

FACT SHEET

XOXiMiLCO
CANCÚN

A UNIQUE SALES PROPOSITION

Come celebrate the opening of Xoximilco, a highlight from Mexico City which has arrived in Cancun. A truly unique floating journey on a colorful Mexican Gondola called Trajinera, a big Mexican celebration accompanied by lovable gondoliers, real mariachis and traditional LIVE music. Get ready for a night of fun; make a lot of noise, play traditional games, drink tequila and enjoy authentic Mexican food. Enjoy these memorable moments with your family and friends.

B SALES PROMISE

MAINSTAYS OF COMMUNICATION	SPHERE VALUE	PS NORTH AMERICANS
Essence of the product	Refers to attributes the product covers.	A compelling proposal that can attract customers to our brand.
Party	Mexican Party	Party like a local in a big Mexican celebration
	Dynamics of coexistence	Lovable Gondoliers
A Mexican tradition in Cancun	Ride on board trajineras	A Truly Unique Mexican Gondola Ride
	Tribute to Xochimilco	A Highlight from Mexico City has come to Cancun
	New attraction in Cancun	
Mexico's Heritage	Live Mexican music	Real Mariachis and Traditional LIVE music.
	Dinner with authentic Mexican dishes	Authentic Mexican food
	Unlimited tequila, beer, water and soft drinks	
Service	Customized service	Big Fun night, for couples, friends and family





C OUR MISSION

To guarantee the scope of Experiencias Xcaret Group by continually maximizing our value in the journey we are in.

D OUR VISION

To be unique in sustainable tourist entertainment

E OUR VALUES

Creativity
Profitability
Integrity

Congruency
Honesty
A Spirit of Service

Commitment
Equality
Social responsibility

1 GENERAL INFORMATION

Opening date	December 16th, 2013
Beginning of the project	January 2013
Extension	141 acres (36% jungle, 28% canals, 35% walkways and service areas)
Length of the canals	4.6 mi
Extension sailed on the trajineras	1.5 mi
Visitors contemplated for the first year	86,000
Distance from Cancun	3.1 mi
Jobs during the construction stage	520
Direct jobs	200
Indirect jobs	800
Initial investment	222,000,000 MXN

2 DESCRIPTION OF THE EXPERIENCE

A magical dinner beneath the stars

This magical place with an ambiance of fiesta, music and tradition captures the imagination of everyone who visits by conjuring up memories of Mexico in its golden age. This is a place where past and present mingle among the celebrations, friends, romance, nature and flavors that make this country unique. Decorated with motifs from the 32 States of Mexico, the famous trajineras, that were once used for transporting flowers, fruits and vegetables grown in floating gardens, have become a means of transportation and a cause of joy for all those who come to Xoximilco searching for a unique moment they can only experience here in Cancun, in a modern version of the legendary cruise through the canals, with the colors and the charm of those magical moments we hold dear. A true Mexican fiesta, flowers, the songs of our land, soul food; an encounter with another era is possible today in this new oh so Mexican attraction.

2.1 LOCATION

Located 5 minutes From Cancun's International Airport and Moon Palace hotel, 15 minutes from Puerto Morelos, 20 from Cancun and 35 from Playa del Carmen in km 338 of the Cancun – Chetumal Highway.

2.2 SPECIFICATIONS

- Capacity for 800 people
- 40 trajineras; each one a perfect host representing the best of every state
- 20 visitors per trajinera
- Reservation recommended before your visit



2.3 ABOUT XOXIMILCO

This is an attraction that you can get to very easily:

- Through a Tour you can purchase with your travel agency's sales representative or in the internet.
- If you decide to come on your own you must book previous to your visit in order to guarantee a place by calling the contact numbers.
- This is a tour for the whole family with children aged 5 and older
- The Moon Palace Hotel offers a transfer from the Hotel to Xoximilco.

2.4 SCHEDULES

- Open Monday through Saturday all year round
- The first trajinera will depart at 6:30 and 7:30 p.m., Pick up at your hotel starts at 5:00 p.m.
- The duration of the Xoximilco tour is 3 hours approximately

TRANSFER TIME

From:	Moon Palace Hotel – 5 minutes
Cancun – 20 minutes	Puerto Morelos – 15 minutes
Airport – 5 minutes	Playa del Carmen – 35 minutes

2.5 PRODUCT

A beautiful group of canals are traversed at night on board colorful and picturesque trajineras, an original and fun way to share an enjoyable moment with friends and family with more than 20 Mexican culinary delights and always accompanied by a mariachi or other traditional live music ensembles; a truly Mexican fiesta.



2.6 THE EXPERIENCE

- Welcome to an ambiance of celebration, where straight faces must be left behind and one can get a glimpse of the festive mood of Mexico.
- 20 visitors on board a trajinera will cruise the canals of Xoximilco guided by a host. Our guests will also always be accompanied by a guide that will be at their service during this celebration and narrate legends of Mexico.
- At different moments during the tour, small canoe-like boats called chalupas carrying food will approach the trajineras (3).
- Also during the Tour, chalupas bringing musicians will approach the trajineras to liven up the mood and bring cheer to the guests on board.
- There will be a 10 minute stop in the middle of the Tour to use the rest area.
- At the end visitors will be able to visit the souvenir shop and purchase photos with the best moments of this unforgettable journey, to then board the vehicle that will take them back to their hotel.

2.7 MUSICAL ENSEMBLES

- Mariachi
- Grupo Jarocho
- Marimba
- Trova Yucateca
- Grupo Bolero



2.8 DINNER

START

Dips (Squash blossoms, huitlacoche -corn smut-, annatto seed, Mayan Pumpkin seed, guacamole) chips and pork grinds, baby crickets and fried silverside

APPETIZERS *

- Oaxaca cheese ball
- Salad with chilacayote and huazontle
- Beef salad
- Chaya roll stuffed with cream cheese
- Vallarta ceviche

FIRST COURSE *

- Chicken in mole sauce
- Chicken tamale
- Cecina cured meat with chorizo sausage
- Shrimp with tamarind sauce
- Mayan style pit pork sandwich
- Mexican Style rice
- Pork in green sauce

SECOND COURSE *

- Corn Flan
- Milk caramel
- Coconut sweet
- Pine nut milk fudge
- Amaranth sweet
- Wafers
- Oaxaca milled chocolate
- Honey and sesame seed sweets
- Pecan nut sweet

*Full menu of tasting dishes

MENU FOR CHILDREN

- Macaroni and cheese
- Chicken breast rolls stuffed with ham and cheese accompanied with stuffed with ham and cheese potato.

OPTIONAL MENU FOR VEGETARIANS

- Fried maize cuitlacoche and pumpkin pancake
- Peppers with cheese
- Asparagus
- Mexican rice
- Vegetables Pie
- Garlic mushrooms wrapped in hoja santa
- Beans Mole

DRINKS

Fresh fruit flavored beverages / Beer / Tequila / Sodas



- Admission \$89 USD / \$44.50 USD
- Moon Palace shuttle \$99 USD / \$49.50 USD
- Xoximilco Tour from Cancun or Riviera Maya \$119 USD / \$59.50

* Prices are subject to change without notice.

Xoximilco will be included as part of the different packages offered by Experiencias Xcaret (Parks or Tours).

Xperience

(Parks)

Xcaret / Xel-Há / Xplor / Xplor Fuego / Xoximilco

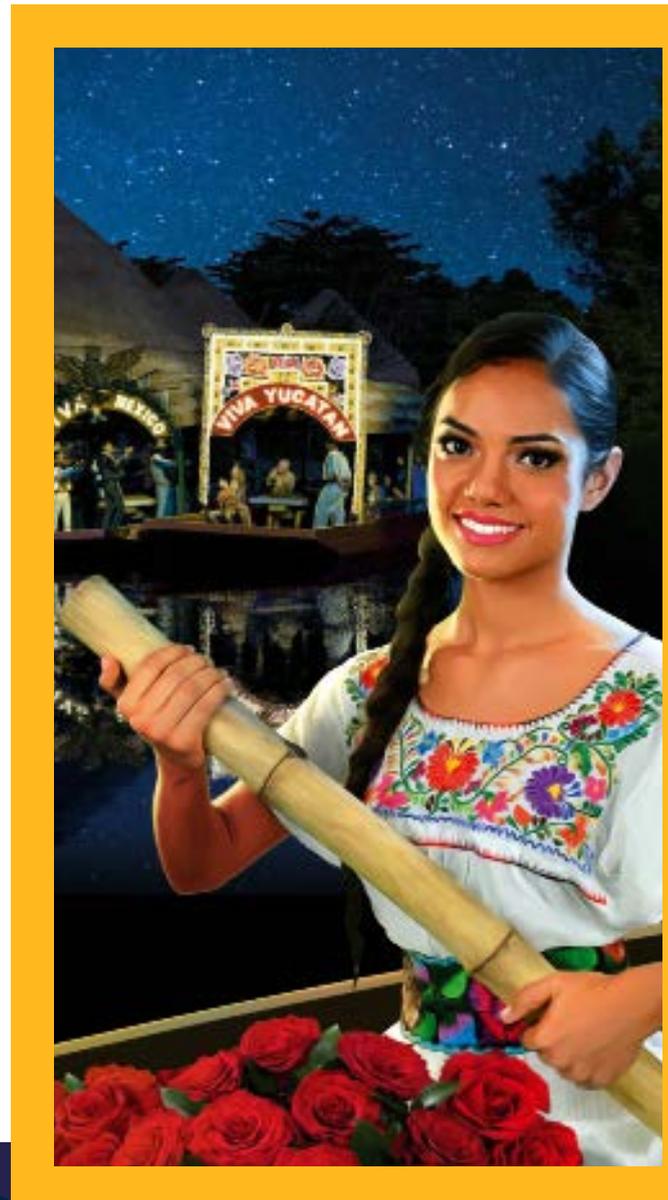
- 2 Parks 15% discount
- 3 Parks 20% discount
- 4 Parks or more 25% discount

Top Tours

Park Tours

Xichén / Cobá / Xenotes / Delfines

- 2 Experiences \$239 / \$119.50
- 3 Experiences \$339 / \$169.50
- 4 Experiences \$419 / \$209.50



Xochimilco:

A field of flowers or flower-sown lands (from the náhuatl language).

Pértiga / Pole oar:

The oar used by the oarsmen in Xochimilco (and Venice).

Chinampa:

A floating garden with flowers and vegetables. A pre-Hispanic method of agriculture on rafts made with sticks and trunks that with time would become planting fields for vegetables and ornate plants and that, in 1987, would be named part of the World Heritage by UNESCO. The name comes from the náhuatl chinámitl that means "on top of the fence or rod hedge". It is an artificial planting area common in the lake areas constructed by overlapping trunks to make a structure and then covering it with vegetation and mud found on the bottom of the canals. It is important to plant an ahuejote tree, endemic to Xochimilco, on the edges of the chinampa so it can be used to divide it or anchor it with its roots; thus, through the foliage, the sunrays penetrate perfectly over the planted land. This planting technique allows for water to filter the whole porous subsoil, keeping humidity even. Lettuce, cabbage, chard, rosemary, chamomile, spinach, radish and beets are planted in the chinampa floating gardens.

Chalupa:

A kayak-like vessel used as a means of transportation to navigate the lakes and canals of the Great Tenochtitlan where they were known as "acallis". The type of construction for these vessels depended on the use they would be given. Today only a few vessels like the chalupa, the chalupón or the large and small cayuco canoes (similar to a kayak) are still in use in Xochimilco.

Trajineras:

The first trajineras (a word that in Spanish comes from the word trajinar; to be on the move) were used to transport flowers, fruits and vegetables grown in the chinampa floating gardens. During the rule of Porfirio Diaz in the late 1800's early 1900's the trajineras went through some transformations in order to please the "important people" who began visiting Xochimilco. They were decorated with flower arches and ahuejote branches with flower garlands tied with tule or chacaltule, and placed on the front of the trajinera. Later on, to cover guests from the sun, a roof was created from calico and medium sized woven wooden tule chairs were set up to enjoy the beautiful landscape comfortably. Afterwards, a metal sheet substituted the cloth roof.

With time, the decoration of the trajineras went through further changes; the arch was changed for a façade made by thatching with a wooden frame while today's façades are made with flowers painted over paper mache and paste.

With the passing of time, names began to appear in the front of the trajineras usually to celebrate someone's important date or simply to embellish the name of the fiancée or girlfriend of some "noble gentleman" who would be enjoying the canals on that trajinera.

**Xochimilco:**

From Mexico (Toll Free call)
01-800-841-9488
Cancun (998) 883-3143
Riviera Maya (984) 206-0038
USA (Toll Free) 1-855-326-0698

Groups & Conventions

Ph.: (998) 849 52 59
amaristany@experienciasxcaret.com.mx
grupos@experienciasxcaret.com.mx
www.experienciasxcaret.com/grupos

Online Agencies

01-800-212-8959
(998) 884-1407

US Business Development

Ph.: (998) 881 9700
rmotavelazco@experienciasxcaret.com.mx

Weddings

Tel. & Fax: (984) 871-5385
grodarte@xcaret.com
www.xcaretweddings.com

www.xoximilco.com

Facebook: /Xoximilcocancun

Twitter: @Xoximilcocancun



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