

Posadas Hotels Receive the *Green Key* Award for their Commitment to the Environment

- ❖ The Green Key award was given to Live Aqua Beach Resort Cancún, Fiesta Americana Condesa Cancún All Inclusive and Fiesta Americana Hacienda Galindo by the *Foundation for Environmental Education* (FEE), through its national operator Pronatura México, for driving sustainable practices in tourist establishments.
- ❖ This international certification was awarded to Grupo Posadas by Finn Bolding, International Director, Green Key, after having been subject to a strict control to meet 132 criteria.

Mexico City, April 07, 2017.- Live Aqua Beach Resort Cancún, Fiesta Americana Condesa Cancún All Inclusive and Fiesta Americana Hacienda Galindo Hotels, operated by Grupo Posadas, the leading hotel and service company in Mexico, were awarded the *Green Key* certification in recognition of their commitment to the environment, their social responsibility and their promotion of sustainable practices.

Green Key is an international program with a presence in 55 countries which gives recognition to hotels, convention centers, campsites and restaurants that have achieved excellence in sustainable operation, through the certification awarded by the *Foundation for Environmental Education* (FEE), a non-profit organization based in Denmark. In our country, Pronatura México is the exclusive operator.

Posadas hotels boast equipment and facilities that reduce the environmental footprint, decrease the use of water and energy, implement efficient administrative and operating processes and train their collaborators in environmental issues. Therefore, in order to achieve the *Green Key* certification, Live Aqua Beach Resort Cancún, Fiesta Americana Condesa Cancún All Inclusive and Fiesta Americana Hacienda Galindo went through a strict control to meet 132 criteria and were rated by a national technical committee made up of representatives from the Ministries of Environment and Natural Resources, Tourism, and Energy; the National Water Commission (CNA), the Mexican Center for Environmental Law (CEMDA), and the National Confederation of Chambers of Commerce (CONACACO).

Green Key hotels are recognized worldwide for implementing sustainable, inclusive and highly environmentally and socially responsible practices. This certification reflects tourism industry's

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commitment to developing premises that adhere to strict environmental regulations, in order to achieve a change in awareness among guests, hoteliers, authorities and employees around the world.

The award was handed over by Finn Bolding, International Director, Green Key, to Enrique Calderón, Vice-President, Hotel Operation, Grupo Posadas, who said: *"We are very proud of receiving this award, which reaffirms that Posadas is not only committed to our guests, but also to the environment. We will certainly continue working on specific issues about materials, finishes, equipment and facilities, as well as on policies and procedures under sustainable parameters across our hotels".*

Calderón added: *"At Posadas we are devoted to creating and implementing sustainable hotel operation practices aimed at continuously innovating, with the purpose of minimizing the environmental and social impact and attaining a balance. It is a great honor to receive this award. This unquestionably encourages us to go ahead hand in hand with the care of the environment."*

Finally, Kathy Gregoire, General Director of Pronatura México, said: *"Hotels recognized by Green Key have a great commitment to reduce their environmental footprint as well as a positive impact on the community where they are located. Pronatura México and Grupo Posadas share the vision of sustainable development and responsible management of our natural resources in an industry as important as tourism in our country".*

The award ceremony was attended by Raquel Serrato Gómez, Regulation Director, National System of Tourist Certification, Ministry of Tourism (Sectur), Kathy Gregorie, Director General, Pronatura México A.C., and Joaquín Díaz Ríos, Green Key National Coordinator.

About Posadas

Posadas is the largest hotel operator in Mexico, with 157 hotels and more than 25,000 rooms in beach and city destinations located throughout the country. Thanks to the positioning of its Live Aqua, Grand Fiesta Americana, Fiesta Americana, The Explorean by Fiesta Americana, Fiesta Inn and One Hotel brands, Posadas is an internationally recognized Mexican company. Its leadership has been acknowledged by several organizations and publications, such as the International Association of Hotels & Restaurants, which ranks Posadas among the top 70 hotel operators in the world. Posadas has been listed on the Mexican Stock Exchange (BMV) since 1992. For further information, please visit: www.posadas.com

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