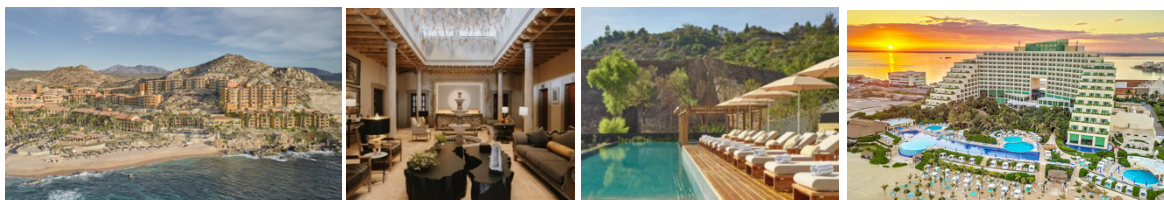


## POSADAS BOOSTS GROWTH WITH A NEW DIGITAL BOOKING PLATFORM: FIESTA AMERICANA TRAVELTY

- With the launch of Fiesta Americana Travelty, Posadas aims to generate 75% of reservations on its own booking channels and anticipates reservations on digital channels to increase by 50% of their current level.
- When booking on the new platform, customers can enjoy special perks such as free airport transportation, resort credits and spa concessions, depending on the property.



*Left to right: Grand Fiesta Americana Los Cabos All Inclusive Golf & Spa, Dos Patios Querétaro, Curamoria Collection, Live Aqua Urban Resort San Miguel de Allende, Live Aqua Beach Resort Cancún.*

**New York, July 18, 2023** – [Posadas](#), the leading hospitality group in Mexico, today announces the launch of [Fiesta Americana Travelty](#), a new centralized digital reservations platform that allows travelers to select everything they need to prepare their trip from a single place. Fiesta Americana Travelty will offer access to more than 190 hotels and nine Posadas brands in Mexico and the Dominican Republic, including resorts within the [Fiesta Americana Travelty Collection](#) - formerly La Colección Resorts by Fiesta Americana - which is comprised of Live Aqua, Grand Fiesta Americana, Curamoria Collection, Fiesta Americana and The Explorean.

Launching soon, a corresponding Fiesta Americana Travelty mobile app will ensure guests have the optimal travel experience from the beginning of their reservation by allowing them to book and manage accommodations, culinary experiences, destination activities, entertainment, transportation, and more, all in one place.

Apart from the ease of booking, customers will also find the new platform appealing for its unique perks, which can include free airport transportation, resort credits and spa concessions, depending on the property. According to Posadas' CEO José Carlos Azcárraga, Fiesta Americana Travelty's experience was designed to mirror the level of personalization and service guests can expect on-property. "Customer satisfaction is our ultimate goal," said Azcárraga. "We're excited to offer guests a new consumer service-focused platform enhanced by the latest technological developments. Business growth is also a driving force behind Fiesta Americana Travelty, as is establishing Posadas as Mexico's leading travel company."

With their strong brand footprint, wide array of locations, exclusive amenities and personalized services geared to adults, families, weddings, and events groups alike, Posadas is a top choice for national and international travelers. Posadas is present in emblematic cities like Oaxaca, San Miguel de Allende, Mexico City, Monterrey and Guadalajara, as well as

new to be discovered destinations like Morelos and Querétaro. Posadas' reach also extends to key beach destinations including Cancún, Los Cabos, Puerto Vallarta, and Punta Cana in the Dominican Republic.

“With Fiesta Americana Travelty, Posadas aims to generate 75% of reservations on its own booking channels,” shared Azcárraga, “and we anticipate reservations on digital channels to increase by 50% of their current level.”

Fiesta Americana Travelty arrives at a time when global tourism is well on its way to a full recovery from the global pandemic. According to the World Tourism Organization (UNWTO), international trips doubled in 2022 compared to 2021. In Mexico, the Ministry of Tourism estimates that the tourism sector will experience an increase in the number of international travelers in 2023 with the arrival of 39.4 million people, marking a 2.7 percent increase from 2022. Hospitality income from domestic and international tourists combined could reach \$15 billion USD by year's end, an increase of 8.7% from 2022.

The launch of Fiesta Americana Travelty supports Posadas' fast track to growth as the premier partner for travelers seeking elevated accommodations and travel experiences in Mexico and the Caribbean. With more than 50 years of experience, Posadas has 190 hotels, 9 brands - Live Aqua, Grand Fiesta Americana, Curamoria Collection, Fiesta Americana, The Explorean, IOH, Fiesta Inn, Gamma and one hotels - and more than 29,000 rooms in Mexico and the Dominican Republic. Posadas will continue innovating to welcome local and international visitors with a unique and personalized offering.

Learn more about Fiesta Americana Travelty at: <https://www.fiestamericanatravelty.com>

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