



## GRAND MEXICO MEETINGS

### FIESTA AMERICANA HOTELS CREATES A MEXICAN RESORT COLLECTION SPECIFIC TO THE U.S./CANADA MARKET

Based in Mexico City, the **Posadas Hotel Group** operates 115 hotels throughout Mexico and Latin America. Among the Posadas portfolio, the **Fiesta Americana Hotels** and **Live Aqua** brands cater especially well to North American meeting and incentive professionals.

In an effort to ramp up group travel to Mexico, the **Fiesta Americana Grand Meetings Mexico** program is a collection of five hotels on the Atlantic and Pacific coasts targeting a wide range of budgets and group demographics. The properties are located in the three regions with the highest demand from the North American market, offering the most modern infrastructure, excellent inbound lift, and a wide variety of authentic group experiences based on Posadas' insider cred.

On the east coast, the hotels include **Fiesta Americana Grand Coral Beach Cancun Resort & Spa**, **Fiesta Americana Condesa Cancun All Inclusive** and **Live Aqua Cancun**. The two west coast properties are: **Fiesta Americana Grand Los Cabos Golf & Spa** and **Fiesta Americana Puerto Vallarta**. The "Grand" properties represent Fiesta Americana's luxury tier. Live Aqua is the luxury wellness brand catering to all of the senses, which along with the Condesa Cancun, changed last year to fully all-inclusive pricing models.

"Planners love the all-inclusive pricing," says David Manzella, vp of group sales. "But more than that, our properties are all very different, built on the culture of their specific area, so there's always a very authentic feeling surrounding the group experience."

Business is good. Speaking with Manzella at IMEX Las Vegas in October, he said that September 2011 was the best for the company in 14 months. Part of that is based on excellent value, with a host of comps and upgrades offered via Fiesta Americana's "Perfect Planner Program" running through 2013. The other part is the hotel group's local roots.

"No other hotel chain knows these destinations like we do when it comes to maximizing the experience," says Manzella.

[meetingsmexico.fiestamericanagrand.com](http://meetingsmexico.fiestamericanagrand.com)

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