

Q&A: Tech Fosters Sustainability at Fiesta Americana Condesa Cancun

Johnalee Johnston | October 26, 2017



Technology has become so deeply embedded into our daily lives that we barely notice using the devices that we have.

We spoke with Isreal Ortiz, director of sales with [Fiesta Americana Condesa Cancun](#), to see how planners are utilizing tech in meetings and where the crossroads of sustainability and innovation meet.

How are you using technology to help planners streamline the planning process?

A major project we are working on, once the complete renovation, or as we call it, the “rebirth of Fiesta Americana Condesa Cancun” is completed this November, will be a project for the upcoming future, where the hotel is considering to place solar panels at the convention center area. With this action we are going to save energy. The major advantage of solar power is that no pollution is created in the process of generating electricity. Environmentally it is the most clean and green energy. Solar Energy is clean, renewable (unlike gas, oil and coal) and sustainable, helping to protect our environment along with our current daily recyclable system already in place where we separate glass, paper, aluminum, plastic, etc.

How is Fiesta Americana incorporating sustainability into meetings, incentives and conferences?

We are applying a system called reverse osmosis that turns salt water into fresh water that is used for multiple swimming pools. We also utilize the

heat from the central air conditioning system to heat the water of all hotel services.

In what ways is your meeting and event space particularly innovative?

Fiesta Americana Condesa Cancun offers groups two separate ballrooms, the Condesa Ballroom and the Peninsula Ballroom. The separate ballrooms allow us to operate two programs at the same time in uninterrupted areas which allows us to maximize the 502 guestrooms of the resort for group business.

Can you name any CSR or on-site educational programs that allow groups to develop new skills or ways of thinking?

We partner with local schools to complete projects such as clean up, painting, backpack stuffing and client/student engagement programs, where our group attendees walk away feeling a sense of pride by contributing to the local area schools.