

# The Rise of Grupo Posadas

Enrique Calderón, COO, outlines the meteoric growth of Mexico's largest hotel operator.

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PHOTO: The Fiesta Americana Puerto Vallarta All-Inclusive Adults Only Resort (photo courtesy La Coleccion)

Since the launch of its first Fiesta Americana–branded hotel in Puerto Vallarta 45 years ago, Grupo Posadas has grown to become the [largest hotel operator in Mexico, with seven brands and 170 properties in its portfolio.](#)

Now, the Mexican–owned and –operated company is on the fast track to dramatically increasing its portfolio, with plans to add 52 properties during the next 24 months, said COO Enrique Calderón, who explained how Grupo Posadas built and evolved its brands.

“Because of the success of the Fiesta Americana brand, we took the initiative to develop another brand, Fiesta Inn, which was launched in the early 80s,” he said.

That successful launch into the economy-class market was followed by the debut of a three-star brand, One Hotels. In 2006, Posadas introduced Live Aqua, its lifestyle brand.

Posadas also pioneered the Explocean brand with the launch 20 years ago of the Explocean Kohunlich, which offers adventuresome experiential hotel stays in natural settings. “We have two more hotels just about to open with that concept,” he said, with one set to open in Progreso in January 2019 and other scheduled to debut in Tulum by year’s end.

These brands later developed sub-niches of sorts. Grand Fiesta Americana hotels, for example, emerged from Fiesta Americana.

The [Live Aqua brand was broadened](#) to include the Live Aqua Boutique Resort in Playa del Carmen, the Live Aqua Urban Resorts in Mexico City and Monterrey, and a new property in San Miguel de Allende, which is scheduled to open in late 2018.

In other developments, Posadas is constructing a new flagship Fiesta Americana Reforma in Mexico City, which will replace the existing property with a 45-story, 800-room tower next door with a large convention center.

The area is being thoroughly renovated and will include a shopping center, two 60-story office buildings and a condominium tower. “It’s going to change the landscape of Reforma and Insurgentes in that particular part of the city,” Calderón said.

The company is also in the midst of creating another resort complex in Tulcan, which is situated approximately 20 minutes from Tulum. Set on some of the best beachfront left in the Riviera Maya, the complex will include a 370-room Live Aqua and an all-inclusive, family-oriented Fiesta Americana with a

waterpark and about 750 rooms. Ninety percent of rooms in both hotels will be facing the ocean.

“In a second phase we’re going to launch a new brand,” Calderón said. “Right now, all I can tell you is that it’s going to be a romance-oriented property that is going to have around 250 rooms.” Tulcan will also boast a large convention center for up to 4,000 people and a state-of-the-art destination spa, the Spa Tulcan, which will service all three resorts in the complex, he added.

At the same time, Posadas will be opening another Fiesta Americana Condesa in the Riviera Maya, a Live Aqua in Playa Mujeres and a Fiesta Americana in Nuevo Vallarta with plans also underway for another Live Aqua in Los Cabos.

The company is also planning to launch an Aqua sub-brand. “It’s going to be a different resort, more of a celebration-type resort. It’s not going to be a crazy party place, but more of a ‘funtastic’ place located in Puerto Vallarta [with 700 rooms],” Calderón said, adding that the property is slated to open in 2020.

“Right now, we have 170 hotels open and we’ll have 52 open over the next 24 months—and 20 this year alone,” he said. “These are signed projects and we’re already working with architects and designers.”

On the horizon are new hotels in the [Dominican Republic](#) and Cuba. “We’re looking for synergies with what we’re doing in Mexico,” Calderón said. “It’s easy for us to grow in those countries [that have] the same synergy.”

Gregory, Lydia. TravelPulse. Published 11/2018. Accessed: 11/13/2018

<https://www.travelpulse.com/articles/hotels-and-resorts/the-rise-of-grupo-posadas.html>

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