

**FIESTA AMERICANA AND FIESTA INN
LAUNCH “TRAVEL ACROSS MEXICO” PROMOTIONAL CAMPAIGN
PRESENTED BY: ANA DE LA REGUERA AND MANUEL MIJARES**

- ❖ *With an investment of \$8.5 MM, Fiesta Americana and Fiesta Inn presented the fifth annual “Travel Across Mexico” promotional event and concert by Mijares. The event served as the launch for the most successful promotional campaign in the country's tourism industry. The campaign is locally known as “VIAJA.”*

Mexico City, June 5, 2014 – Posadas kicked off the fifth annual “Travel Across Mexico With Fiesta Americana and Fiesta Inn” promotional campaign with a special event at the Metropolitan Theater in Mexico City on June 2. The campaign is the most successful of its kind in the country's tourism industry.

The event was highlighted by a concert by Mijares and was attended by high-profile members of Mexico's business, social and entertainment communities, including international actress Ana de la Reguera, who served as the face of the campaign for the second year in a row . The event is locally known as “VIAJA.”

The evening was hosted by Javier Barrera, Director General of Franchising for Posadas, who gave thanks to the company's commercial partners and invited guests, noting, “without you, VIAJA would not be possible.”

Enrique Calderón, Commercial Director for Posadas, said that the firm was slated to open 40 hotels by the end of the year, which would allow Posadas to “satisfy even more guests in more than 50 destinations around the country.”



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 Explorer 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.

For more information:

Sai Irene Sánchez
Public Relations Manager, Posadas

(55) 5201 8286

sai.sanchez@posadas.com

Yuriria Pavón, Edelman

(55) 5350-1510

yuriria.pavon@edelman.com