo S.** The Ministry of Tourism endorses our tours with the seal of guarantee of Sustainability..

Rio Secreto has been awarded and listed as **one of the 100 must-see experiences in Mexico**.

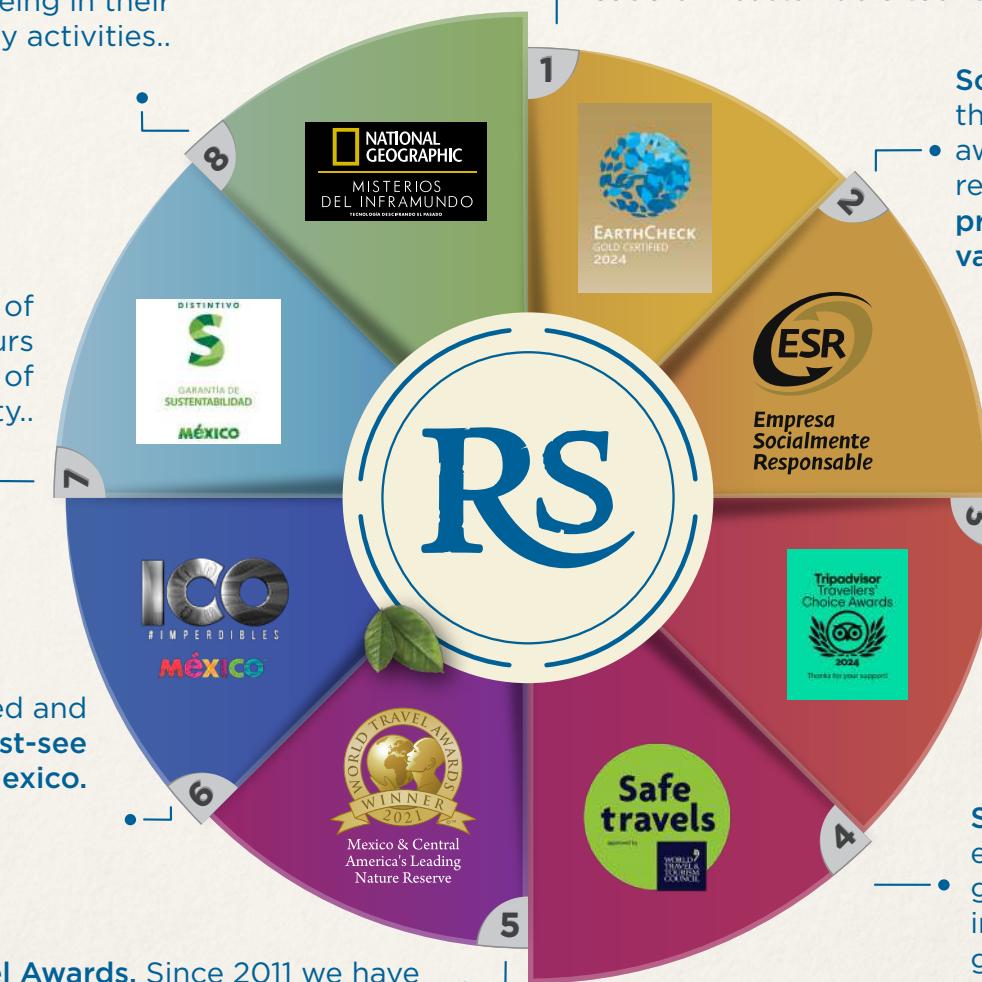
**World Travel Awards.** Since 2011 we have been recognized as the best Nature Reserve in Mexico and Central America by the World Travel Awards.

**EarthCheck Gold Certified.** In 2023 and for the 6th consecutive year we are certified with the EarthCheck gold level, which rectifies us as world leaders in sustainable tourism.

**Socially Responsible Company.** For the 6th consecutive year, CEMEFI awarded us the ESR Distinction, recognizing us as a **company that promotes Social Responsibility in its value chain**.

**TripAdvisor Travelers' Choice.** Recognition in the Travelers' Choice Awards 2024 as one of the top 10% of attractions worldwide.

**Safe Travels.** Certification for ensuring compliance with the guidelines and norms dictated by international organizations in global health standards and protocols.





Río Secreto

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-MÁRQUIL  
NATURAL-  
RÍO SECRETO®