

Grupo Posadas launches new brand of hotels in the CDMX

Fernanda Celis | July 6, 2017 @ 12:34 Pm

In five years, the firm will have between 15 and 20 LatinoAmerican hotels in Mexico City. Posadas Group launched its new brand of hotels LatinoAmerican, with which it seeks to reach new generations of travelers, as well as reaching its goal of 300 units by 2020.

In an interview, José Carlos Azcárraga, CEO of Posadas, said that they hope to have in five years between 15 to 20 hotels of the new concept in Mexico City.



Photo: Forbes Staff

LatinoAmerican reconfigures the traditional hotel and incorporates the services of commercial establishments, cultural and entertainment of the big cities.

"It is a global strategy of increasingly making specialized brands in specific markets," said Azcárraga.

The rooms have a Mexican design, which was in charge of Ignacio Cadena.

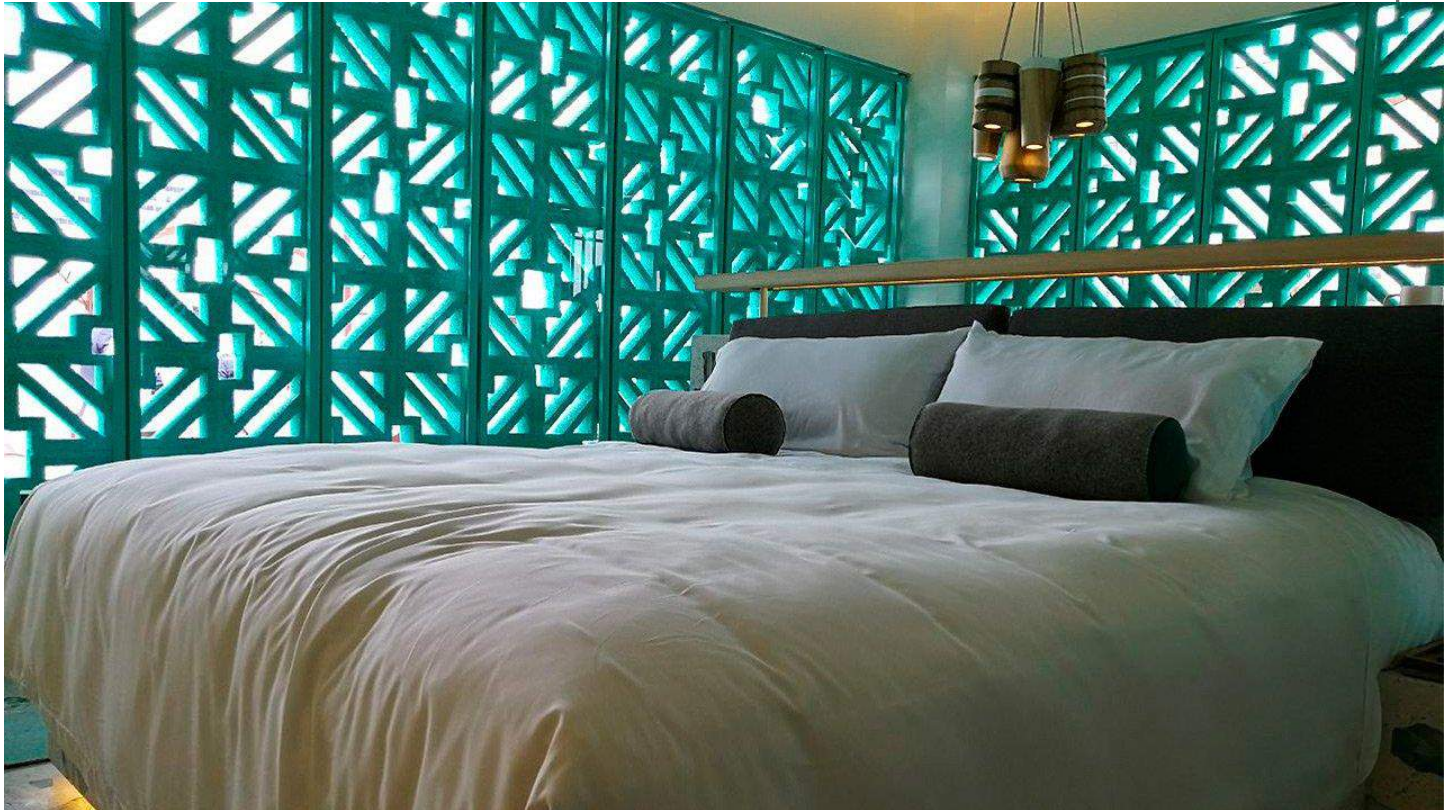


Photo: Forbes Staff

In a press conference, Javier Barrera, vice president of Franchises Posadas, explained that the openings will begin in the last quarter of 2018 in points in Mexico City as the colonies Roma, Polanco and Condesa.

He added that approximately 90 thousand dollars will be allocated per room, however, this will depend on the location of each hotel, for which investors are looking for. Each unit will have between 40 and 80 rooms.

"We did a study of a prototype. In some areas there is possibility of building from scratch and in others we will adapt to the property," he said.

This is the eighth brand of the company and adds to formats like Live Aqua, Grand Fiesta Americana, Fiesta Americana, The Explorea, Fiesta Inn, Gamma and One. Barrera explained that the new concept, which is part of the new Urban- (G) category, required 12 months of research.

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