



CASE STUDY:

A rising force across the Americas, Asia and Europe in the leisure and entertainment industry



"We are proud to bring the vision of Puerto Fantasia to life – not just as a theme park, but as a vibrant world of storytelling, innovation, and shared experiences. What began as a dream has become a model for sustainable destination development across continents."

Matt S. Ziegler,
Founder & CEO, Puerto Fantasia Group

Overview

In 2024, the **Puerto Fantasia Group** welcomed over **4.2 million guests** across its destinations in the **Americas, Europe and Asia**, achieving **revenues of USD 588 million** and an **EBITDA of USD 205.8 million** (EBITDA margin: 35%). This outstanding performance reflects the success of a global strategy built on innovation, operational excellence, and long-term value creation.

Founded on a legacy of visionary entrepreneurship, Puerto Fantasia Group has evolved into one of the most resilient and profitable providers of themed experiences worldwide. The Group's portfolio spans theme parks, destination resorts, immersive retail and hospitality experiences, and large-scale cultural developments.

A Successful Development Strategy

Since the strategic repositioning and realignment of its core business areas, Puerto Fantasia has more than doubled its EBITDA, significantly increased direct bookings (exceeding **USD 25 million in 2024**), and reversed prior stagnation in international guest traffic. This transformation is anchored in three pillars:

1. Immersive Offerings & Destination Development

Puerto Fantasia's themed experiences continue to set new industry standards. Key highlights include:

- The development of flagship projects such as the **Puerto Fantasia Theme Park Resort** in Mexico – one of the most ambitious integrated resort destinations in the Americas, set to open in phases from 2026
- Themed lands and attractions inspired by global storytelling traditions and ancient cultures
- A new Caribbean-themed **aquatic zone** covering over **50,000 m²**, catering to all age groups



2. Commercial Strategy & Brand Positioning

A bold commercial strategy built on **family, authenticity, and storytelling** has allowed the Group to expand its global reach. Strategic marketing partnerships and offerings tailored to key markets—including North America, Brazil, and Southeast Asia—have accelerated international growth. A comprehensive digital transformation with a new booking engine and multilingual service infrastructure has further boosted performance.

3. Diversification & Global Expansion

The Group is rapidly expanding access and inclusion across its offerings. In 2025, a **USD 1.3 billion investment program** will drive the development of new destinations and broaden the Group's impact in **strategic growth regions** across the Americas and Europe & Asia.

Puerto Fantasía Group – Performance in Numbers

2024 EBITDA Margin: 35%

Group-Wide Financial Developments (2023–2024):

Revenue Growth:	+36%
EBITDA Growth:	+134%
EBITDA Margin Improvement:	+72%

Net Profit: USD 94 million (Net Margin: 16%)

Sustainability & Community Impact

Puerto Fantasía's success is inseparable from its values. In 2024, the Group made measurable progress in its sustainability and social impact commitments:

- Renewable energy integration across key resorts

- Over **10,000 hours of employee volunteer work**
- **USD 1 million in charitable contributions**
- **35 active CSR initiatives in 8 countries**
- Construction of schools, healthcare clinics, and critical infrastructure in underserved areas

Outlook 2025

Looking ahead, Puerto Fantasía will continue to scale with purpose. The 2025 investment program focuses on:

- Opening new flagship resorts and themed destinations
- Enhancing accessibility and guest inclusivity
- Reducing the environmental footprint across all operations
- Supporting local economies and sustainable development in growth regions

About Puerto Fantasía Group

Puerto Fantasía Group is a global developer, operator, and owner of immersive destinations, theme parks, and experience-driven hospitality. With a legacy rooted in over **150 years of family entrepreneurship**, the Group traces its origins back to **1865**, when the founding generation established the family's first business—a tradition that continues today through innovation, responsibility, and long-term value creation.

Operating across the **Americas and Europe & Asia**, Puerto Fantasía Group brings together multi-generational experience with a forward-looking strategy focused on immersive storytelling, cultural authenticity, and sustainable growth. From destination resorts and themed attractions to branded retail and hospitality, the Group is shaping the future of global entertainment tourism—guided by family values, entrepreneurial spirit, and a deep commitment to social and environmental impact.



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BY PUERTO FANTASÍA

PUERTO
Fantasía
THEME PARK RESORT