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CANCUN RESORT PROTECTS ENVIRONMENT WITH NEW GREEN INITIATIVES

The JW Marriott Cancun Resort & Spa has started a number of environmentally friendly programs to protect the natural beauty of Cancun.

Cancun, Mexico – Cancun has become one of the best vacation destinations in the world. The stunning sandy beaches, the endless blue water and the warm weather have brought tourists back year after year. Understanding that this natural beauty is extremely fragile, the [JW Marriott Cancun Resort & Spa](#) has started important green initiatives to ensure tourists can enjoy Cancun for years to come.



This resort in Cancun, Mexico, has introduced a number of important environmentally conscious programs this year. Many of them focus on cutting down waste from the Cancun hotel. For instance, the JW Marriott Cancun Resort has begun an aggressive recycling program. Staff now throws away litter in pre-sorted containers, which initiate recycling before the garbage even nears a landfill.

This luxury Cancun hotel has also turned to advanced technology to reduce its impact on the environment. The hotel has recently installed a reverse osmosis water treatment plant. This process turns wasted water into clean drinking water. The plant can generate up to 900 cubic meters of water a day, which substantially reduces the amount of water wasted.

Another inventive recycling program comes in the form of the bio-diesel program. As the chefs and cooks at the JW Marriott Cancun Resort & Spa prepare delicious food, a large amount of vegetable oil is consumed. The [Cancun resort](#) has taken this oil, processed it and turned it into a bio-diesel, which burns cleaner than traditional fossil fuels. Thus, the environment is spared wasted commercial cooking oil and extraneous CO2 emissions.

In addition to these new programs, the JW Marriott Cancun Hotel still maintains its sea turtles conservation program, which has saved thousands of these endangered creatures. Specially trained hotel staff combs the beaches for the sea turtles eggs and bring them to a protected environment for nurturing. Once matured, the sea turtles are released back into the wild. Guests can help release the turtles every year, which makes for an exciting Cancun vacation that not only offers relaxation, but also a helping hand to the ecosystem.

This year, the JW Marriott Cancun Resort also participated in the Earth Hour Initiative. The Earth Hour asks all participants to turn off all non-essential lights, which reduces the power consumption.

These green programs at this [luxury Cancun hotel](#) help protect the local environment, which has become so popular among tourists. The JW Marriott hotel understands the responsibility it has to the inhabitants and tourists of Cancun to preserve the natural beauty.

About the JW Marriott Cancun Resort & Spa

Visit a true luxury Cancun resort, the landmark JW Marriott Cancun Resort & Spa, recipient of the coveted AAA Five Diamond Hotel Award. Offering an unforgettable Cancun experience, this Cancun resort is located in the heart of the Hotel Zone. Each of the 448 well-appointed rooms have private balconies with stunning views of Cancun's white sand beaches and the turquoise waters of the Caribbean. For those who wish to indulge even further, the Club 91 accommodations combine the tranquility and sophistication of an exclusive club with personalized and upgraded services. Enjoy treatments at the highly-rated, luxurious and expansive Mayan-inspired spa. For events such as weddings, a team of certified wedding planners are on staff to assist guests with every detail. And, with four world-class restaurants, over 20,000 square feet of flexible meeting space, a business center and the stunning beauty of the Mexican Caribbean, the JW Marriott Cancun Resort & Spa is the ideal choice for corporate retreats, events and meetings. For more information, visit www.marriott.com/CUNJW