



REGENERA
LUXURY

Redefining luxury



ANNUAL
REPORT
2024

A Message to VISIONARY HOTELIERS

Luxury has the power to transform. Luxury hotels, uniquely positioned at the intersection of indulgence and responsibility, can create lasting positive impacts on destinations, communities, and heritage. We empower hotels and destinations to not just thrive, but regenerate, fostering a better future for people and the planet.

We identified a significant gap in the hospitality industry. While large hotels and resorts have seen the emergence of standardized certifications, boutique hotels and retreats —driven by passionate entrepreneurs— have been often left behind. These unique properties, offering personalized luxury with a commitment to regeneration, deserved a certification that truly recognizes and supports their efforts. This realization inspired us to create something entirely new —the **world's first certification for regenerative luxury hotels and retreats.**

But our journey didn't stop there. In 2024, we updated and upgraded our criteria with our goal of establishing them as the international standard for regenerative luxury hotels.

In 2024, we achieved transformative milestones that underscore our leadership in regenerative hospitality. We expanded our global presence, certified and supported pioneering hotels that exemplify regeneration in action, and launched innovative frameworks to empower underrepresented communities in tourism. Highlights include the establishment of new partnerships with thought leaders in sustainability and the unveiling of key initiatives to elevate regenerative practices across the industry.

We also took a prominent role in shaping the global discourse on regenerative tourism, supporting the movement at critical international forums such as COP29, Fitur or ITB. These platforms enabled us to champion a new vision of luxury—one that harmonizes ecological restoration, cultural enrichment, and economic inclusivity.

About 2025 we are resolute in our mission to boost regeneration and lead through collaboration, innovation, and accountability. Our focus will be on scaling regenerative solutions for hotels and retreats, fostering cross-sector partnerships, and inspiring destinations to adopt practices that go beyond sustainability.

To our members, partners, and supporters: thank you for your unwavering trust and dedication. Together, we are setting a new global standard for luxury, one that leaves the world better than we found it.

Sincerely,

Héctor De Castro

Chairman, Regenera Luxury



2024: A YEAR OF MILESTONES

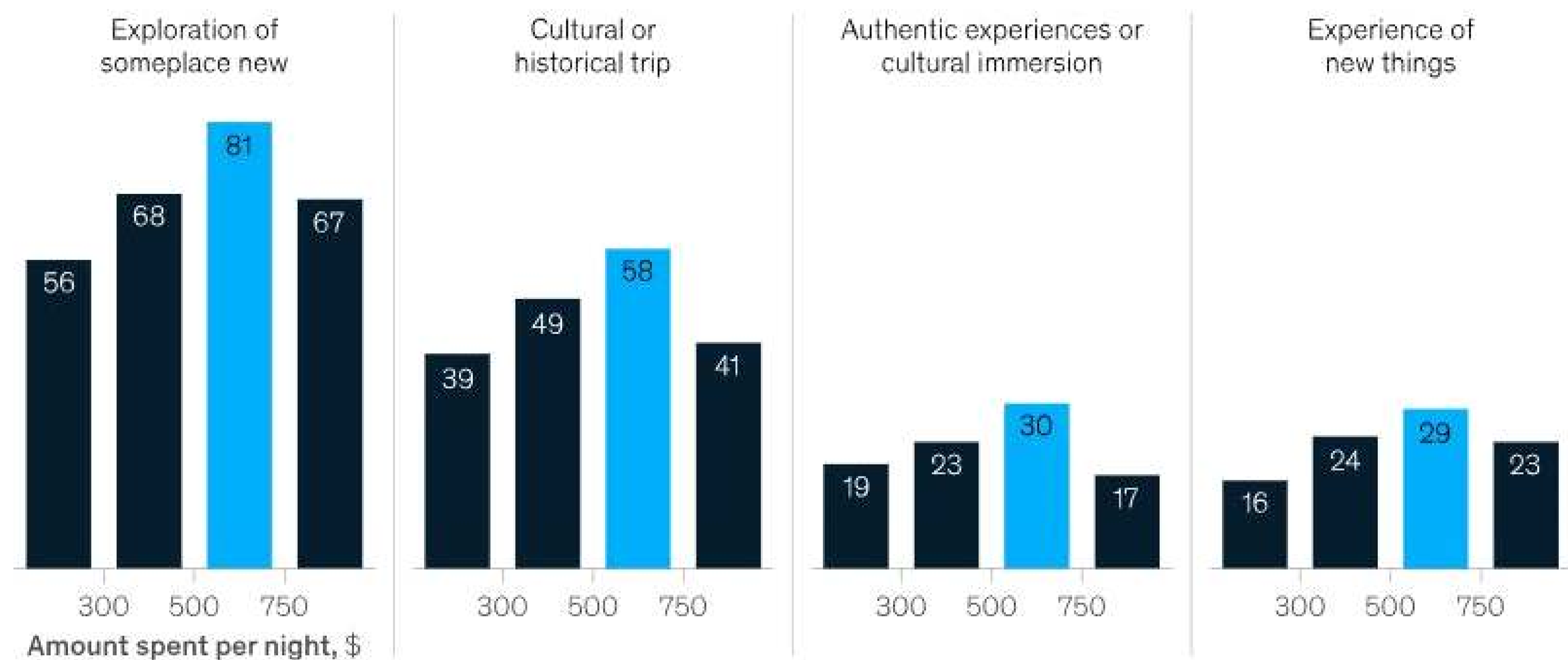
In 2024, Regenera Luxury strengthened its position as the leading global certification for regenerative luxury boutique hotels and retreats. Setting a new benchmark in luxury, Regenera Luxury redefines industry standards by transcending traditional sustainability, championing the regeneration of ecosystems, safeguarding cultural heritage, advancing the circular economy at destinations, and empowering communities. This year marked a turning point in driving meaningful evolution ahead through the power shared values, community growth and actions.

Key Highlights:

- Our global community connects across **40+ countries**, engaging **26,000 members** through our forum, **9,000 newsletter subscribers**, and **50,000 followers** on social media.
- The **REGENERA LUXURY team** operates in 15 countries, including **Spain, Mexico, Costa Rica, Colombia, Honduras, Panama, Sweden, Croatia, Hungary, Saudi Arabia, the Emirates, India, Nepal, Bangladesh, and Singapore.**
- **An 85.71% growth in employees:** Starting 2023 with 14 team members, we closed the year with 26.
- We value balance, with our international team consisting of **54% men and 46% women.**
- **Comprehensive KPIs:** Regenera Luxury Criteria were upgraded to include now over 300 measurable indicators spanning environmental, social, and cultural regeneration, setting our certification apart. Hotels must demonstrate verifiable impact across these dimensions.
- **Program Launches:** Six strategic programs were launched in 2024 to enhance operational efficiency and guest experiences.
- **Next-Generation Appeal:** With 73% of Gen Z and millennials prioritizing eco-friendly and socially responsible travel options (Booking.com, 2024), Regenera Luxury-certified or consulted hotels meet this demand by delivering purpose-driven experiences. These properties reported a 15% higher occupancy rate and about a 20% growth in direct bookings.
- **Economic Impact:** Hotels report a **25% reduction in operational costs** through resource optimization and regenerative systems, alongside a **30% increase in guest satisfaction scores.**
- **Accelerated Growth** supported with digital marketing strategies, content creation or social media over **20 hotel brands** located in the Caribbean, Spain, and Southeast Asia that joined any of the Regenera Luxury programs.
- **IT milestones:** upgraded our **corporate ERP** platform to manage an international and multicultural organization. Now we own a dedicated private server to improve efficiency, and partnered with **Auth0, Odoo ERP, Hootsuite, Splunk, Azure (Microsoft), LinkedIn Fundraise, OpenAI, Eventbrite, and Goodstack.**
- **Accreditation Success: 8 partners** achieved Regenera Luxury Partner Accreditation.

WE MOVE AT THE FRONT OF THE MARKET. 15 KEY FINDINGS:

Motivations for leisure travel, by amount spent per night, % of respondents

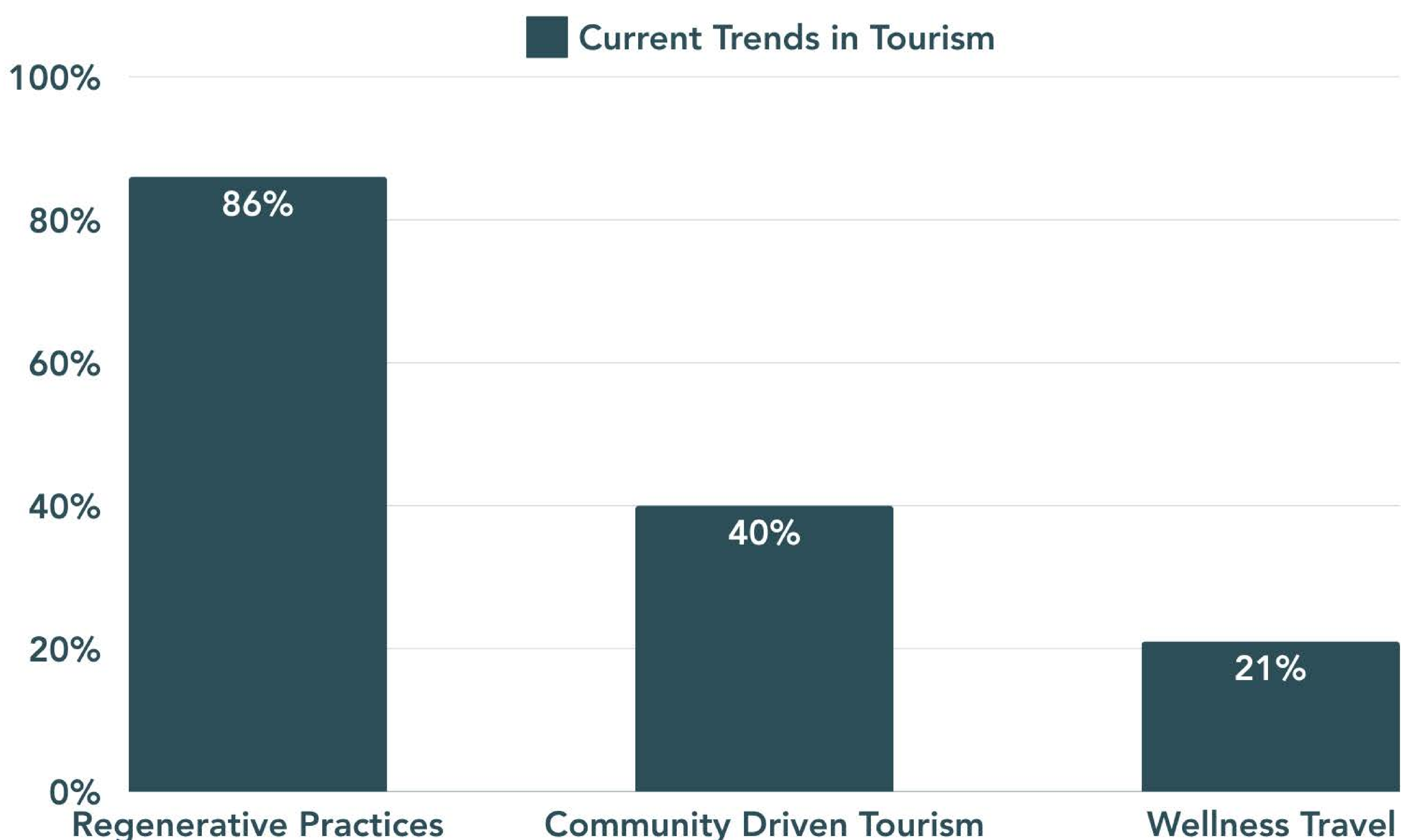


Note: Aspiring luxury traveler spends \$500–\$749 per night.
Source: McKinsey State of Tourism Survey, 5,061 travelers, Feb 27–Mar 11, 2024

McKinsey & Company

- Tourism Demand Shift:** Younger generations, such as millennials and Gen Z, are driving demand for regenerative tourism experiences. Reports by Skift Research and Regenera Luxury highlight the growing interest in regenerative tourism among travelers, (Skift research, Regenera Luxury).
- Increased Revenue:** Hotels that implement sustainable and regenerative practices can attract a growing segment of eco-conscious travelers, potentially leading to increased revenue. While specific revenue increases vary, the rising demand for sustainable tourism suggests a positive financial impact, (Skift research, Regenera Luxury).
- 86% of global travelers prefer hotels demonstrating regenerative practices, **(WTTC Survey, 2024)**
Properties engaging in community-driven tourism see an average **40% increase in local spending (UNWTO, 2024)**.
- Properties engaging in community-driven tourism see an average **40% increase in local spending (UNWTO, 2024)**.
- Wellness-focused travel, tied to environmental regeneration, is expected to grow by **21% annually through 2030** (Global Wellness Institute).
- Enhanced Guest Satisfaction:** Travelers are increasingly seeking environmentally and socially responsible accommodations. A survey by Booking.com revealed that 86% of global travelers want to travel sustainably, indicating a strong preference for hotels that adopt regenerative practices.
- Biodiversity Enhancement:** Regenerative tourism aims to restore and enhance local ecosystems. For example, rewilding efforts by luxury hotels have led to the restoration of native habitats and increased biodiversity, (Condé Nast Traveler).

8. **Energy Efficiency:** Adopting energy-efficient technologies and renewable energy sources can significantly reduce a hotel's energy consumption. The International Tourism Partnership reports that energy-efficient practices can lead to substantial reductions in energy use (Skift research, Regenera Luxury research).
9. **Water Conservation:** Implementing water-saving measures, such as low-flow fixtures and water recycling systems, can substantially reduce water usage in hotels.
10. **Employee Satisfaction and Retention:** 73% of global travelers prefer to stay in hotels that implement sustainable practices, (World Tourism Organization).
11. **Global Carbon Emissions Reduction:** The tourism industry accounts for a significant portion of global carbon emissions. The UN World Tourism Organization emphasizes the need for coordinated efforts to reduce emissions, with regenerative tourism playing a crucial role in achieving these goals, (UNWTO).
12. **Cultural Preservation:** Regenerative tourism supports the preservation and revitalization of local cultures and traditions, ensuring that tourism contributes positively to cultural heritage. (Emerald)
13. **Economic Resilience:** By focusing on local sourcing and community engagement, regenerative hotels contribute to the economic resilience of their regions, fostering sustainable development.
14. **Improved Health and Well-being:** Engaging in regenerative tourism activities has been linked to enhanced well-being for travelers, as it fosters meaningful connections with nature and communities.
15. **Positive Brand Image:** Hotels adopting regenerative practices enhance their brand image, attracting media attention and gaining a competitive edge in the market.



REGENERA LUXURY Community

Our global community spans
over 40 countries



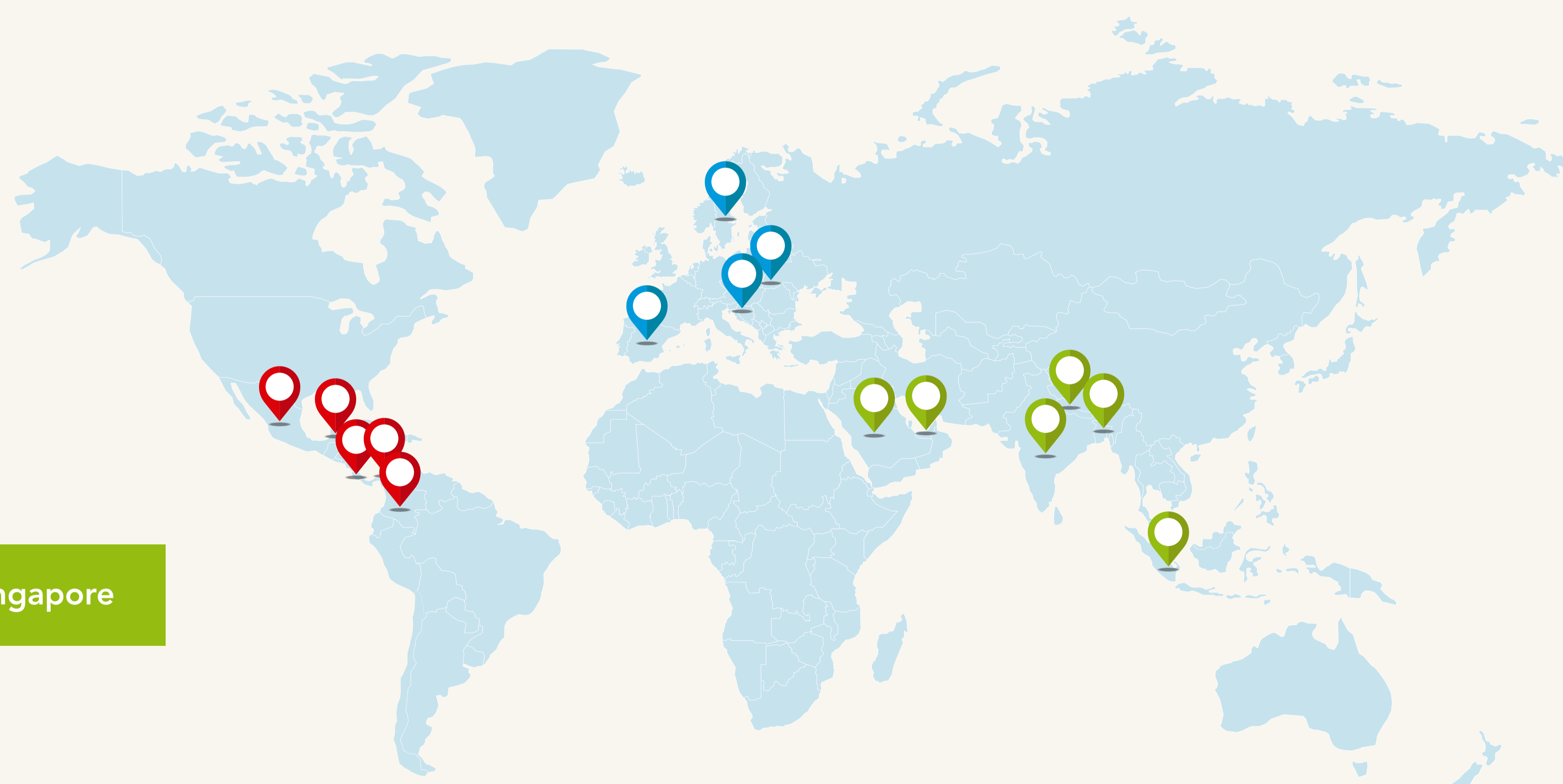
Engaging with
26,000 members
through our forum

9,000 subscribers
via our newsletter



50,000 direct followers
across our social media
platforms

- **REGENERA LUXURY team** is already present in 15 countries, including: **Spain, Mexico, Costa Rica, Colombia, Honduras, Panama, Sweden, Croatia, Hungary, Saudi Arabia, Emirates, India, Nepal, Bangladesh, Singapore.**



Mexico, Costa Rica, Colombia, Honduras, Panama

Spain, Sweden, Croatia, Hungary

Saudi Arabia, India, Nepal, Bangladesh, Emirates, Singapore

ACCELERATED GROWTH

- We have supported with digital marketing strategies, content creation or social media over **13 hotel brands** located in the Caribbean, Spain, and Southeast Asia that joined any of the Regenera Luxury programs.

KARISMA
HOTELS & RESORTS

MM
Villas Flamingos
HOTEL | HOLBOX

Afalaki



MT. PLAISIR ESTATE HOTEL

WAYAK
LAGOON FRONT HOTEL & RESTAURANT
BACALAR

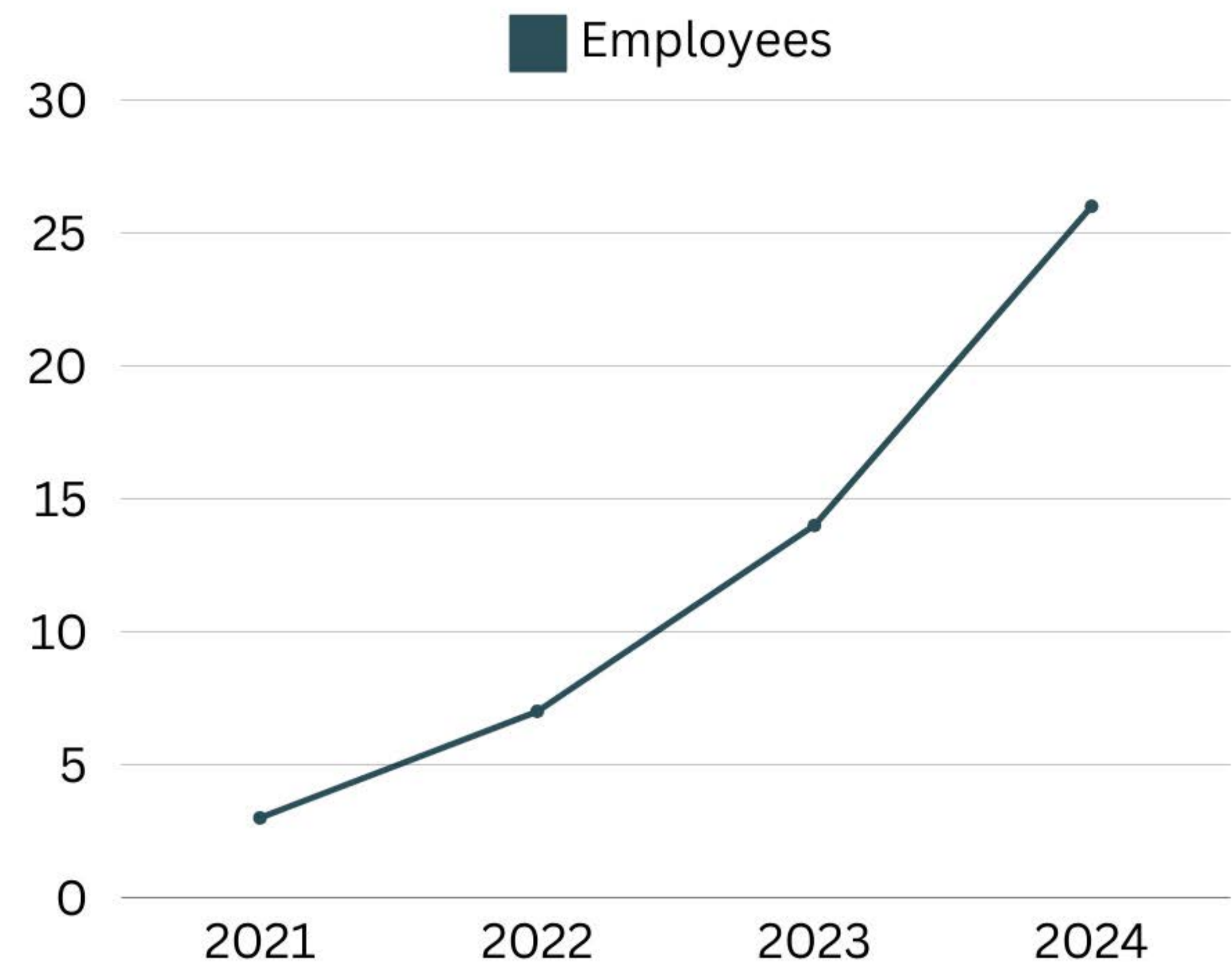
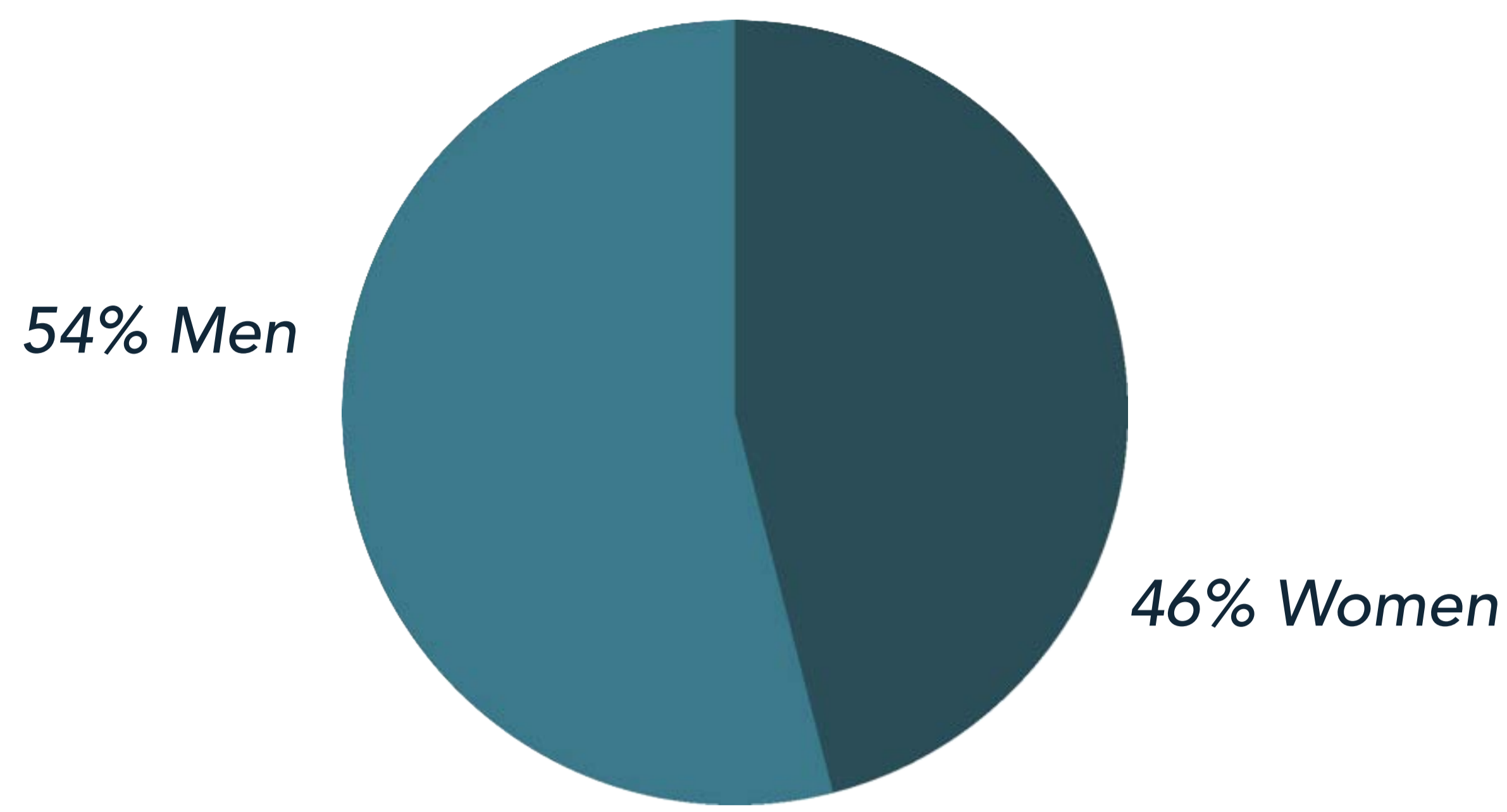
LA ESPERANZA
GRANADA

S O T A
CONCEPTUAL HUMAN SPACE

PUCTÉ 13
EN EL AZUL, ORIGEN



- Employee growth of 85.71%: In 2023, we started with 14 employees and ended the year with 26.
- We promote balance, and our international team is composed of **54% men and 46% women**.



Accreditation Success:

8 partners achieved Regenera Luxury Partner Accreditation.



IT MILESTONES

We upgraded our **corporate ERP** platform to manage an international and multicultural organization. Now we own a dedicated private server to improve efficiency, and partnered with **Auth0, Odoo ERP, Hootsuite, Splunk, Azure (Microsoft), LinkedIn Fundraise, OpenAI, Eventbrite, and Goodstack.**



A nighttime photograph of a campsite. In the foreground, a large, glowing lantern with intricate cutouts is visible. In the background, several tents are pitched, and other lanterns are scattered around. The sky is dark blue with a few stars visible. A large, semi-transparent teal circle is overlaid on the right side of the image, containing white text.

6 STRATEGIC
PROGRAMS
LAUNCHED
IN 2024

Regenera Luxury launched six strategic programs in 2024, each designed to address market needs, support entrepreneurs and destinations, and enhance the regenerative luxury landscape. Below are detailed explanations of these initiatives:

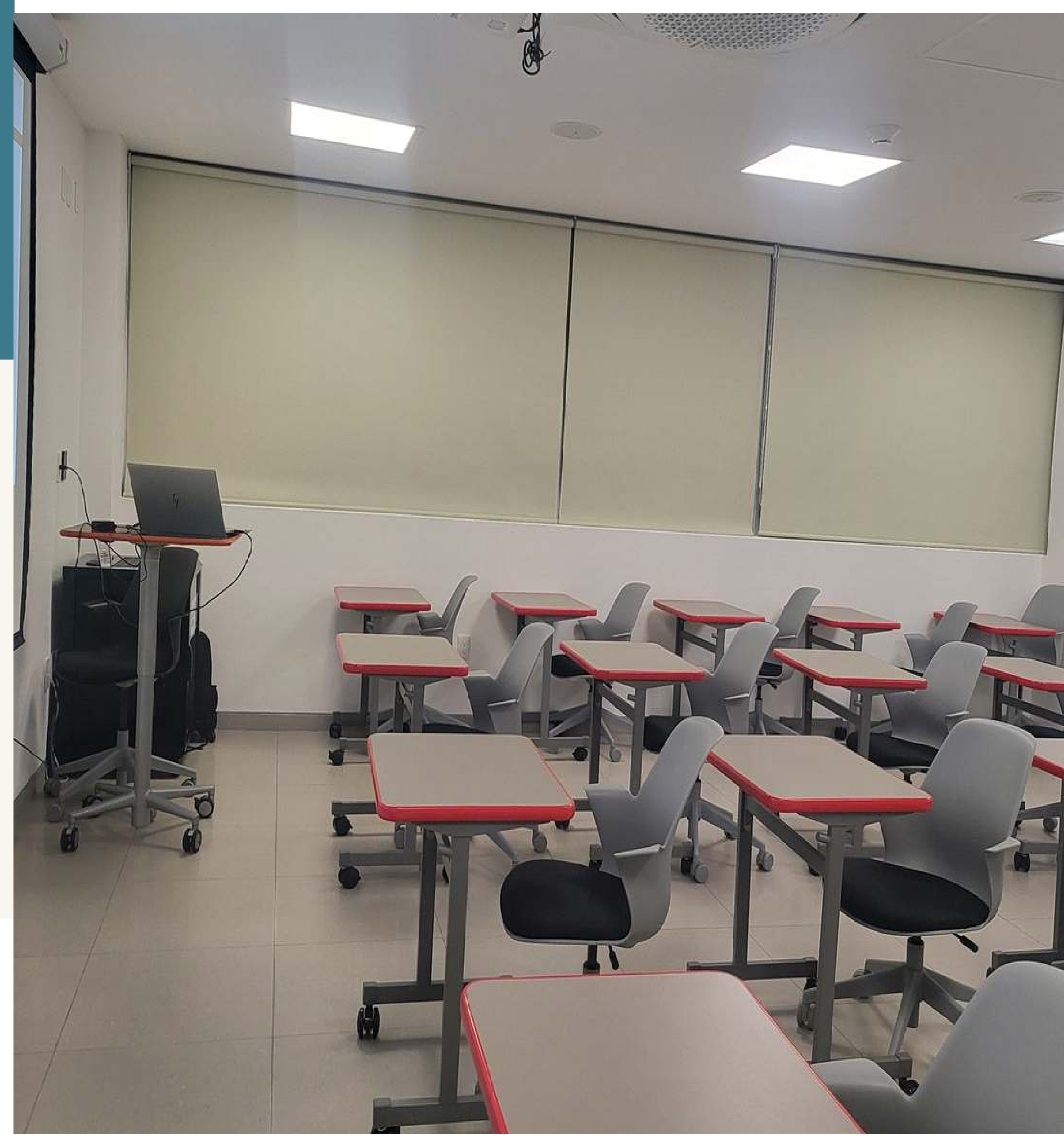
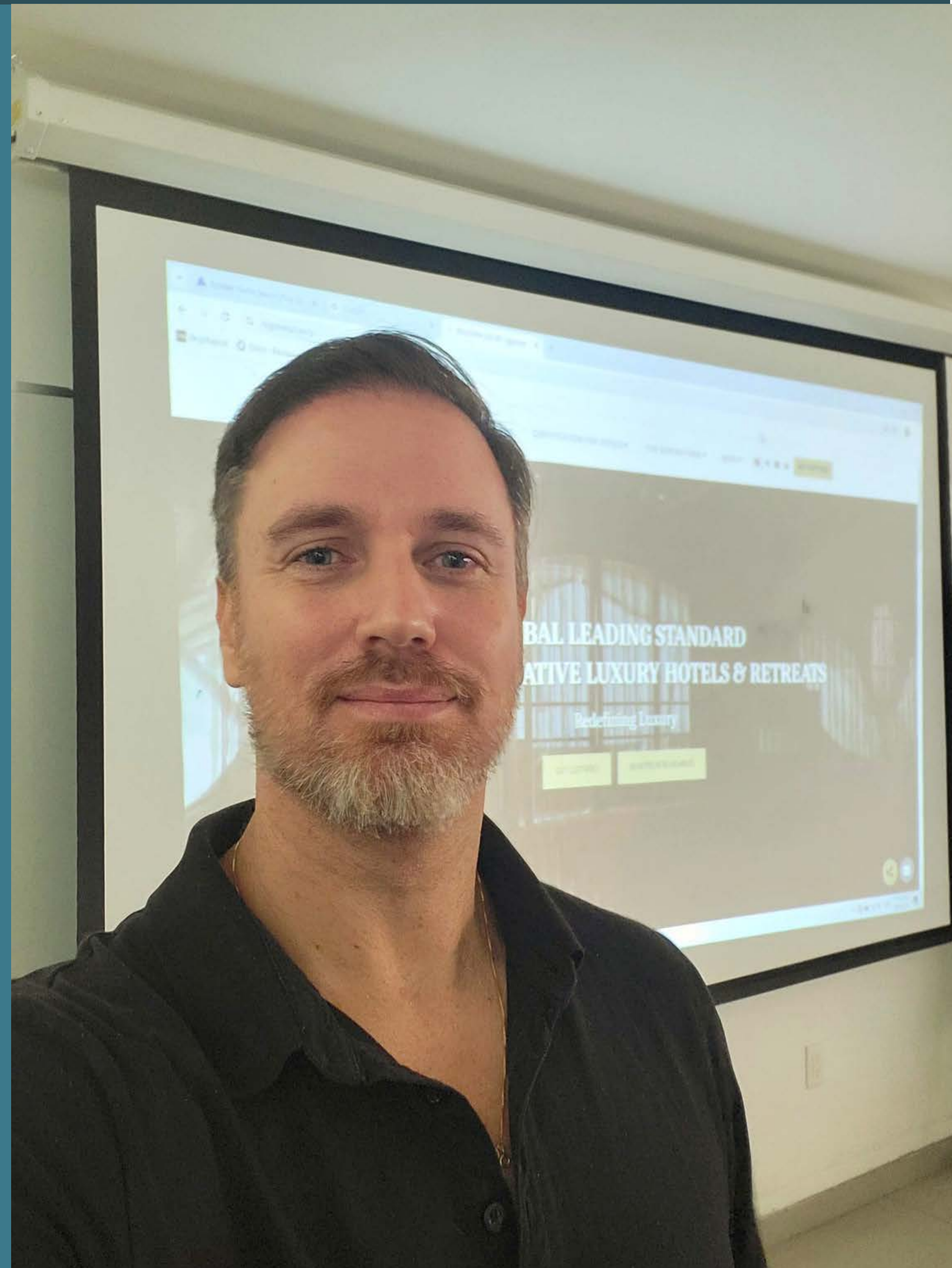
1. REGENERA LUXURY Institute

Objective: Addressing the lack of specialized training for regenerative hotels professionals.

Details: Provided free access to regenerative hospitality manuals, courses, and mentorship. Over 60 participants globally supported in the first year. Partnered with Anahuac University.

Market Need: With 87% of travelers seeking experiences aligned with sustainability (WTTC, 2024), this program bridges the knowledge gap, enabling boutique hotels to align with guest expectations.

Alignment with SDGs: Supports **SDG 4 (Quality Education)** and **SDG 8 (Decent Work and Economic Growth)**.



2. RL Brand Accelerator Program

- **Details:** comprehensive, sponsored 360-degree marketing service designed to empower boutique hotels and retreats in enhancing their international brand visibility. Led by a multidisciplinary team of experts, this program connects properties with conscious luxury travelers, positioning them as leaders in sustainable and regenerative luxury. It ensures clients avoid greenwashing by implementing authentic, marketing strategies. Additionally, clients receive a complimentary one-year membership, giving them access to exclusive resources and ongoing support to foster long-term growth and success.

- **Impact:** Provided bespoke marketing and branding services to 15 boutique hotels, resulting in an 18% increase in visibility across key markets.

- **Alignment with SDGs:** Supports **SDG 9 (Industry, Innovation, and Infrastructure)** and **SDG 12 (Responsible Consumption and Production)**.

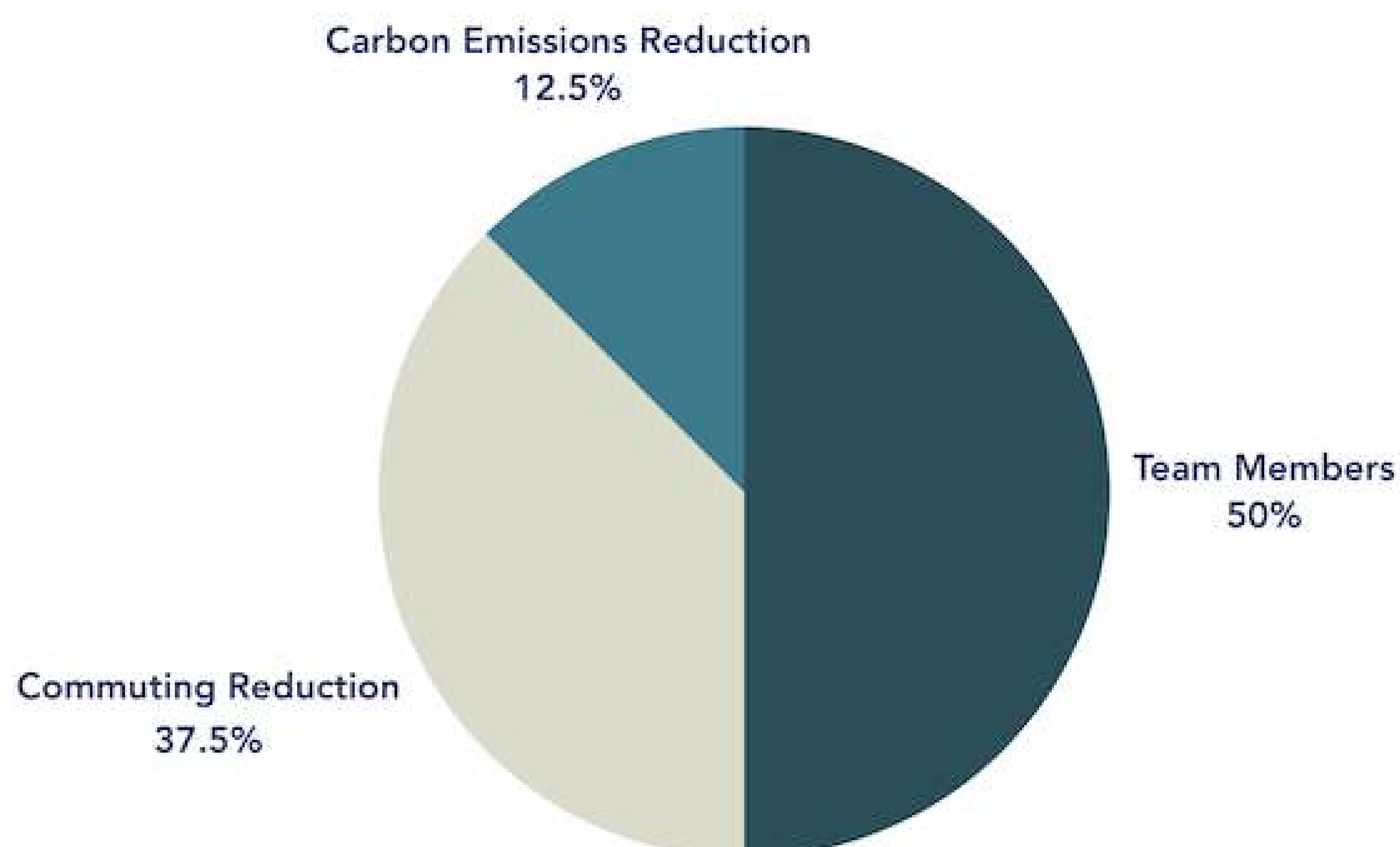


3. RL Life and Work Program

- **Objective:** Balance personal life and work for team members while reducing carbon emissions and logistics.

- **Details:** Encouraged remote work policies and streamlined operational logistics, resulting in a **25% reduction in staff commuting** and **75% reduction in transportation-related carbon footprint** across participants from hotels and RL team.

- **Alignment with SDGs:** Supports **SDG 3 (Good Health and Well-Being)** and **SDG 13 (Climate Action)**.



4. Sponsorships for Destinations

- **Objective:** Strengthen the involvement of indigenous and local communities.
- **Details:** Offered **70% membership sponsorships** for destinations like Ruta de los Cenotes and Bacalar Lagoon in Mexico, or Utrakhand in India, supporting over 50 community members in integrating sustainable and regenerative practices.
- **Alignment with SDGs:** Supports **SDG 10 (Reduced Inequalities)** and **SDG 11 (Sustainable Cities and Communities)**.





5. Regenera Auditor Training Program

- **Objective:** Growing our global network of experienced auditors capable of evaluating regenerative properties.
- **Details:** We reached about 30 auditors worldwide, equipping them with skills to assess and certify regenerative hotels.
- **Alignment with SDGs:** Supports **SDG 12 (Responsible Consumption and Production)** and **SDG 16 (Peace, Justice, and Strong Institutions)**.

A man and a woman are looking at a large map or document in a hallway. The man is holding the map, and the woman is holding a folder. They are both smiling and appear to be in a professional setting.

**DO YOU WANT TO BECOME A
REGENERA LUXURY CERTIFIED
AUDITOR?**

Take the first step in shaping the future of luxury hospitality. Apply now to join the first and only certification for regenerative luxury hotels. Start your journey as a trusted Regenera Luxury auditor and join an elite network of professionals driving regenerative change across the globe.

[Learn more here](#)

Name

Phone

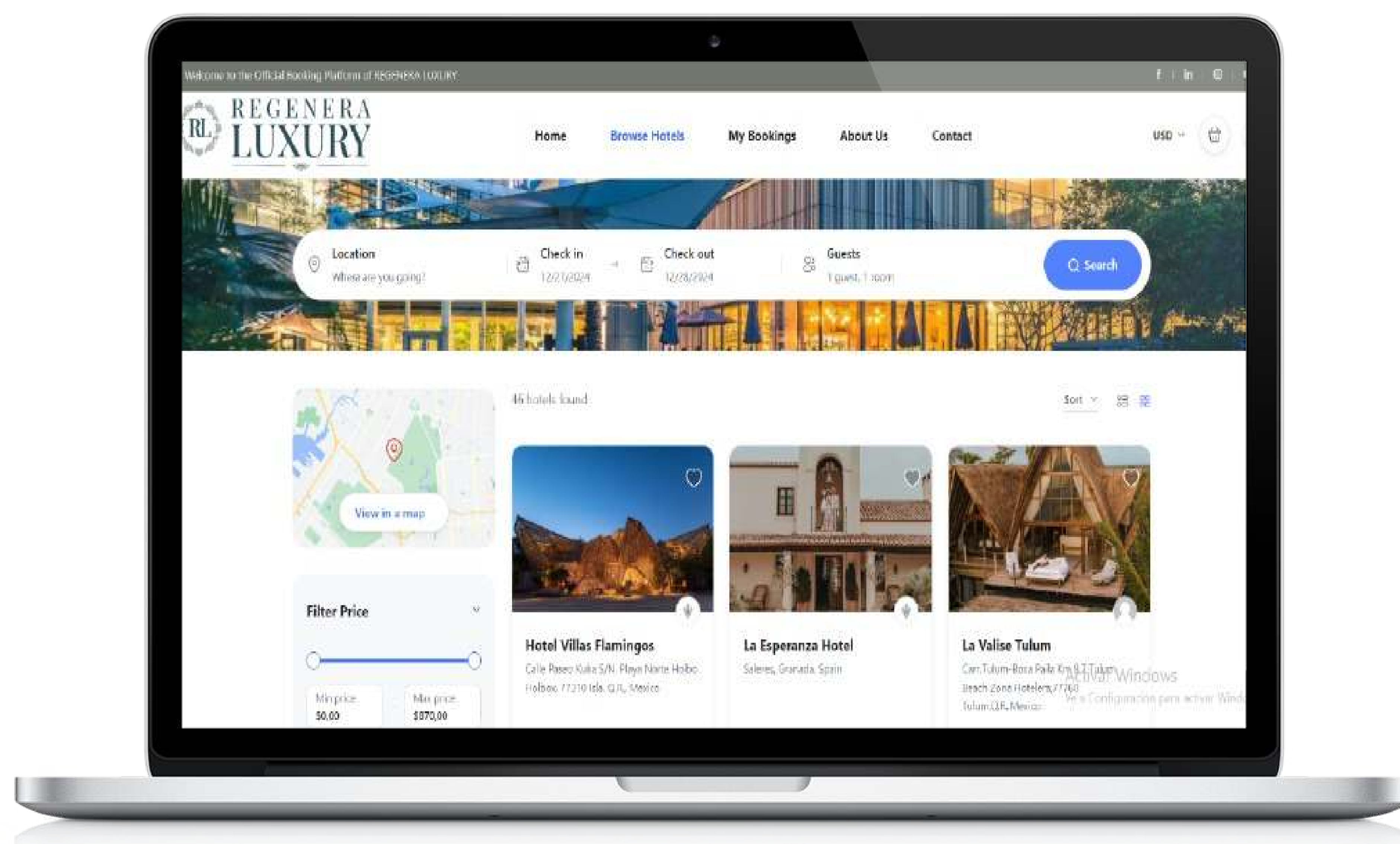
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CONTACT US

6. Regenera Luxury Booking Platform

- **Objective:** Enhance accessibility and visibility for certified properties.
- **Details:** Set to launch in **2025**, this free platform will connect boutique hotels with a global audience seeking regenerative luxury experiences.
- **Alignment with SDGs:** Supports **SDG 9 (Industry, Innovation, and Infrastructure)**.



COLLABORATIONS WITH INDUSTRY LEADERS

This year, we continued our collaboration with **Andrew Gibson**, serving as an auditor and brand ambassador in Sweden. Andrew's extensive expertise includes senior management roles at Six Senses, Mandarin Oriental, Raffles, Fairmont, among others.



We also partnered with **HTTWC Life** and **Dr. Laszlo Puczko** to support the innovative **99 Lighthouse Program**. While developed by HTTWC Life, Regenera Luxury's involvement ensures the program's alignment with our vision for holistic and regenerative hospitality.



Additionally, we have forged a new partnership with **Ms. Erun Khan**, Chairperson of the **Climate Hub Forum**, Ecopreneur at Odyssey, and Senior Fellow at ISDRC-UNSDG's, to advance regenerative tourism in **Pakistan**. This partnership aims to promote local cultural heritage, foster biodiversity restoration, and align with Pakistan's climate resilience goals.



We proudly collaborate with Iván Eskildsen, founder and CEO of OGAYA Travel, and former Minister of Tourism of Panama, to shape a regenerative future for a country renowned for its extraordinary biodiversity. This strategic partnership focuses on implementing initiatives that promote environmental regeneration, empower local communities, and preserve cultural heritage, positioning Panama as a global leader in regenerative luxury tourism. Together, we are paving the way for a sustainable and transformative tourism model.



We are honored to continue our collaboration with Dr. Stroma Cole, professor at the University of Westminster and director of Equality in Tourism. This year, we had the privilege of serving as jury members for the Gender Equality Champion of the Year award, an initiative that celebrates outstanding efforts in advancing gender equality in tourism. We look forward to furthering this partnership, working together to create a more inclusive and equitable future for the global tourism industry.



Mr. Abraham Mendoza

Dean of the Faculty of Tourism at Anáhuac Cancún University. A valued collaborator of REGENERA LUXURY, we continue working together to promote values and create job opportunities for the next generation of hospitality professionals.



Mr. César Tejedor

Wellness expert, CEO, and author of over 15 books. As a partner and brand ambassador, he strengthens our vision for integrating wellness into luxury hospitality.



Mr. Alberto Apostoli

Award-winning wellness architect and CEO of Apostoli Architects in Italy. Our strategic partnership focuses on developing technical projects that promote wellness values within the hotel industry.



Mrs. Pamala Baldwin

CEO of Caribbsearch and YinYan Residences in Antigua. As a strategic partner, she plays a key role in boosting C-level job opportunities and advancing hotel projects aligned with regenerative values.



Rocco Bova

Acclaimed consultant and international hotelier in the luxury segment, Rocco Bova has deeply connected with Mr Hector De Castro and Regenera Luxury's values to boost authentic guest connections and a responsible tourism in Yucatan, Mexico.



Andreas Caprez

As the former General Director of the awarded Azulik Hotel, Andreas is bringing a wealth of knowledge in blending art, nature, and luxury boutique hospitality. His contribution is pivotal in shaping our discussions around integrating cultural heritage and ecological preservation into the hotel operations. We look forward great new projects in 2025.



Juan Pablo De Zulueta

As the Secretary of Tourism for Cancun, Juan Pablo de Zulueta is playing a crucial role in fostering collaborations between Regenera Luxury and mexican government institutions. His advocacy for sustainable tourism policies has bolstered our efforts to make regenerative luxury a cornerstone of Cancun's tourism strategy, setting an example for destinations worldwide.

SECTUR
SECRETARIA DE TURISMO



Arturo Arroyo

As founder and CEO of Akalki Retreat, in Bacalar, Mexico, Arturo Arroyo embodies the principles of harmony and regeneration. His retreat serves as a model for balancing luxury with art and environmental stewardship. His values inspire Regenera Luxury members to adopt innovative practices that prioritize inner balance, art, and the health of surrounding ecosystems.



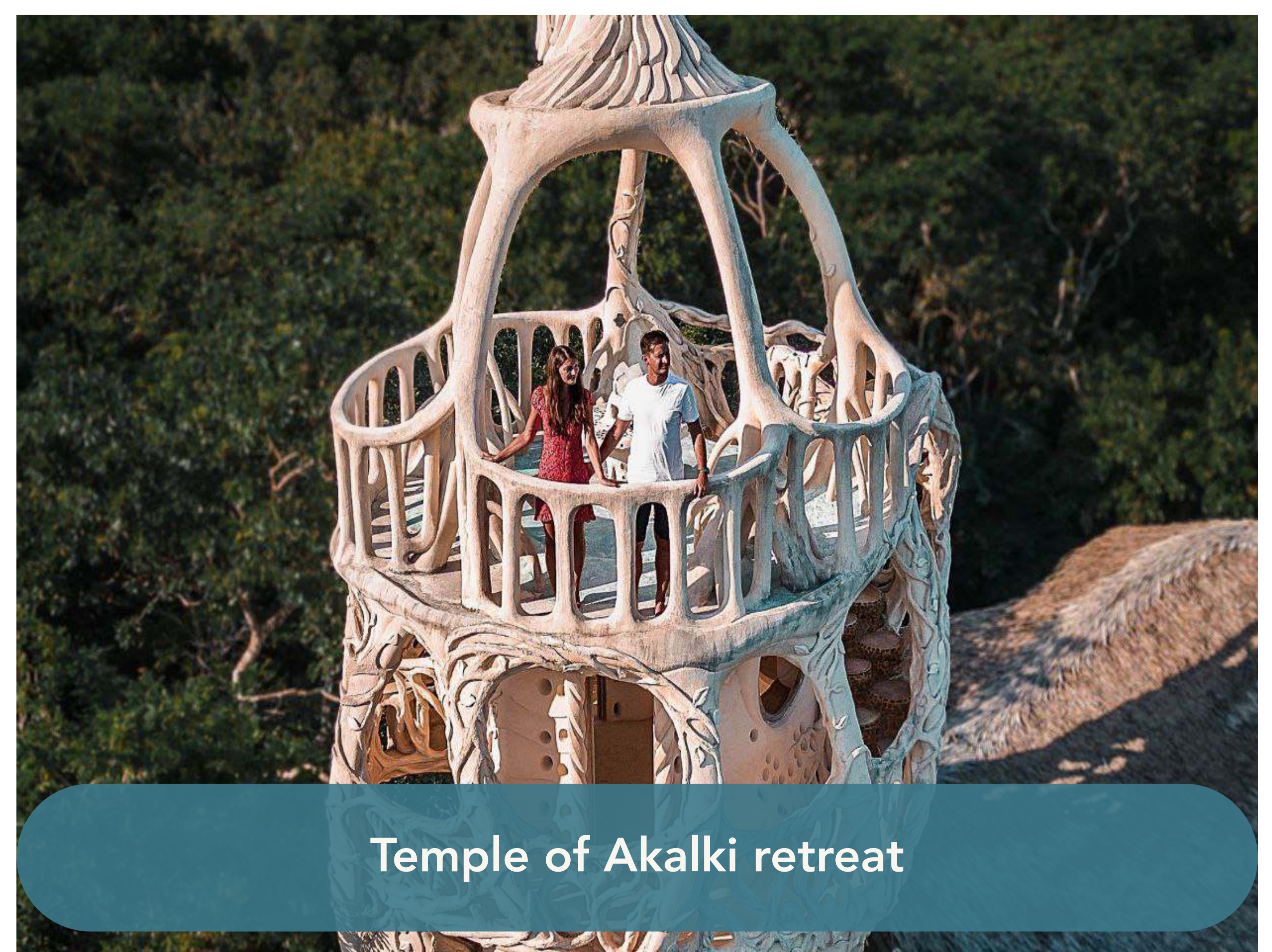
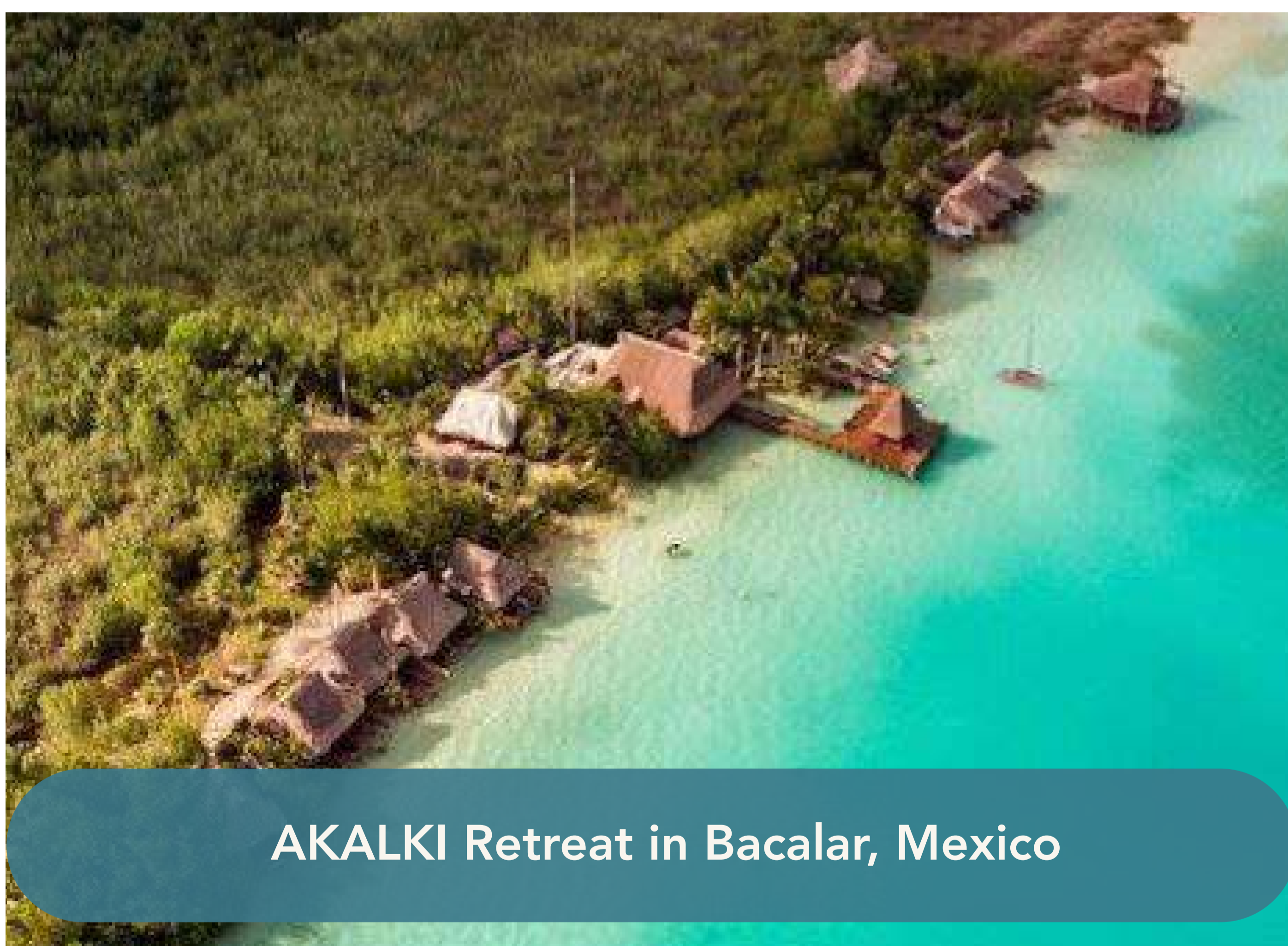
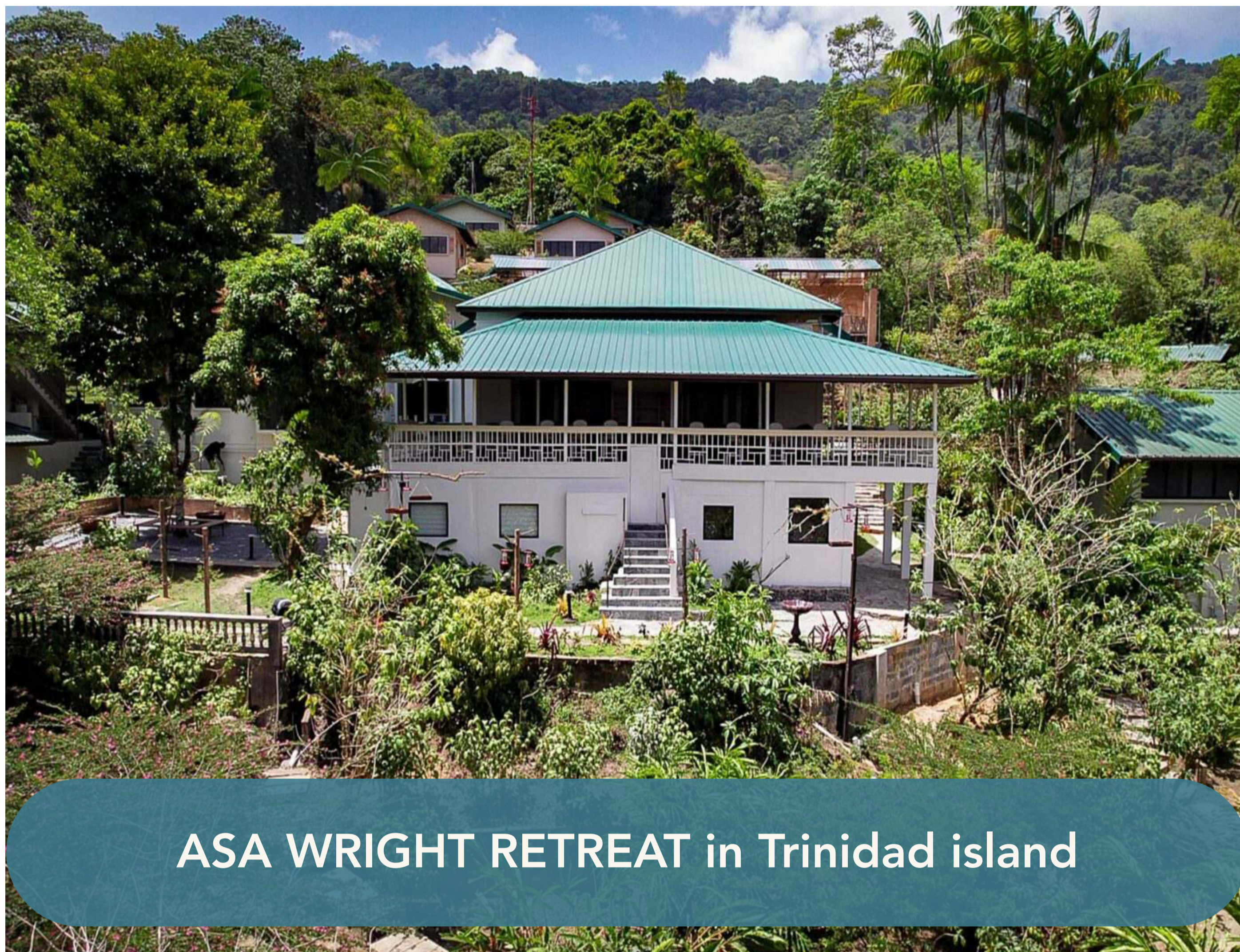


LOOKING
AHEAD
TO 2025

Expanding Global Impact

We are committed to enhancing our global footprint by finalizing strategic agreements with trusted auditors in high-potential regions: the UAE, Saudi Arabia, and Greece. These partnerships will expand our reach and reinforce our authority within key international markets. Additionally, we will continue fostering valuable collaborations with influential leaders, including Glenn Mandziuk of the World Sustainable Hospitality Alliance. This will further cement Regenera Luxury as the leading voice in regenerative luxury tourism.

We keep on moving forward with the RL certification and audit processes:



Closing our advanced partner negotiations with:



Launching Key Initiatives

- **Regenera Luxury Booking Platform:** We are proud to unveil the Regenera Luxury Booking Platform, a free, online booking solution specifically designed for boutique hotels and retreats. This innovative platform will streamline access for conscious luxury travelers, driving visibility and bookings while facilitating connections within the regenerative tourism ecosystem. This platform will position us as a central hub for sustainable luxury experiences.

- **Regenera Luxury Awards:** To celebrate excellence in regenerative tourism, we will launch the Regenera Luxury Awards in January 2025. These prestigious awards will recognize and honor those at the forefront of sustainable hospitality. Nominations open in January, providing a unique opportunity to highlight outstanding contributions and set new industry standards.

REGENERA LUXURY BOOKING PLATFORM

READY TO BOOST YOUR BOOKINGS AT NO COST?

1.

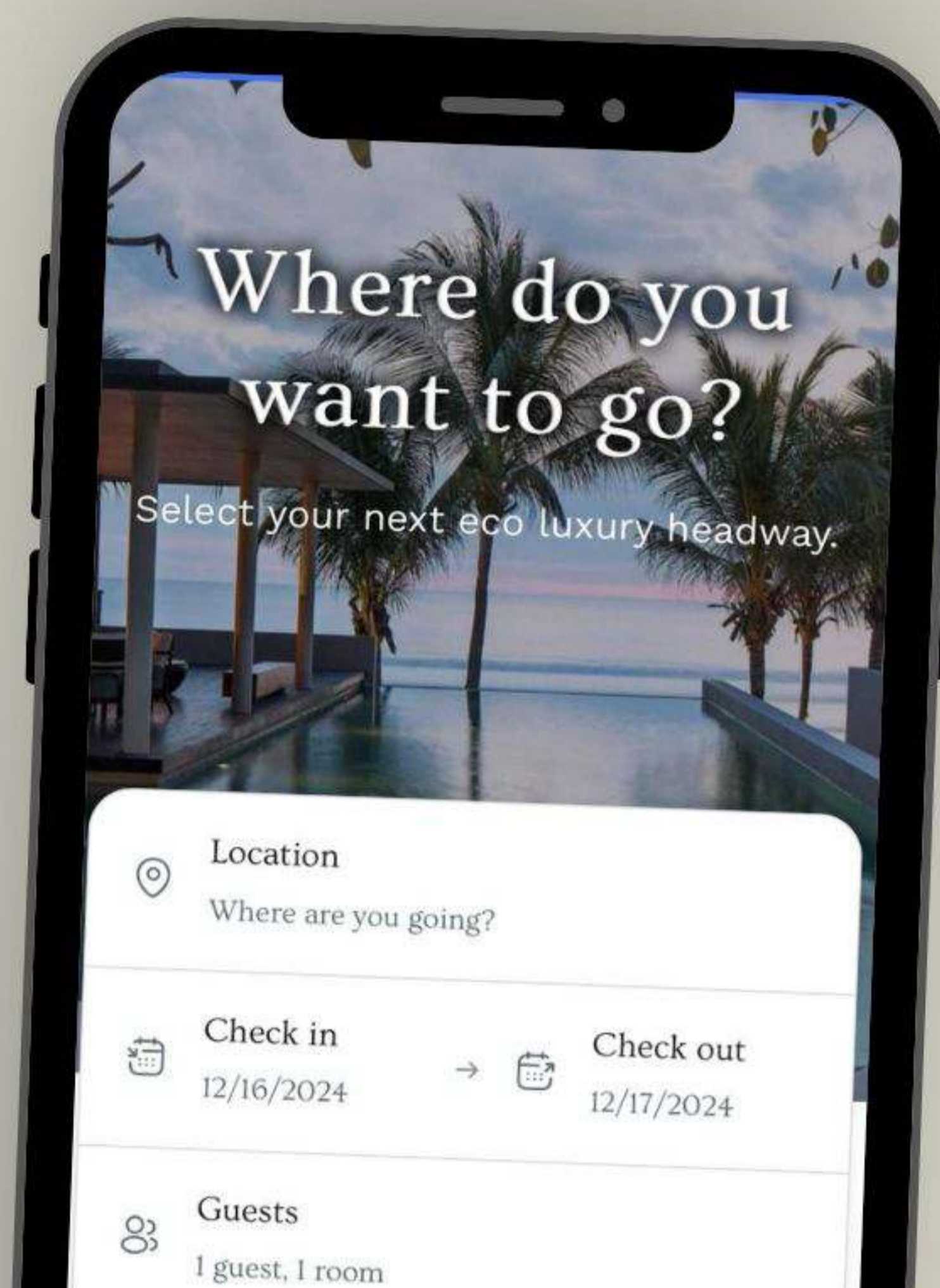
ZERO COMMISSIONS. ZERO HIDDEN FEES.

2.

EASY AND QUICK INTEGRATION IN JUST MINUTES.

3.

REACH A GLOBAL AUDIENCE OF CONSCIOUS AND HIGH-VALUE TRAVELERS.



REGENERA LUXURY AWARDS 2025



COMING SOON

AWARDS.REGENERA.LUXURY

Advancing Education and Training

- **Mentorship Program:** To foster growth and innovation within the sector, we will boost our existing **mentorship program** connecting seasoned professionals with emerging talent. This program will keep on bridging the gap between experience and new perspectives, accelerating the development of next-generation hoteliers and entrepreneurs in regenerative hospitality.
- **Regenerative Hospitality Institute:** Building on our commitment to education, after the launch of the **Regenerative Hospitality Institute**, we will dedicate resources to offer tailored courses, workshops, and certifications, empowering hotel managers, sustainability professionals, and industry leaders with the tools they need to drive transformation within their organizations.

Strengthening Brand Leadership and Recognition

- **Increasing Marketing Campaigns:** In the coming year, we will execute a **more marketing campaigns** to amplify Regenera Luxury's presence across key markets. This multi-channel initiative will include strategic partnerships, influencer marketing, and media outreach, positioning us as the gold standard for regenerative luxury hotels and retreats.
- **Impact Reporting:** We keep our annual **Impact Report** to transparently communicate the positive outcomes and measurable benefits of regenerative tourism practices within our network. This report will not only reinforce our commitment to regeneration but also provide a powerful tool for stakeholders, investors, and travelers to assess the tangible impact of their involvement with Regenera Luxury.

Building a Stronger Community

- **Global Networking Events:** To foster deeper connections within our community, we will go on with hosting **networking events** and conferences. These events will bring together industry leaders, investors, and partners, creating opportunities for collaboration, knowledge-sharing, and thought leadership in regenerative luxury tourism.
- **Community Engagement and Feedback Loop:** To ensure we are continuously evolving and meeting the needs of our members, we will implement a **feedback loop** through regular surveys, focus groups, and one-on-one consultations. This will allow us to refine our services and initiatives, ensuring that Regenera Luxury remains responsive to the evolving needs of the industry.

HÉCTOR DE CASTRO IRMA BRÍGIDA SUÁREZ RODRÍGUEZ ORLANDO ARAQUE PÉREZ SERGIO CERVANTES QUIROZ

TURISMO Y PAZ
Mesa de Diálogo

REGENERA LUXURY Y GRUPO DIÁLOGOS DE LA GESTIÓN CULTURAL

Miércoles 23 de octubre FACEBOOK LIVE

19:00 HRS .CDMX
20:00 HRS. PANAMÁ / LIMA / BOGOTÁ
23:00 HRS SANTIAGO DE CHILE / BUENOS AIRES

WWW.REGENERA.LUXURY



Benefits of Being a Certified Member of Regenera Luxury in 2025

In today's competitive luxury hospitality market, hotels and retreats must offer more than exceptional service—they must lead with values. Regenera Luxury provides a certification that positions your establishment as a pioneer in regeneration and wellness, setting a new standard for luxury. Discover the key benefits that will make your hotel a global benchmark in 2025.

1. International Recognition and Exclusive Prestige

The Regenera Luxury certification is a global symbol of excellence, validated by rigorous audits conducted by highly qualified professionals and independent verifications. This seal guarantees that your establishment meets the highest standards of regeneration, sustainability, and luxury hospitality, providing a clear and transparent competitive edge.

2. Access to a Global Network with Local Support

Regenera Luxury operates across numerous countries, combining global reach with local expertise. Through national operators, we provide personalized assistance in your language and tailored to local laws, cultures, and practices, ensuring seamless integration of your establishment into the certification program.

3. Comprehensive Support to Overcome Unique Challenges

Adopting a regenerative approach requires vision and expertise. With over two decades of leadership in regenerative tourism, Regenera Luxury guides you every step of the way—from the initial application to obtaining the certification. Our team offers specialized advice on regeneration, sustainability, and operational strategies to maximize the impact of your investments.

4. Strategic Promotion and Visibility

One of the most significant advantages of being part of Regenera Luxury is our ability to elevate your establishment's visibility on a global scale through unique tools and strategies:

- **100% Free Booking Platform:** Regenera Luxury offers access to an exclusive booking platform, entirely free and sponsored by our organization, eliminating additional costs and boosting your revenue.
- **Official Marketing Agency:** Our marketing agency specializes in regenerative marketing for luxury hotels and retreats. We provide sponsored services in branding, website design, public relations, and digital strategies tailored to highlight your establishment's regenerative values.
- **Active Promotion:** Spotlighting success stories and best practices across our social media channels, website, and newsletters.
- **OTA Collaboration:** Integrating the Regenera Luxury seal into online travel platforms ensures your certification stands out to discerning guests.

5. Increased Profitability and Attraction of Premium Guests

Becoming a Regenera Luxury member not only elevates your brand but also contributes directly to your financial growth:

- **Operational Optimization:** Implementing practices that reduce costs and improve efficiency.
- **Attraction of Premium Guests:** Conscious travelers are willing to pay more for responsible and meaningful experiences.
- **Exclusive Marketing Strategies:** Designed to connect with high-value markets and foster guest loyalty.

6. Leadership in Innovation and Global Trends

Regenerative tourism is at the forefront of modern luxury. With Regenera Luxury, you gain access to the latest trends, tools, and insights in regeneration, sustainability, and unique experience design, positioning your establishment as an industry innovator.

7. Specialized Training and Continuous Education

The success of a hotel begins with a well-prepared team. Regenera Luxury provides exclusive access to our online educational platform, designed to train management and operational teams in regenerative practices and sustainable luxury strategies.

8. Multisector Collaboration and Institutional Recognition

The Regenera Luxury certification is supported by an International Committee of experts in regeneration, sustainability, and wellness, alongside partnerships with universities, governments, and renowned organizations. This multisector approach ensures credibility and relevance in an increasingly demanding world.

9. Celebration of Achievements and Global Outreach

Regenera Luxury celebrates each milestone of its certified members, highlighting their regenerative initiatives at exclusive events, in global publications, and through our Best Practices platform. Additionally, we provide unique opportunities for your establishment to become an international reference in the transformation of luxury hospitality.

Redefine Luxury by Leading the Future of Regenerative Hospitality

Becoming a certified member of Regenera Luxury in 2025 is a strategic decision to lead in regenerative luxury—the future of hospitality.

OUR TEAM



Héctor De Castro

Chairman



Orlando Araque

Architect and Tourist
Patrimony Expert



José Antonio Saenz

Industrial Engineer,
Renewables Expert, LEED



Andrew Gibson

Co-founder International
Wellness Institute, ex Six Senses,
ex Hyatt corporate exec



Iván Eskildsen

Former Minister of Tourism
of Panama



Lazlo Puczko

Partner & senior consultant



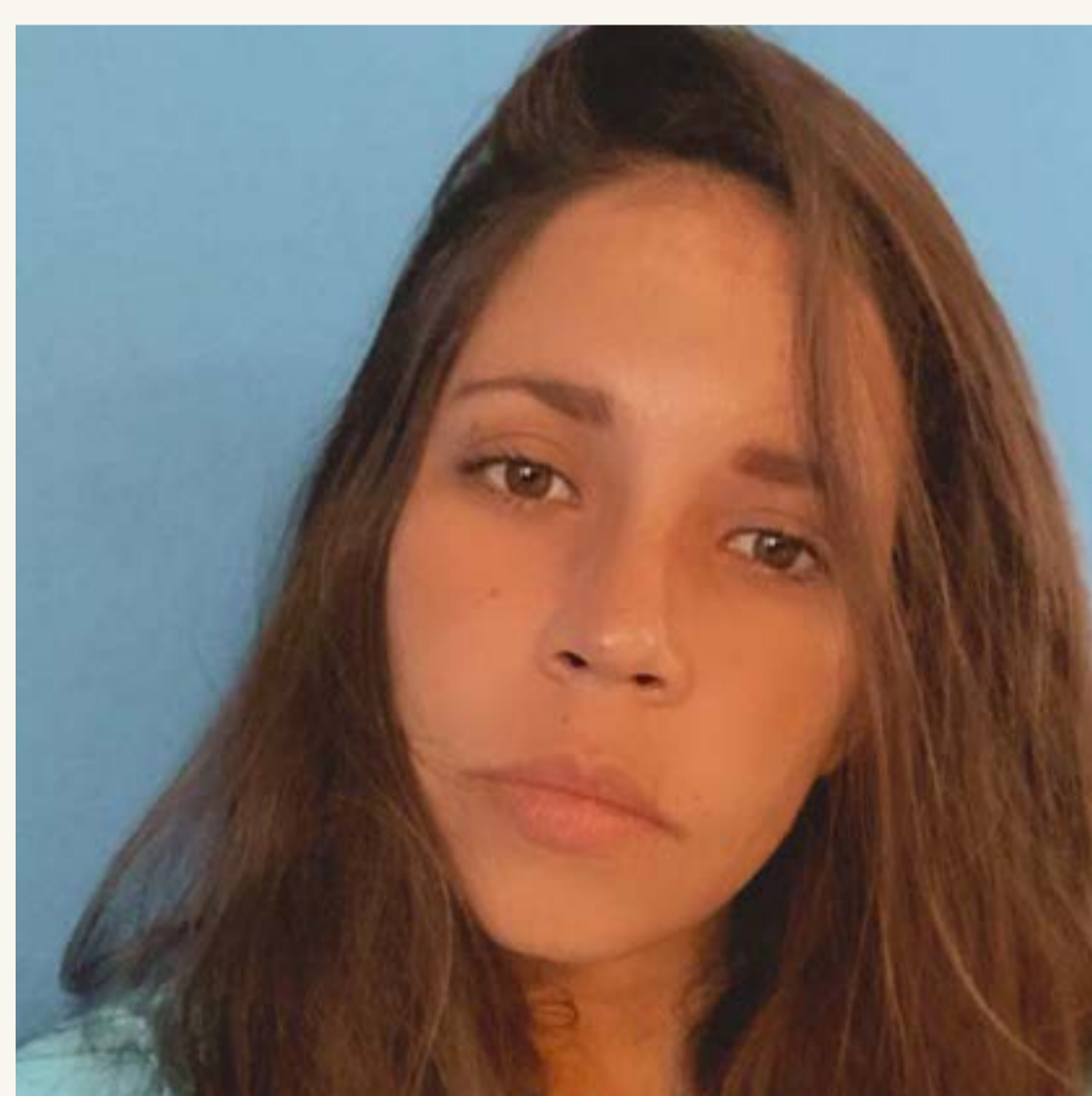
Lulu Abad

Social Media Specialist



Irma Suárez

Sales and business development



Andrea Bastien

Digital Marketing Specialist



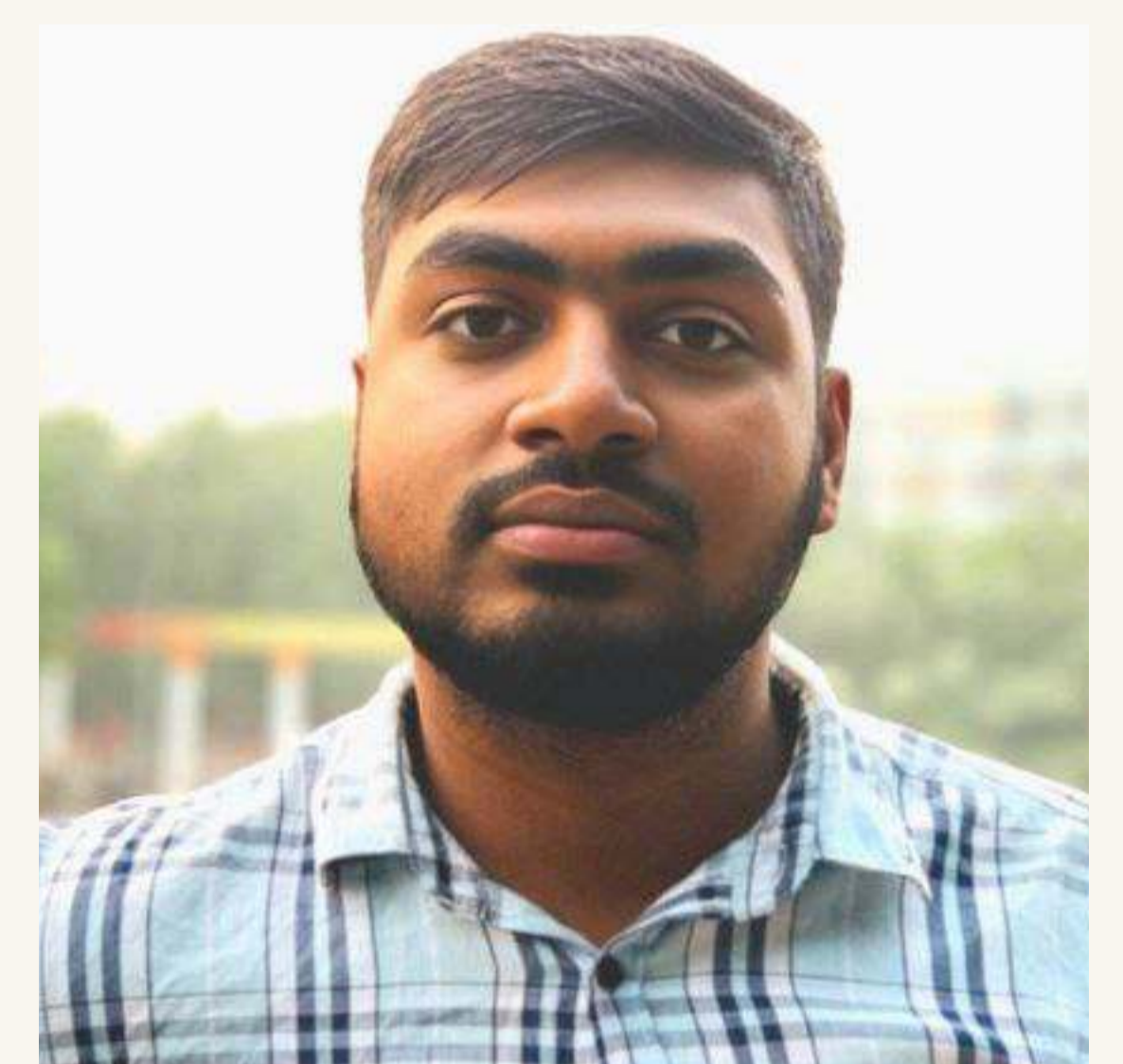
Daniel Morariu

Auditor and Brand Ambassador
for Saudi Arabia



Anabelle L. Bueno

Aesthetic Medicine and
Wellness Manager



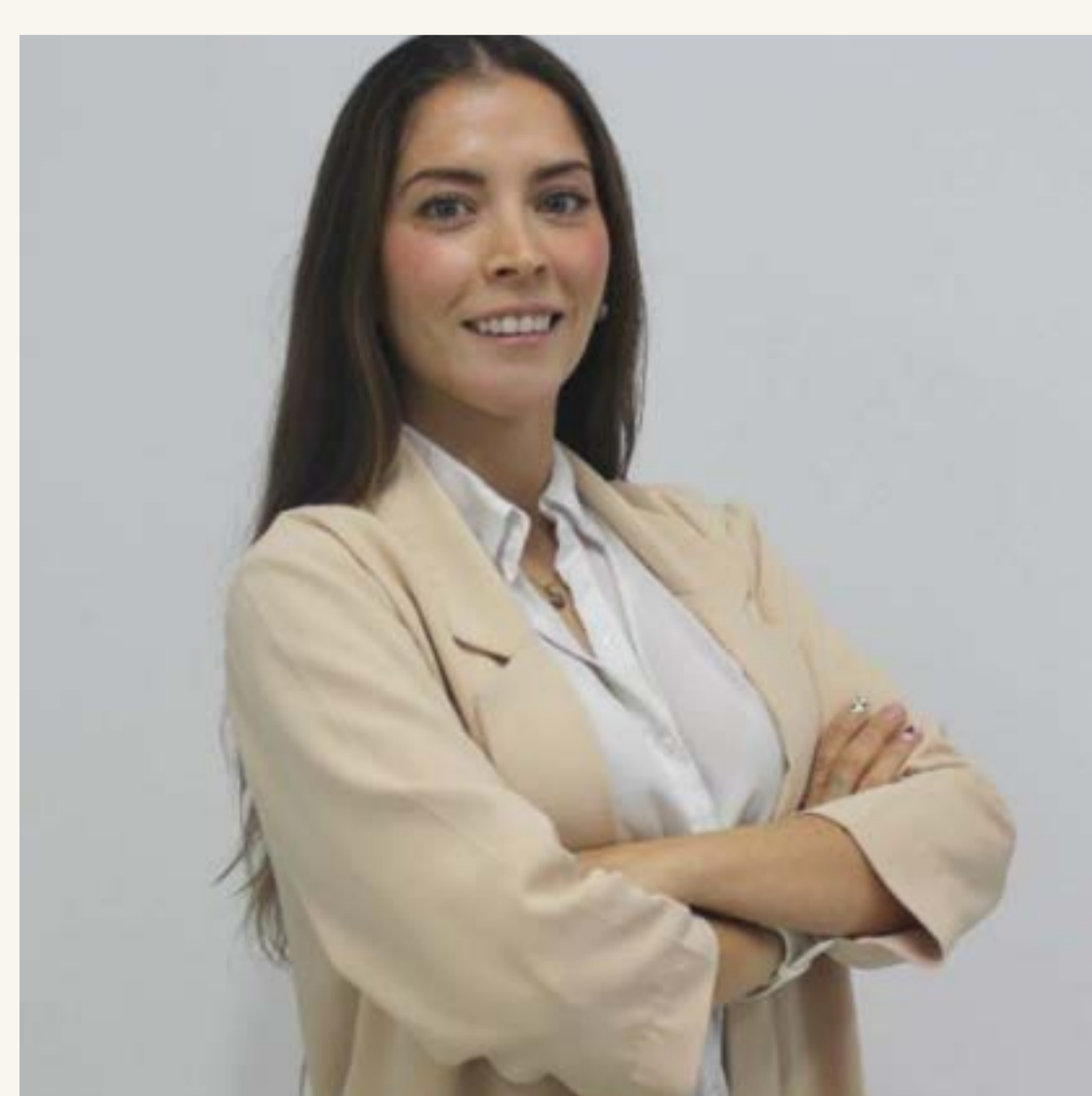
Tamim Iqbal

IT and Web Development
Specialist



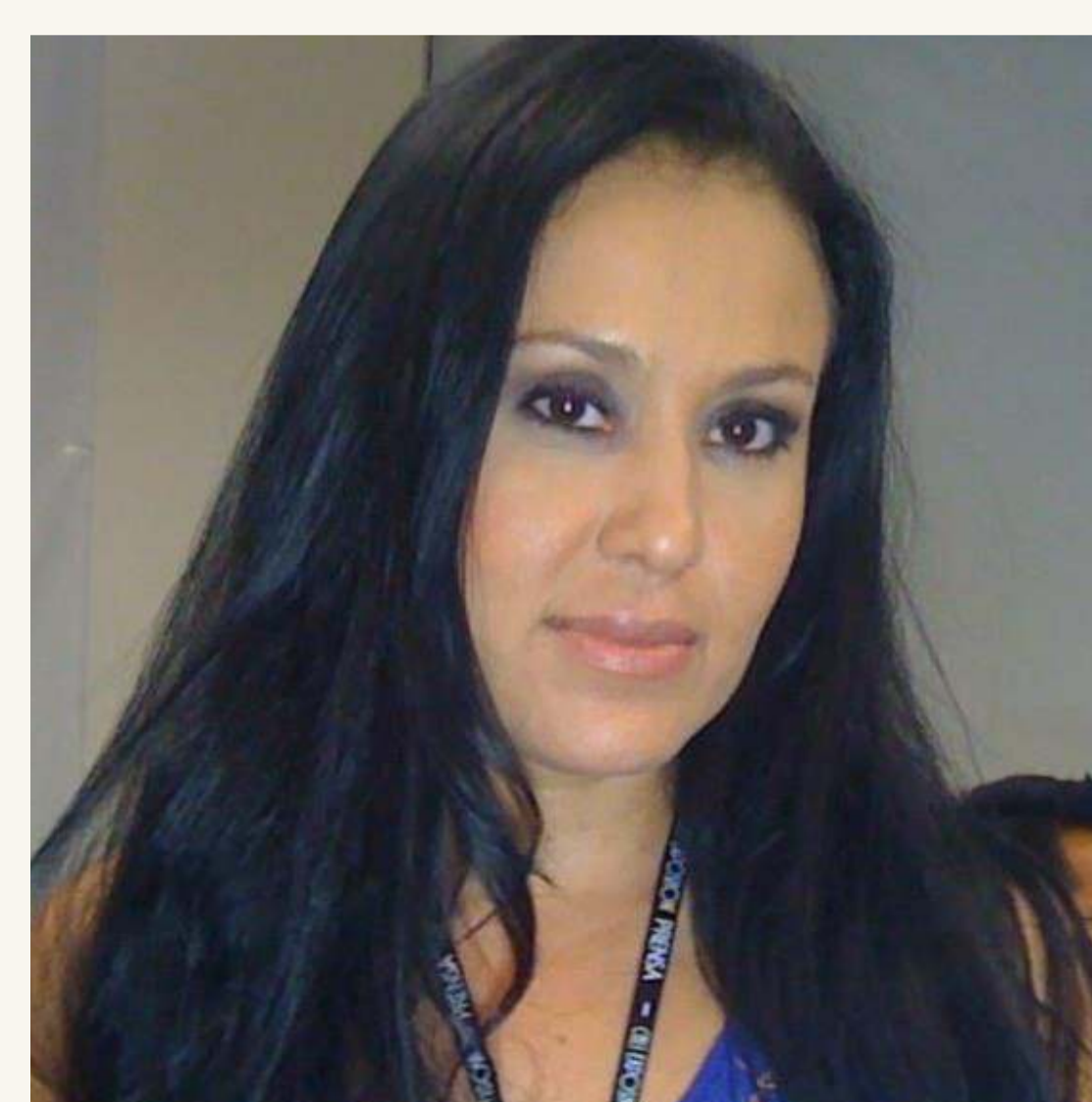
Andrea van der Waag

Sales Manager Roatán,
Honduras



Maria Paula Becerra

Sales Manager Colombia



Ivonne Lozano

Sales Manager Colombia



Ahmed Albanna

Sales Manager UAE



Mamunur Rahman

leads Generation



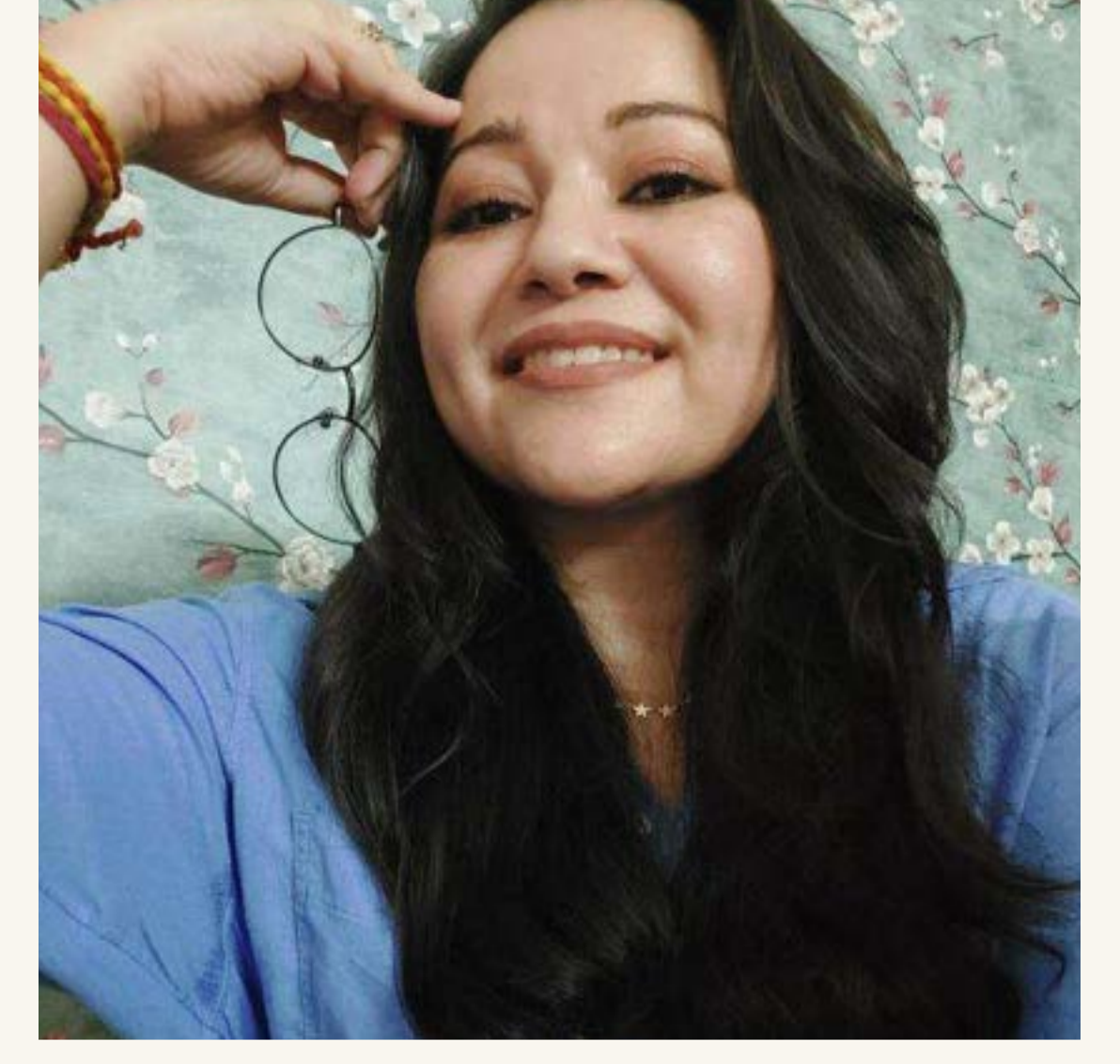
Erum Khan

Partner and Brand Ambassador
Pakistan



Francisco Aymerich

Partner Málaga, Spain - CEO Golf
Cam Alhaurin el Grande



Dr. Ranjana Tiwari

Partner and BrandAmbassador,
India.



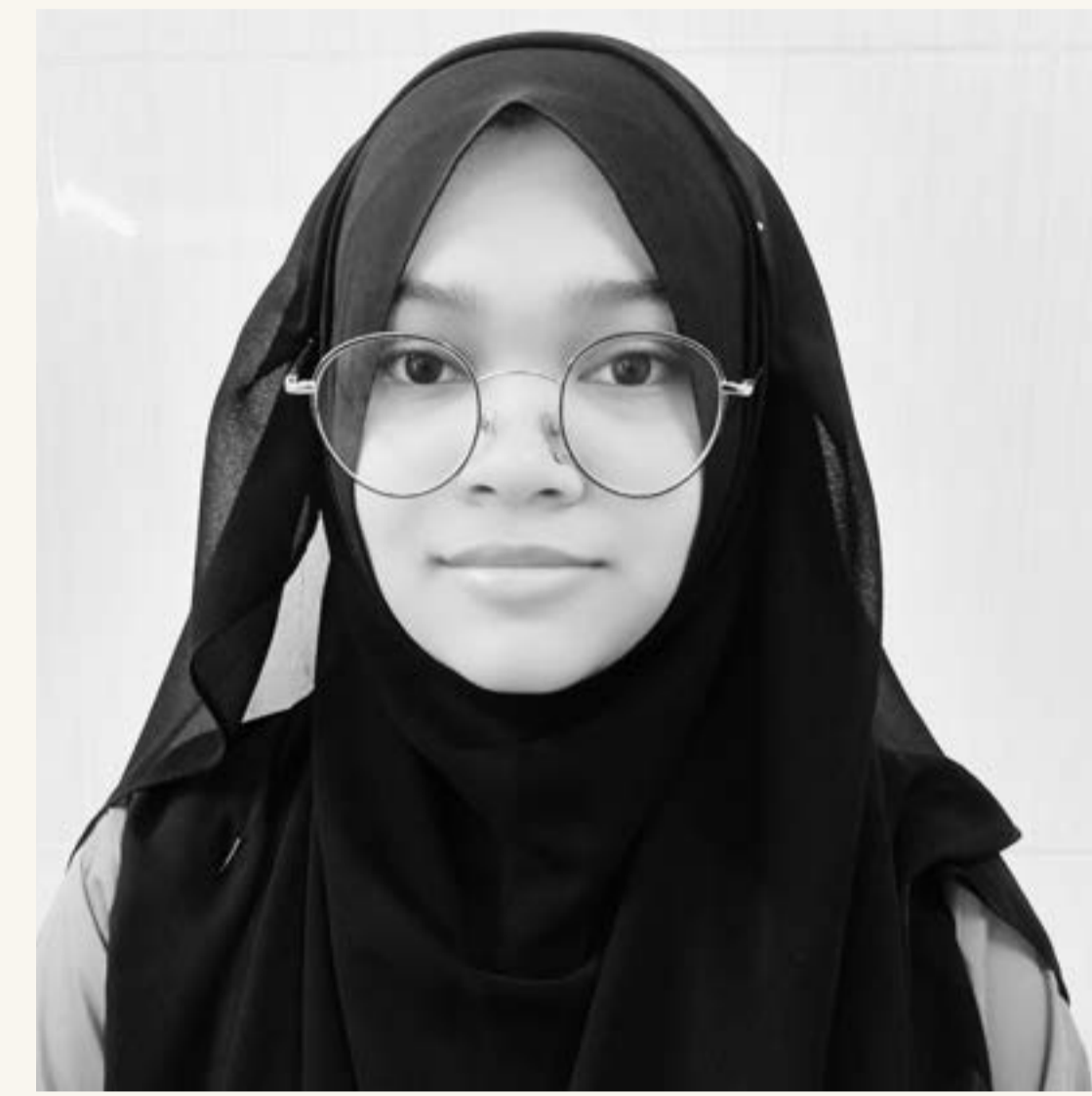
Maya Romero

Sales and business development



Rolando

Accountant & legal advisor



Amena Akter

Lead Generation Specialist



Montasirul Alam

Lead Generation Specialist



Md Shamim Hasan

Graphic Designer



Nusrat Prema

Lead Generation Specialist



Salim Saharier

Lead Generation Specialist



Daniel Busman

Sales Manager Honduras



1st Iberoamerican Sustainable Tourism Summit 2024, hold in Cancun



Cancun World Fest, hold in Cancun 2024.



As we move into 2025, we invite investors, donors, and partners to join us in driving positive change. Your support is invaluable in helping us expand our reach and deepen our impact.

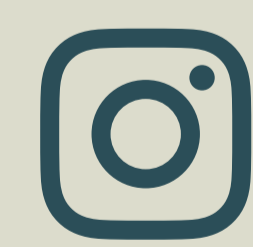


“Luxury has the power to transform, and luxury hotels are in a unique position to positively impact communities and destinations. Let's work together.”

Héctor De Castro

RL

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RL Criteria



Book meeting with
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