



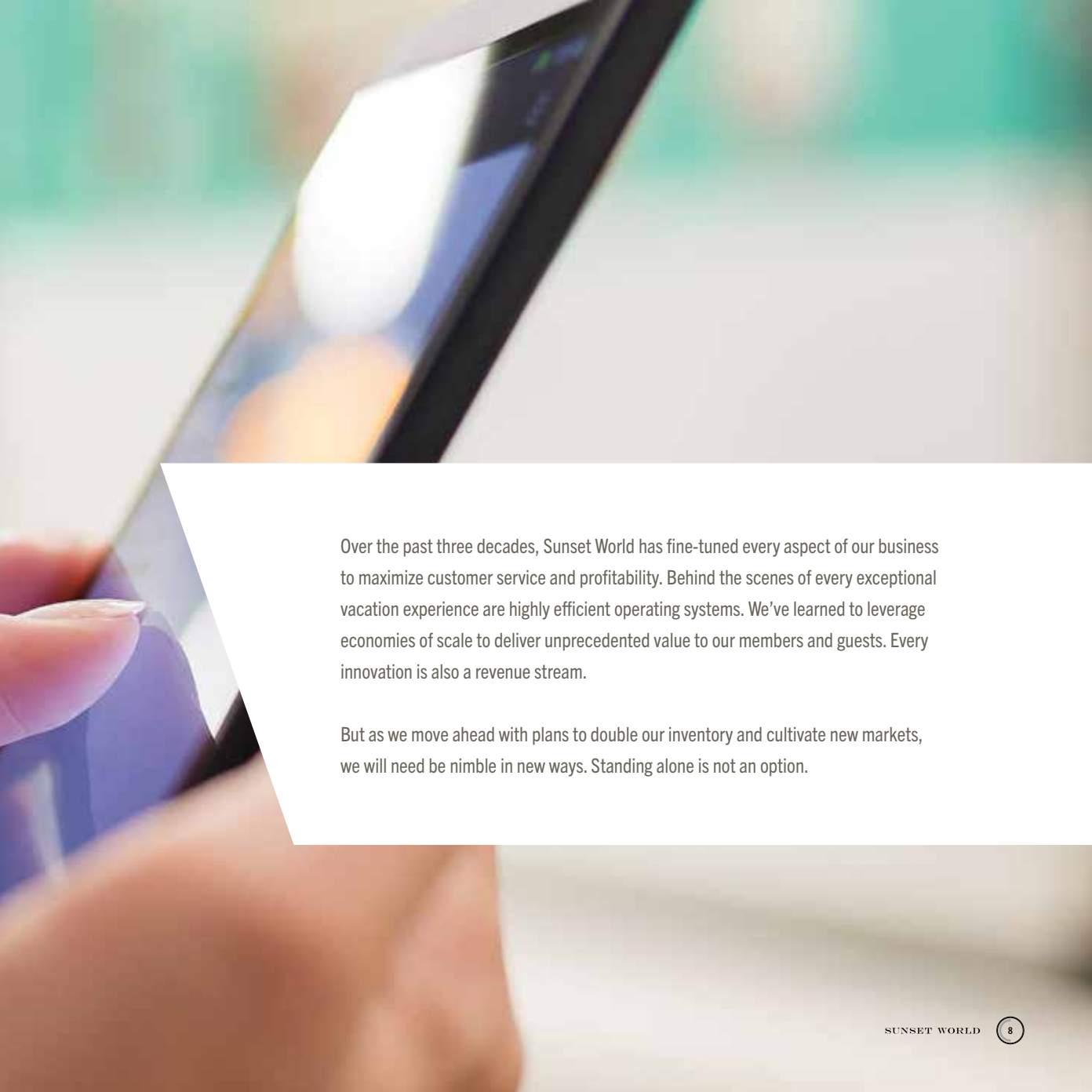


SOARING POTENTIAL

DRIVING REACH AND EXPANSION THROUGH STRATEGIC ALLIANCES
AND PARTNERSHIPS.

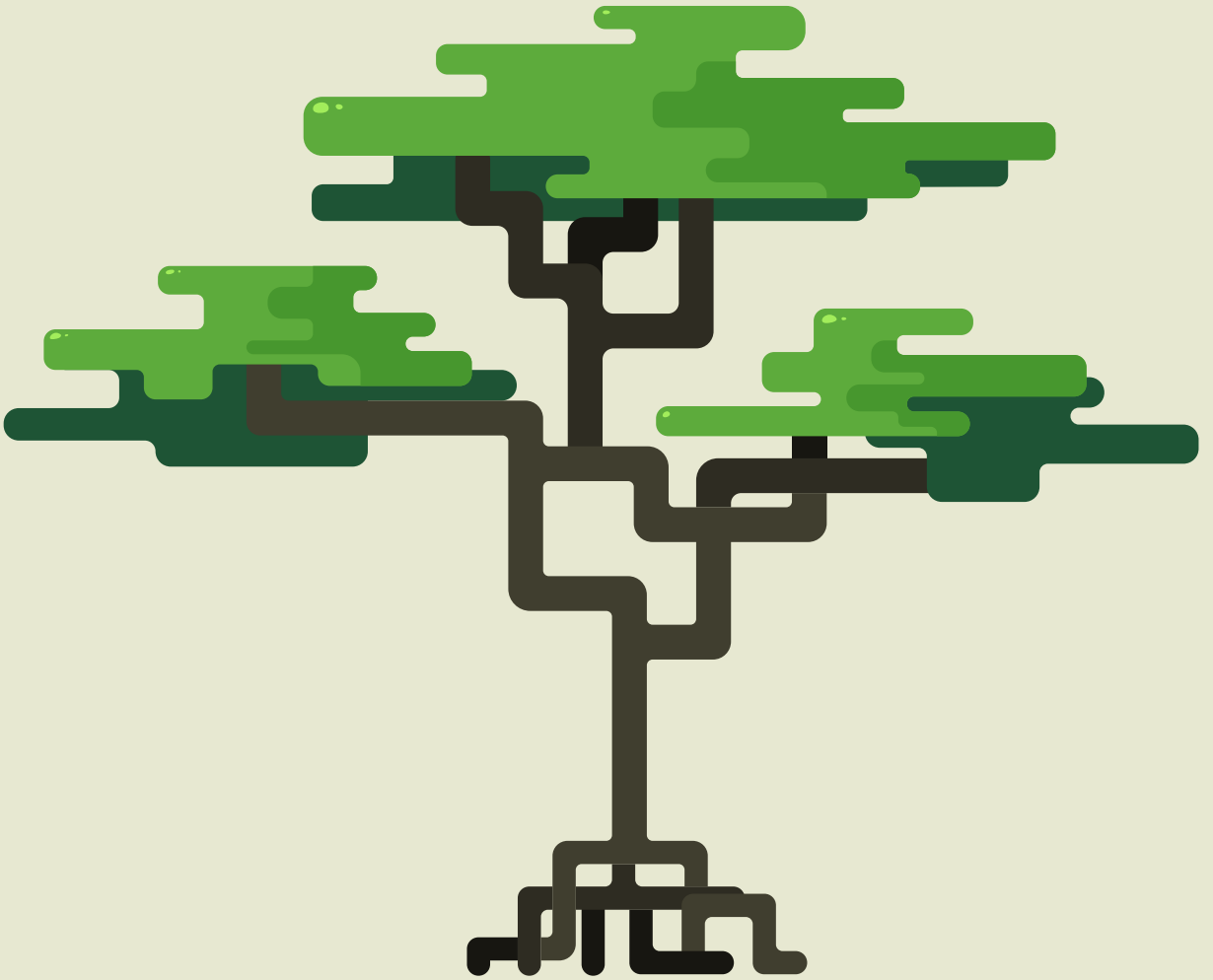


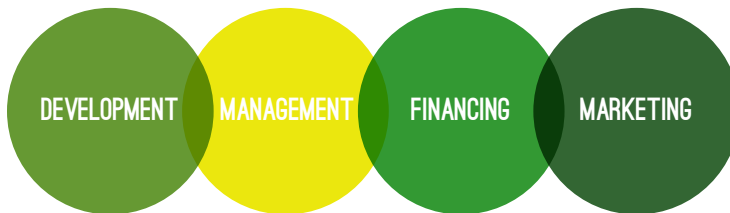
POWERFUL NEW TECHNOLOGY,
EMERGING MARKETS AND
CHANGING DEMOGRAPHICS.



Over the past three decades, Sunset World has fine-tuned every aspect of our business to maximize customer service and profitability. Behind the scenes of every exceptional vacation experience are highly efficient operating systems. We've learned to leverage economies of scale to deliver unprecedented value to our members and guests. Every innovation is also a revenue stream.

But as we move ahead with plans to double our inventory and cultivate new markets, we will need be nimble in new ways. Standing alone is not an option.





EXTENDING OUR RESOURCES


More and more these days, the shape of Sunset World's growth is not only upward, but also outward. Like the Ceiba tree, with its crown of branches radiating in all directions, we are extending our reach through mutually beneficial strategic alliances.

SEEKING PARTNERS IN:

Marketing
Sales
Development
Resort Design
Sales Center Design
Finance
Real Estate



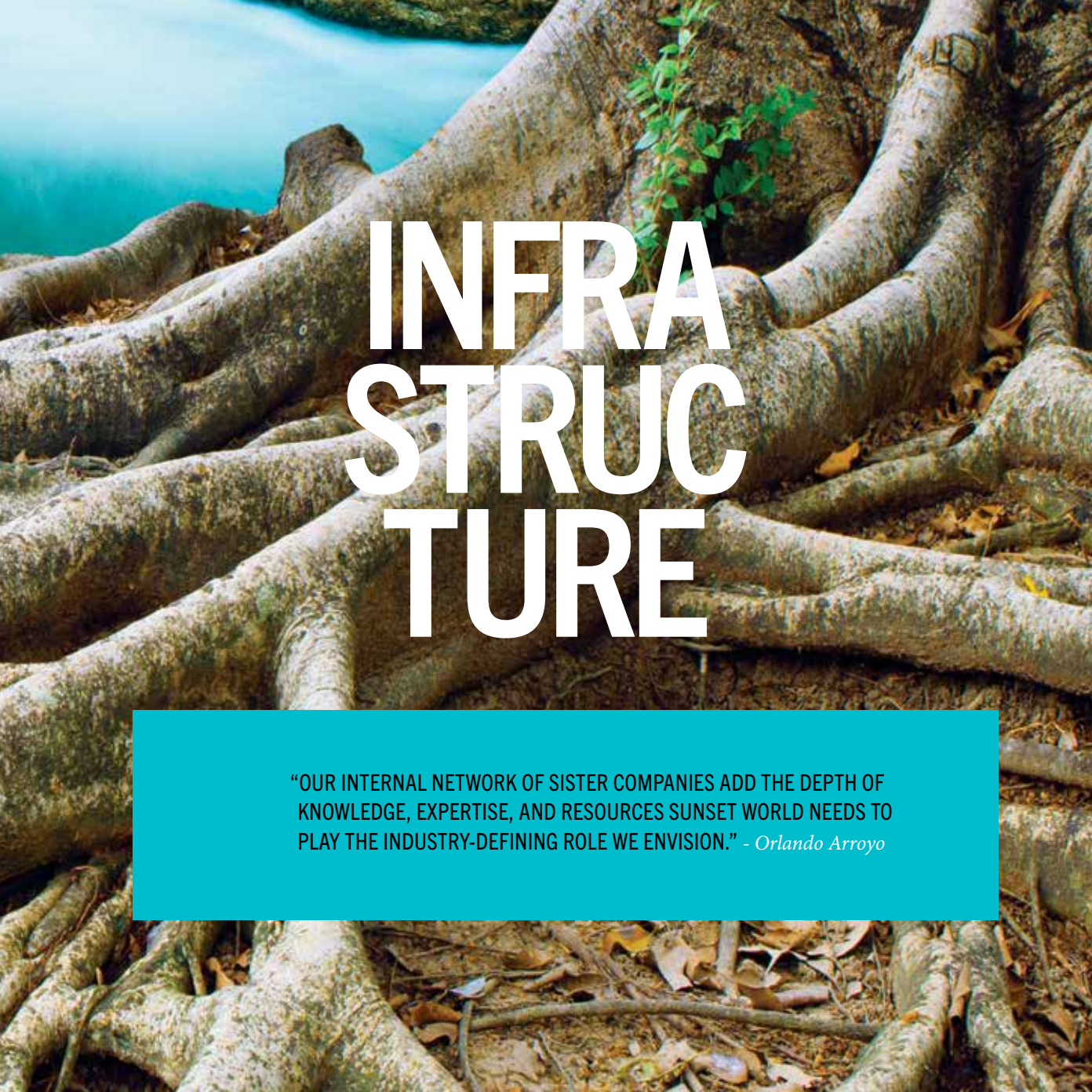
**OUR PROVEN PERFORMANCE IN SALES AND
MARKETING DRIVES TRAFFIC AND FILLS SALES
ROOMS. OUR PARTNERS BENEFIT FROM OUR
INFRASTRUCTURE AND OUR EXPERTISE.**



Under Sunset World's broad corporate canopy, a diverse network of internal companies provides strategic B2B and B2C solutions ensure that we will continue to flourish in the world's most competitive vacation destinations.

By integrating gold-standard practices for lead-generation, social media, online marketing and direct mail, we are able to generate additional revenue with a great degree of predictability of success. Aligned with Sunset World's resorts vacation experiences, these resources are helping us enter new markets and help our partners to operate more efficiently.



A large tree with thick, gnarled roots extending over a body of water. The roots are the central focus, with some showing small plants growing from them. The water is a vibrant turquoise color, and the background is a soft-focus natural setting.

INFRA STRUC TURE

“OUR INTERNAL NETWORK OF SISTER COMPANIES ADD THE DEPTH OF KNOWLEDGE, EXPERTISE, AND RESOURCES SUNSET WORLD NEEDS TO PLAY THE INDUSTRY-DEFINING ROLE WE ENVISION.” - *Orlando Arroyo*



SUNSET WORLD COMPANIES



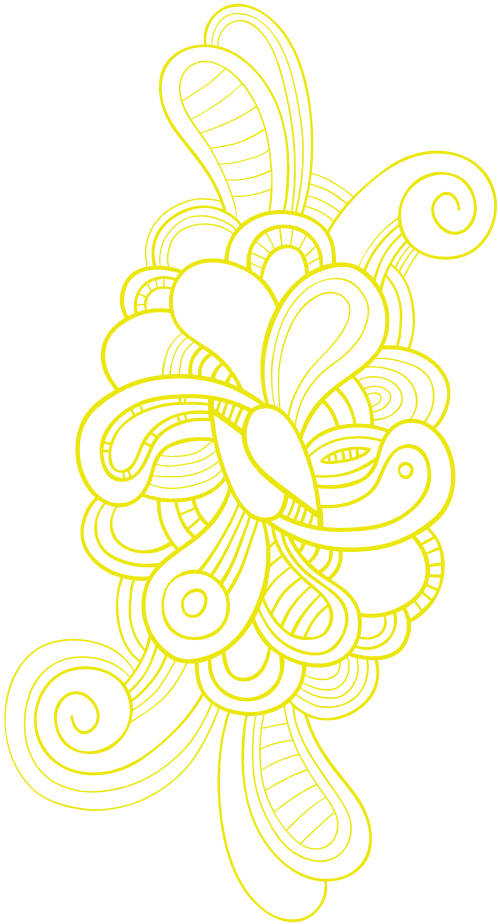
MARKETING SOLUTIONS

A decade ago, our marketing department was a call center with a dialer doing cold calling. Today, Marketing 4 Sunset Group has evolved into a multi-dimensional network of companies that generate the leads we need to attract new markets and grow Club Sunset membership.

1,000,000

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DOLLARS IN SALES





MARKETING

SALES

OPERATIONS



SUNSET WORLD

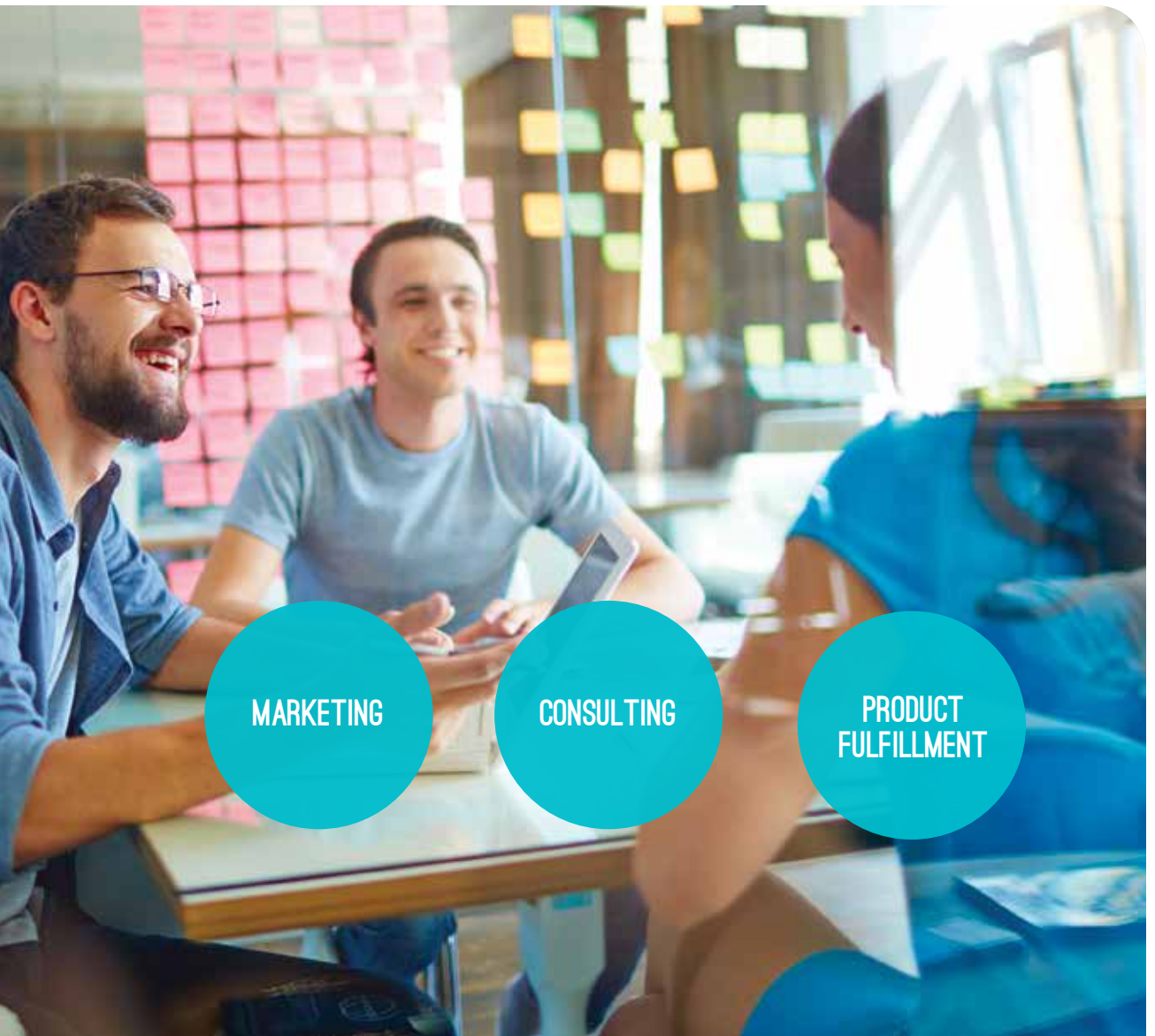
GREAT COMPANIES RUN BY GREAT PEOPLE.



MARKETING 4 SUNSET GROUP

Marketing 4 Sunset Group strategically targets niche markets in North America, Latin America and the United Kingdom through direct marketing efforts such as inbound, outbound, direct mail, e-commerce campaigns, and television.

Our fully bilingual staff uses the latest technology to execute strategic marketing programs, reservations and fulfillment for Sunset World Resorts & Vacation Experiences and the hospitality industry at large. We enhance both internal and external clients' sales and marketing programs with our travel and leisure products.



MARKETING

CONSULTING

PRODUCT
FULFILLMENT

YUCATÁN HOLIDAYS

Yucatán Holidays is a visionary B2B company committed to providing inspiring and sustainable travel experiences throughout the Yucatán Peninsula by selling or donating travel certificates for use in established campaigns by major brands or charitable organizations. For Sunset World, this creative method of distribution casts a wider net in potential lead generation. Here is a sample of partner companies that have worked in conjunction with Yucatán Holidays:

BUSINESS ALLIANCES

Palacio de Hierro
Nivada Swiss Watches
Sam's Club
Costco
Banamex Bank
Santander Bank
Rovia Travel Club
Global Connections

CHARITABLE ORGANIZATIONS

Fundación Pies Descalzos by Shakira
Fundación Rafa Márquez "Fútbol y Corazon, A.C."
Fundación Mi Sangre by Juanes



**PARTNERSHIP
MARKETING**

**LEAD
GENERATION**

**CERTIFICATE
SALES**

MARKETING SOLUTIONS



SUNSET WORLD

SUNSET WORLD E-BUSINESS

Functioning as Sunset World's online advertising agency, Sunset World E-Business develops leading-edge digital marketing strategies for Sunset World and Marketing 4 Sunset Group through online transactions focusing on lead generation.

This group also manages our digital brand reputation, SEO, CEM, CRM and digital inbound marketing.



DIGITAL
STRATEGY

COMMERCE &
MARKETING

REPUTATION
MANAGEMENT

SHARE

México's number one referral program, SHARE makes it easy for Club Sunset members to earn rewards to cover their maintenance fees and other Club Sunset vacation expenses. Members can refer family, friends and acquaintances by providing them vacation certificates to visit and enjoy one of our resort properties. Rewards are earned when referrals attend an on-site presentation and increase in generosity if they become members of our vacation club family.



LOYALTY

REWARDS

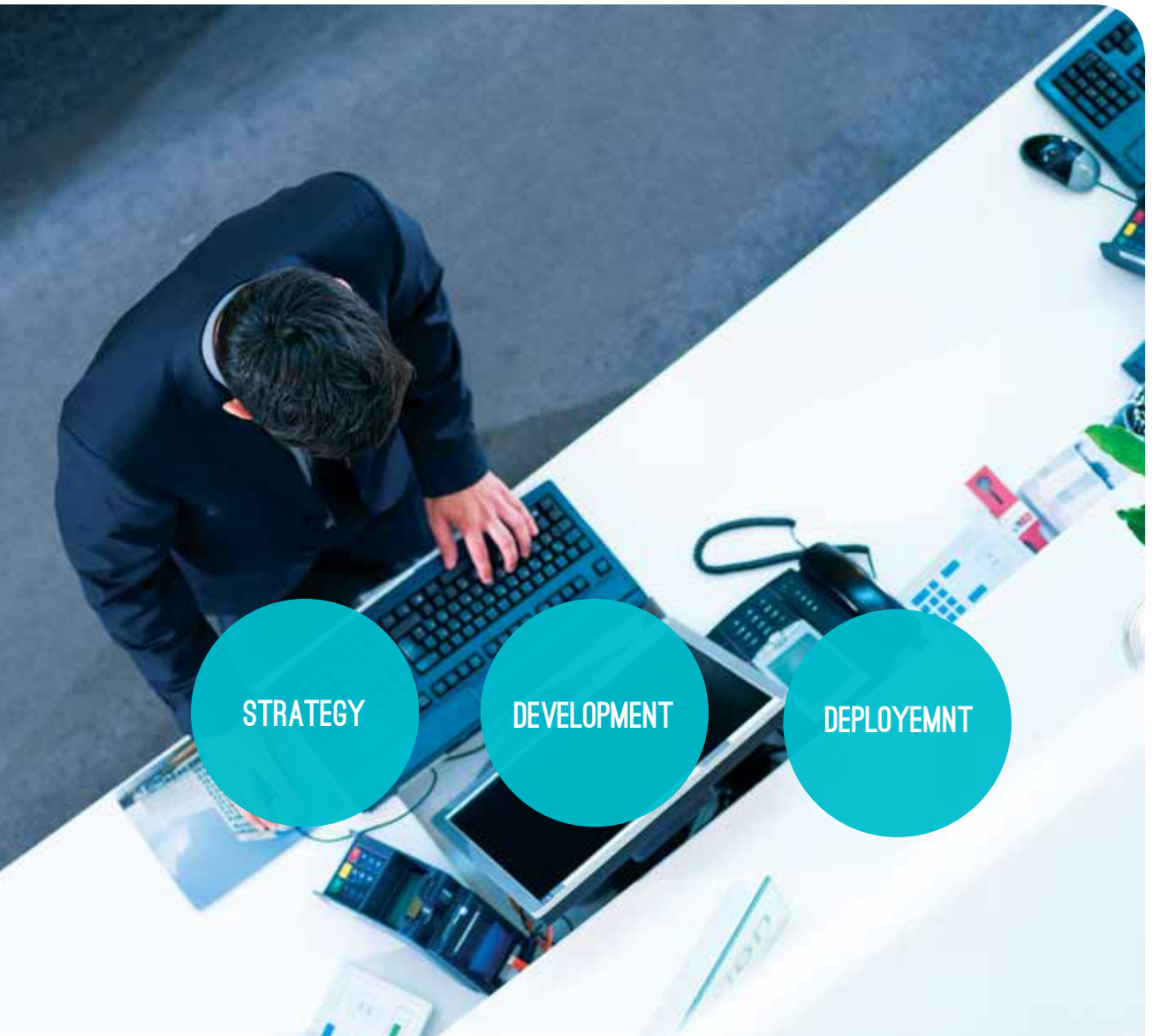
REFERRAL



SUNSET WORLD IT

The Sunset World IT department has custom-developed a robust collection of proprietary technology systems and platforms for Sunset World that have allowed us to lead the hospitality and vacation club industry through detailed Key Performance Indicators (KPI) and business intelligence reporting, operational control and key information delivery to individual business units throughout the group.

Our Property Management System with SAP Backoffice—the backbone of our operations—is fully integrated with Food & Beverage to automatically manage All-Inclusive and European Plans. It also connects the operation and management of Club Sunset membership, our call centers and reservation engines.



STRATEGY

DEVELOPMENT

DEPLOYMENT



IT SERVICES

Sunset World IT also develops custom cross-platform applications—including our referral program, SHARE—that have won awards for their innovative functionality.

Because only a custom solution works for Sunset World, our IT department has the expertise to upgrade and adapt our business systems to keep pace with a changing market. We can also offer this expertise to provide custom solutions to our partners through consulting relationships forged through Sunbay Solutions and Sunset Management Solutions.



INNOVATION

CUSTOMIZATION

EXECUTION



SUNSET WORLD MANAGEMENT SOLUTIONS

Sunset World Management Solutions is responsible for hotel operation consulting and specializes in helping vacation clubs maximize their profitability.

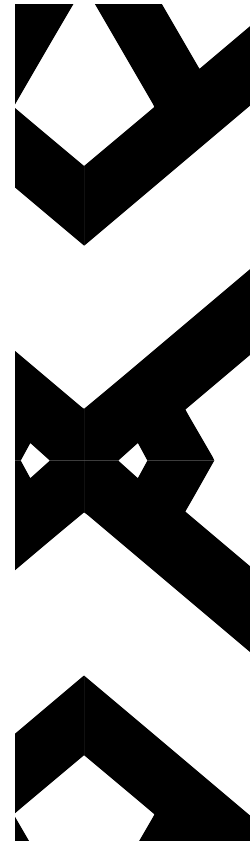
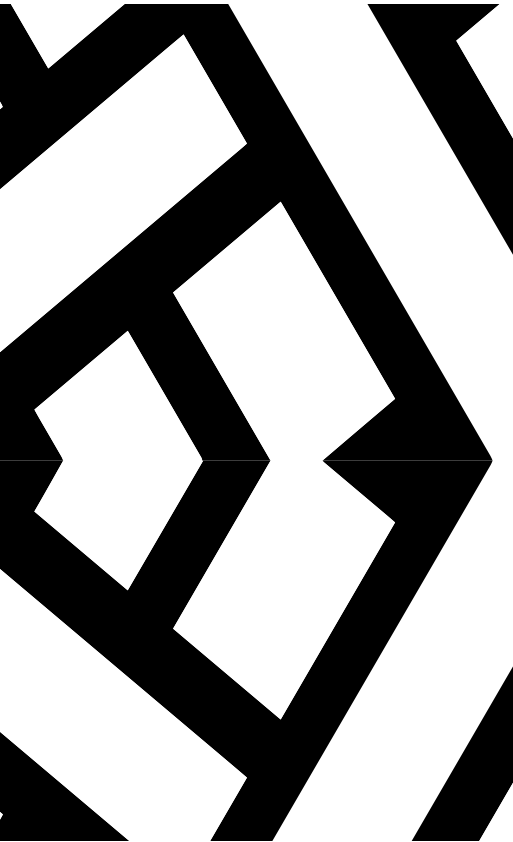
Our system goes beyond the traditional concepts of hotel operation and marketing to integrate the expertise, support and platforms that have made Sunset World Resorts & Vacation Experiences successful. Together with Sunbay Solutions, Sunset World Management Solutions invites Sunset World's business partners to benefit from a strategic alliance based on results and competitive payment schemes in direct relation to the profits generated.



TACTICS

TRAINING

ANALYSIS




EVENTS

In addition to our own depth of experience planning and staging a wide variety of events in Cancun and Riviera Maya, Sunset World hotels are ideal venues for hosting events for other groups ranging from business conferences to sporting events.



A man and a woman are dancing on a beach. The woman is in the foreground, wearing a white and yellow bikini top and a long, white, fringed skirt. Her hair is blowing in the wind. The man is behind her, wearing a white short-sleeved shirt with a leaf pattern, yellow shorts, and sunglasses. They are both smiling and looking at each other. The background shows a clear blue sky with some clouds and the ocean. A teal banner is overlaid on the bottom half of the image.

OVER THE PAST THREE DECADES, WE HAVE FINE-TUNED
EVERY ASPECT OF OUR BUSINESS TO MAXIMIZE
CUSTOMER SERVICE AND PROFITABILITY.



OUR PARTNERS AND PROPRIETARY MANAGEMENT
SYSTEMS BOLSTER OUR ABILITY TO GROW AND
THRIVE IN A DIVERSE AND CONSTANTLY CHANGING
GLOBAL MARKETPLACE.



HARMONY

“COMING TOGETHER IS A BEGINNING, STAYING TOGETHER IS PROGRESS, AND
WORKING TOGETHER IS SUCCESS.” - *Henry Ford*

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