



PUEBLO BONITO
BEYOND HOSPITALITY

**Pueblo Bonito Resorts and Earth Day:
Leading the Way in Environmental Stewardship**
Luxury Oceanfront Hotels Set a High Bar for Sustainable Hospitality



LOS CABOS, Mexico (April 20, 2026) — In recognition of Earth Day 2026, and its theme “Our Power, Our Planet,” Pueblo Bonito Resorts in Los Cabos are highlighting more than two decades of environmental leadership as they continue to demonstrate how a luxury oceanfront resorts can achieve measurable conservation results while continuing to grow responsibly.

Spanning 1,850 acres at the southernmost tip of the Baja Peninsula, Pueblo Bonito Resorts has embedded sustainability into every aspect of its planning and operations, long before it became an industry imperative. Founded by Ernesto Coppel, visionary developer of Pueblo Bonito Resorts and Quivira Los Cabos, the resort projects are shaped by a simple but powerful belief: development and nature must coexist in balance.

“With every new project, our commitment to the environment has only deepened,” Roberto Tussi, CEO of Pueblo Bonito Resorts, says.

That philosophy guides Pueblo Bonito’s long-term vision, aligning perfectly with the spirit of Earth Day and the global movement it inspired upon its April 22, 1970 debut.

“Sustainability is a core value at Pueblo Bonito Resorts,” Tussi adds. “We believe it’s essential to protect the natural environment, reinvest in the community, and reduce the overall impact of development.”

These initiatives position the collection of Pueblo Bonito Resorts as a benchmark for sustainable luxury development:

Water Conservation in a Desert Environment

Operating in one of North America's most arid coastal regions, Pueblo Bonito has made water stewardship a cornerstone of its sustainability strategy. Over the past three years, the resorts have reduced overall water consumption by 30 percent, demonstrating how responsible planning can deliver measurable results.

Seven desalination plants supply potable water to residential and hospitality areas, producing up to 3,000 cubic meters of fresh water daily. This system is complemented by two advanced water-treatment facilities that recycle 100 percent of wastewater for irrigation across gardens, landscaped areas and Quivira Golf Club.

These efforts align with the Equator Principles, a globally recognized framework for managing environmental and social risks while optimizing water use and energy efficiency.

Energy Efficiency and Renewable Innovation

Pueblo Bonito continues to reduce its carbon footprint through smart energy solutions and forward-thinking design. Energy-efficient technologies—including LED lighting, smart thermostats, and solar water heaters—are installed throughout the hotels, helping to achieve a 20 percent annual reduction in energy use and preventing approximately 1,200 tons of CO₂ emissions each year.

Half of all exterior and landscape lighting is currently powered by renewable energy, with plans to increase that figure to 70 percent. Bioclimatic architecture further enhances efficiency by using natural solar orientation to minimize the need for air conditioning. Looking ahead, Pueblo Bonito is expanding solar-panel installations and exploring emerging technologies such as atmospheric water generation systems.

Sustainable Building and Native Plant Conservation

Environmental responsibility begins at the construction phase. All building materials used at Pueblo Bonito are sourced from certified suppliers who meet strict legal and sustainability standards. Under a zero-deforestation policy, native trees and vegetation are carefully transplanted during construction and preserved in designated conservation areas.

At the heart of this effort is the Amakiri Botanical Garden, a sanctuary dedicated to protecting native Baja flora. Home to more than 300 plant species, including 15 endangered and protected varieties, the garden plays a vital role in biodiversity preservation and environmental education. Approximately 80 percent of its plants are propagated on-site, ensuring long-term genetic conservation.

Farm-to-Table Dining with Purpose

Pueblo Bonito's commitment to sustainability extends to the table. All resort restaurants prioritize regionally sourced ingredients, working closely with local farms, dairies, and sustainable fishing cooperatives. These partnerships help protect marine and coastal ecosystems while supporting the local economy.

Collaborations with government entities and environmental organizations such as PROFEPA and SEMARNAT reinforce responsible fishing practices, adherence to closed seasons, and strict traceability standards—all ensuring that guests enjoy fresh, ethical cuisine.

Composting and Clean-Fuel Initiatives

To reduce waste and support healthy landscapes, Pueblo Bonito operates a comprehensive composting program that produces between five and seven tons of nutrient-rich compost annually from organic waste generated by resort kitchens. This compost is used throughout the community's gardens and green spaces.

In addition, used cooking oil is now repurposed through a biodiesel program introduced last year. The biodiesel fuels maintenance vehicles and equipment, further reducing emissions and reinforcing a circular approach to resource management.

Protecting Wildlife: From Shore to Sea

Pueblo Bonito has long been a steward of local wildlife. For more than 20 years, its [sea turtle protection program](#) has safeguarded four species nesting along four kilometers of shoreline, sheltering nearly 2,000 nests each year and releasing tens of thousands of hatchlings into the ocean. The program actively involves residents, guests, and local schools, fostering environmental awareness across generations.

Marine conservation efforts also extend offshore. Pueblo Bonito works closely with local authorities to report whale strandings and assists in rescue efforts whenever possible, helping protect these iconic marine mammals.

Eliminating Single-Use Plastics

Long before plastic reduction became widespread, Pueblo Bonito launched its “Save the Seas—Skip the Straw” initiative in 2018. Since then, the community has eliminated plastic straws, replaced plastic bottles with reusable glass, and introduced refillable containers in guest rooms—significantly reducing plastic waste and helping protect Los Cabos' rich marine ecosystems.

Creating a Circular Economy Through Recycling

Recycling at Pueblo Bonito goes beyond collection. Glass bottles collected from the resorts are sent to the nearby San Miguel Blown Glass Factory, where local artisans transform them into handcrafted pieces such as vases and sculptures. These works are displayed throughout the resorts and sold in gift shops, closing the loop on waste while supporting local craftsmanship.

A Vision for a Greener Future

Pueblo Bonito is more than an assemblage of oceanfront resorts. It is a living model of how thoughtful, intentional development can safeguard natural resources while enhancing the experience of residents and guests alike. Guided by a long-term commitment to environmental stewardship, Pueblo Bonito continues to invest in innovative solutions that balance luxury with responsibility.

As Earth Day 2026 marks its 56th anniversary, Pueblo Bonito Resorts reaffirms its dedication to advancing sustainable practices that protect Baja California Sur's unique ecosystems today and preserve them for generations to come.

For additional information on Pueblo Bonito Golf & Spa Resorts, access the website at pueblobonito.com.

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About Pueblo Bonito Golf & Spa Resorts

Pueblo Bonito Golf & Spa Resorts include several award-winning properties in two destinations, Cabo San Lucas and Mazatlán, all offering luxury all-inclusive options. Each of the properties has its own personality, design, and ambiance, yet all share the same high level of impeccable quality and distinguished atmosphere.

In Cabo San Lucas, the adults-only Pueblo Bonito Pacifica Golf & Spa Resort is the ideal setting for a romantic getaway, while Pueblo Bonito Sunset Beach Golf & Spa Resort, with its large, all ocean-view suites, is perfect for families. Pueblo Bonito Rosé Resort & Spa and Pueblo Bonito Los Cabos, both located on El Médano beach, have the best to offer vacationers looking to be right in the middle of all the Cabo action. In Mazatlán, the elegant jewel Pueblo Bonito Emerald Bay Resort & Spa overlooks the Pacific Ocean and a private beach, while the charming Pueblo Bonito Mazatlán, is located in the famous Golden Zone. Both resorts are great for family vacations and romantic getaways. The hospitality company recently debuted two upscale, European Plan (EP) hotels in urban settings: Pueblo Bonito Vantage Centro Histórico Mazatlán; and Pueblo Bonito Vantage San Miguel de Allende. For more information, visit www.pueblobonito.com, find us on Facebook at www.facebook.com/pueblobonitoresort and follow us on Instagram @pueblobonito

About Quivira Los Cabos

Quivira (pronounced key-vee-ra), Mexico's premier luxury residential resort community, is situated at Land's End on the Baja Peninsula, with more than three miles of pristine golden beaches, picturesque desert cliffs and panoramic ocean views. This exclusive 1,850-acre master-planned community, founded by renowned resort developer Ernesto Coppel, is a paradise of elegance, serenity, and service. Access to Quivira Golf Club is exclusive for Pueblo Bonito Resort guests and owners of property at Quivira. Occupying a spectacular natural landscape, Quivira Golf Club, a Jack Nicklaus Signature golf course, is complemented by an exclusive oceanfront clubhouse and members-only Beach Club. On the premises is *Faro Viejo*, a historic castle-like lighthouse (1905) situated at kilometer zero, the exact place where the Sea of Cortez meets the Pacific Ocean. Quivira Los Cabos is the ultimate destination for residents and guests to live, love and celebrate life. Follow us on Instagram at [instagram.com/quiviraloscabos](https://www.instagram.com/quiviraloscabos).

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