

Fiesta Americana Expands

By [Gay Nagle Myers](#) / October 08, 2015

The Grand Fiesta Americana Puerto Vallarta all-inclusive resort is Fiesta's second in that destination.



The newest resort in the Fiesta Americana Resorts Collection, whose properties bookend Mexico's Caribbean and Pacific coasts, is the Grand Fiesta Americana Puerto Vallarta, an all-inclusive, adults-only resort, which opened on Sept. 16.

The newbuild, 443-room property, six minutes from the downtown area, features 16 restaurants and bars, a spa and the 67-suite Passion Floor, which is specifically for honeymooners and couples. "Puerto Vallarta is all about passion, romance and fun," said Ana Gon-Ryan, director of sales for Fiesta Americana. Rates start at \$250 per person, per night.

The new resort brings the number of Fiesta properties in Mexico to 11. The properties are operated by Grupo Posadas.

"We are a Mexican company that has been selling Mexico for more than 40 years," Gon-Ryan said. "We know our product, our destination and our market."

Key for any agent selling Fiesta Americana properties is to know both what differentiates one resort from another and what the customer wants, according to Gon-Ryan.

'Unique selling points'

"Each of our resorts has its own unique selling points," she said. "Knowing what they are helps agents guide clients to the right resort."

Three of the 11 properties are European Plan (E.P.), several of the 11 target families, one has a jungle location, all resorts offer propertywide WiFi and each limits weddings to one per day.

A guestroom at the adults-only, all-inclusive Live Aqua Cancun. The property has 330 rooms.

Beginning along the Caribbean coast, features of the adults-only, 330-room Live Aqua Cancun include heated pools, nine restaurants, the Aqua Club floor with ocean-facing rooms and suites and a treatment in the Spa Aqua, described by Gon-Ryan as "an ambrosial chocolate body wrap."



A renovation in the past two years at Cancun's 602-suite Grand Fiesta Americana Coral Beach included the addition of the 40,000-square-foot Gem Spa.

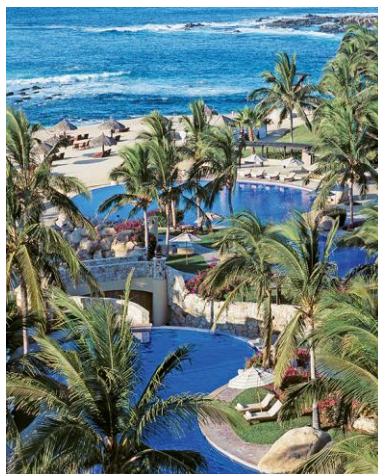
The most recent addition was the July debut of the 40,000-square-foot, \$2.2 million Coral KidZ Club, offering more than 40 age-appropriate indoor and outdoor activities for kids from 3 to teen.

The all-inclusive Fiesta Americana Condesa Cancun blends Mexican architecture and history with facilities that include a cantina where guests play cards and dominos.

"Staff entertainers dress in costumes and relate the history of Mexico through song and dance," she said.

The Fiesta Americana Villas Cancun is an oceanfront, all-suite, E.P. hotel.

Cozumel offerings



Following a three-year closure and a \$17 million renovation, the 102-room, all-inclusive Fiesta Americana Cozumel reopened in 2014.

The family-friendly resort offers eight a la carte restaurants, one buffet eatery, a private beach club and a spa.

"Cozumel is not just an island for divers, and the Exploreaan Cozumel is not for tourists but for [active] travelers," Gon-Ryan said.

The pool area at the Grand Fiesta Americana Los Cabos, an all-inclusive golf and spa resort.

The 56-room, all-inclusive Exploreaan Cozumel is "situated between the ocean and the jungle, and our guests really get out and explore the island by Jeep, on horseback and in kayaks," she said.

Farther south in the state of Quintana Roo is the other property under Fiesta Americana's Explorea brand, the 10-year-old Explorea Kohunlich in Chetumal, which is located within an archaeological park.

On the Pacific side is the 526-room Grand Fiesta Americana Los Cabos All-Inclusive Golf & Spa Resort.

The property is described by Gon-Ryan as "a contemporary, family-friendly property with a Mexican flavor, access to two golf courses and one of seven wine spas in the world."

In Puerto Vallarta, site of the new Grand Fiesta resort, is the 290-room Fiesta Americana Puerto Vallarta, which became an all-inclusive in 2014 and added the ecofriendly Nakawe Spa.

Farther south is the Fiesta Americana Villas Acapulco, an E.P., family-friendly property.

"We offer units with one to three bedrooms each, a kids club and access to Condesa Beach," she said.

Fiesta Americana offers its Fiesta Rewards point-based program for its registered agents, who number more than 1,000.

"We plan to launch an exclusive online portal for travel agents very soon," Gon-Ryan said.

Currently, the program can be accessed via www.fiestamericanaresorts.com.

[Gay Nagle Myers](#) of Travel Weekly. Accessed: 10/26/2015
<http://www.travelweekly.com/Mexico-Travel/Fiesta-Americana-expands?ct=mexico&cid=eltrmex>