

NEW ERA



THE REEF
RESORTS AND SPA

WINTER 2027

**The Reef Resorts is becoming
part of Marriott's Tribute Portfolio**

Today, we are very pleased to share an important and exciting milestone in the history of **The Reef Resorts**.

We have signed an agreement for The Reef Resorts to join **Tribute Portfolio**, part of *Marriott Bonvoy*, marking the beginning of a new chapter for our three hotels.

For us, this announcement is particularly meaningful to share with you.

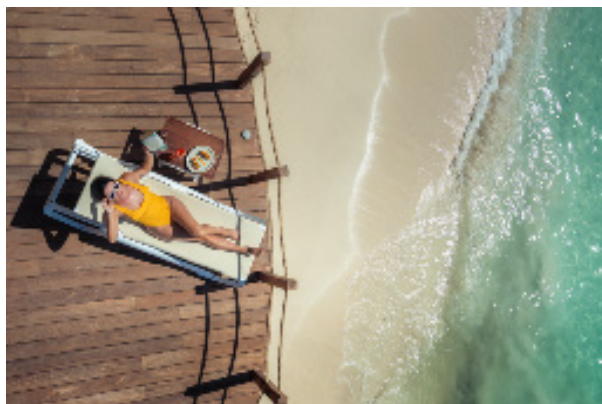
Our industry has changed enormously. Companies have evolved, names have changed, technology has transformed the way we do business, and new colleagues have joined us along the way. Yet many of the relationships we built years ago remain today, while newer partnerships have grown into equally valued professional—and often very personal—relationships.

Tribute Portfolio is a collection created for independent hotels with their own distinctive character and personality. This is an important fit for The Reef Resorts. We will retain the identity, local spirit and authentic Caribbean-Mexican character that have defined our hotels over the years, while elevating the guest experience through an upgraded product and, once the transition is completed, benefiting from the global reach, systems and standards associated with Marriott.

Our ownership and management remain in place, as does the Commercial, Sales, Marketing and Revenue team you know and work with today.

Our Property Improvement Plan (PIP) is underway and will be completed by **February 2027**.

Business continues as usual. Your existing contacts and our way of working together remain unchanged. As the transition progresses, we will personally keep you informed of any relevant changes.



We believe this evolution will strengthen guest satisfaction and loyalty, while also creating opportunities for us—and for our partners—to reach new travelers and market segments.

As new photography, sales materials, branding and system information become available, we will share them with you and support you through any changes required on your side.

Thank you for your trust, we look forward to continuing this journey together.

Warm regards,

The Reef Resorts
Commercial, Sales, Marketing & Revenue Team