

FIESTA INN OPENS ITS DOORS IN THE CITY OF MERIDA

- ❖ *The White City celebrates the opening of Fiesta Inn Merida hotel, with an investment of \$9 MM, offering an innovative business hotel concept and continuing the growth of the chain in Mexico.*

Merida, Yucatan, Mexico, June 5, 2014 -- Fiesta Inn Merida marked the opening of the 61st hotel for the brand in Mexico and the 15th hotel under the new "2.10 concept" at an event hosted by Pablo Azcárraga, Chairman of the Board of Directors of Posadas and attended by the governor of the State of Yucatan, Rolando Zapata Bello.

Also in attendance were the state's Secretary of Tourism Development, Saul Ancona Salazar; Secretary of Economic Development, David Alpizar Carrillo; the Mayor of Merida, Renan Barrera Concha; Charles El-Mann Fasja, Director General of Parks Development; Javier Barrera, Director General of Posadas Franchising; and Holger Blankenstein, Commercial Director of Volaris Airline, who did the ceremonial ribbon-cutting.

The construction of Fiesta Inn Merida involved an investment of \$9 million and created 150 direct jobs. The hotel offers 166 rooms, swimming pool, restaurant and bar with panoramic views and operates under the chain's new "2.10 concept," designed specifically for business travelers.

"Fiesta Inn Merida Posadas supports the continued economic development of Yucatan and the country, as well as the national tourism sector," said Azcárraga. The company will continue its efforts to be the leading company in Mexico, offering the best services, and combining cultural tourism with the natural attractions, sun and sand of its destinations, he continued.

Fiesta Inn Merida is located across from the 21st Century Convention Center, on 60th Street, along the Merida-Pogreso highway.

About Posadas

Posadas Hotels is Mexico's largest and most important hotel operator, with 121 hotels and 20,000 rooms in beach and city destinations across the country. With its varied brand portfolio, including Live Aqua, Fiesta Americana Grand, Fiesta Americana, Fiesta Inn, One Hotels and The Explocean by Fiesta Americana, Posadas enjoys international recognition and respect. The strategic leadership of Posadas has been recognized by multiple organizations and publications, including the International Association of Hotels & Restaurants, which ranks Posadas among the 70 largest hotel operators in the world. Posadas has been listed on the Mexican stock exchange (BMV) since 1992. For more information, visit: www.posadas.com.

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