



POSADAS®



Posadas receives the International Green Key Award for 75 hotels

- The Green Key certification is the leading standard for excellence in environmental responsibility and sustainable operation in the tourism industry
- The 75 properties received the award due to their pro-environmental practices

Mexico City, November 9, 2017.- 75 Posadas hotels branded Live Aqua, Grand Fiesta Americana, Fiesta Americana, The Exploream by Fiesta Americana, Fiesta Inn, One and Gamma were awarded the Green Key certification, an international recognition program that drives sustainable practices in tourism establishments. This certification is awarded by The Foundation for Environmental Education (FEE), an international non-profit organization that promotes sustainable development through environmental education.

After having undergone a stringent evaluation in thirteen categories including environmental management, personnel participation, social responsibility, green activities and administration, Posadas properties succeeded in receiving the International Green Key Award due to its sustainability initiatives, structural renovation of several hotel developments and the continuous renewal of their hotel practices and services. These coordinated efforts in terms of training, operation, maintenances and regulation place Posadas as a role model in sustainable development in the tourism industry.

Green Key is an international program with a presence in 56 countries designed to recognize various types of tourist facilities that have achieved excellence in sustainable operation by meeting its 132 international criteria, which are constantly monitored through standardized technical protocols and a strict selection and verification process. Hotel establishments awarded these certifications are chosen by means of a National Technical Committee composed by the representatives of the Ministry of the Environment and Natural Resources, the Ministry of Tourism, the Ministry of Energy, the National Water Commission (CNA), the Mexican Center for Environmental Law (CEMDA), the National Confederation of Chambers of Commerce (CONCANACO) and The Nature Conservancy.

During the award ceremony held at the Fiesta Americana Parque Toreo, Enrique Calderón, Vice-President, Hotel Operation, Grupo Posadas, said: *"A few months ago, we received with great pride and satisfaction the Green Key Certification for 3 of our hotels. Today, we are even prouder to receive the same award for 75 properties. This merely reflects our purpose of operating compelling, functional and environmentally responsible hotels."*

Also, Pablo Azcárraga, Chairman of Grupo Posadas' Board of Directors stated: *"This recognition certainly represents great efforts made to continue innovating. But, mainly, to turn Mexico and Posadas into world benchmarks in terms of sustainability in the tourism industry"*.

The certification ceremony was attended by Enrique de la Madrid, Head of the Mexican Ministry of Tourism; Mariana Boy Tamborrell, Director General, Urban and Tourism Promotion, Under-Secretariat of Environmental Development and Regulation; Guillermo Haro Bélchez, Federal Attorney for Environmental Protection; Joaquín Arturo Díaz Ríos, Executive Director of The Foundation for Environmental Education Mexico and Ismael Betanzos, Director, Engineering and Maintenance, Posadas.



POSADAS®



About Posadas

Posadas is the largest hotel operator in Mexico, with 158 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, One and Gamma brands, Posadas is an internationally recognized Mexican company. Posadas also owns Fiesta Rewards, the biggest loyalty and reward program in Mexico, as well as the long-term vacation membership programs: Fiesta Americana Vacation Club and Live Aqua Residence Club; a private residential club; and KIVAC, a point-based vacation program. Posadas has been listed on the Mexican Stock Exchange (BMV) since 1992. For further information, please visit: www.posadas.com.

For more information, please contact:

Jaime Payán

Jaime.payan@edelman.com

(01 55) 5350 1500 Ext: 5950

Edelman México