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GRUPO XCARET OFFERS A WORLD-CLASS PAYMENTS EXPERIENCE WITH WORLDPAY

Opening in 1990, Xcaret Park has become one of the largest attractions in the Cancun-Riviera Maya region, an eco-archaeological park where guests can experience the natural and cultural richness of Mexico. And as an established leader in sustainable and socially responsible tourist recreation, Grupo Xcaret is capable of mindfully responding to the needs of the over 6 million tourists who visit the Mexican Caribbean each year.

“We do not just look for the customer experience to be unique within the facilities, but from the whole process, obviously including payments. Here, Worldpay comes to play a very important role for us.”

–Sandra Weber, Chief e-Business Officer, Grupo Xcaret



Taking payments farther

Recently, Xcaret began to venture into new markets including the hospitality industry to better accommodate visitors. Needing to market and sell to new customers and reengage existing clients, both at home and abroad, they quickly realized they needed to expand their payments and user experience capabilities, explains Sandra Weber, Grupo Xcaret’s Chief e-Business Officer. “Within the company and within the different experiences, the forms of payment are very relevant,” she says. “But something we have thought a lot is how to be an international company and selling to the world, not just a local company trying to sell to the world.”

And according to Grupo Xcaret deputy director of eCommerce Héctor Salceda, **meeting the payment needs and simplifying the payment process are both key to creating a successful customer experience.** “The nature of the company is to be very aware of the needs of the people who visit us. Once we are analyzing the requirements that people have, we start looking for some means that would make a visit more feasible or would make something simpler, more viable,” Héctor says. Xcaret needed a processing partner very familiar with the obstacles and opportunities of cross-border commerce. They found the right partner in Worldpay.



Bringing cross-border together

As a good steward of the natural environment, Xcaret also strived to steer consumers toward a better, more natural customer journey. To do this, Xcaret wanted to be conscious of the many variables that their guests would process including location, time of year, even the current temperature – and last perhaps, but definitely not least – their payment experience. And this came with unique considerations of its own: language, currency, payment method, and transaction transparency.

Turning to Worldpay as their payment processing partner has provided Grupo Xcaret the expertise to help facilitate a more streamlined payments journey for such diverse clientele. And assisting with marketing campaigns and gaining competitive insights, the partnership has generated new strategies that Xcaret is now using to better understand how targeted markets behave in Mexico, Latin America, and all over the world.

Sandra offers Xcaret eBusiness as an example.

“We have grown to double digits every year for the last eight years. So this is a major challenge for the

entire eBusiness area,” she reports. “Worldpay ends up being a very important link for our strategy, allowing us to have a measure of how we are doing with respect to other industries or within the industry itself, how we are doing with respect to other partners or the competition. But we definitely do not see it only as a service. We see [Worldpay] more as a strategic partner.”

And as Héctor relates, it’s a partnership that simplifies many of the complexities that he faces in taking Xcaret to a global, online audience.

“It is always complex to enter a cross-border model. It requires foreseeing all the legal, fiscal movements, all the technological development,” he says. “A competitive advantage that Worldpay has is not just technology – it is that they are acquirers. So, before there was a lot of paperwork, much to outsource with other parties that worked as intermediaries. That always made everything very complicated. It was a lot of bureaucracy. With Worldpay, everything is very transparent.”

“We went from having a 78% authorization rate on an American dollar to 88% in a matter of two months. That was impressive.”

–Héctor Salceda, deputy director of eCommerce, Grupo Xcaret



Growing into the future

Grupo Xcaret sees exponential growth upon the horizon, from administering their parks to adding new resorts and hospitality concepts. And they understand the challenges that come with innovation. However, they also recognize the power that Worldpay, a worldwide leader in payments, brings to their organization.

“We have definitely grown. Almost every year – or sometimes every two years – we open a new park, a new experience, a new hotel and try to reach more visitors,” Sandra says. “We believe that Worldpay

[has been and] is going to be part of this growth.”

Which now includes a significant expansion into global tourism. Now reaching more than 100 countries and accepting more than 17 currencies through 36 forms of payment including six different credit cards, Xcaret is sharing their “enormous respect for nature and an unparalleled love for Mexico” with people all over the world. And with Worldpay’s help, Grupo Xcaret looks forward to continuing to exceed millions of expectations each year.

To find out how Worldpay can help support and grow your cross-border commerce, get in touch today.