

## Posadas new hotel franchise model, Gamma Fiesta Inn, has successful start

- *Posadas launched the Gamma Fiesta Inn franchise model and brand in March.*
- *Just months after the launch, Gamma Fiesta Inn is well positioned with the acquisition of nine new properties and a contract with FibraHotel.*

Mexico City, June 11, 2014 – Gamma Fiesta Inn was created to take advantage of market opportunities and was a sign of the continuing evolution of Posadas Hotels, the leading hotel company in Mexico.

The Gamma brand combines both local charm with the experience of a Fiesta Inn, the leading brand of four-star hotels in Mexico. This model represents enormous advantages for investors and hotel owners, who can leverage the backing of Posadas Hotels, the largest sales force in Mexico, and the country's leading loyalty rewards program, Fiesta Rewards.

With Gamma Fiesta Inn, Posadas will offer two innovative options to hotel owners. They can pursue an operating plan and license under which Posadas assumes hotel operations on their behalf, or opt for a pure franchise model in which they maintain their own operation but gain access to the Fiesta Inn brand, distribution channels and marketing programs.

Since the launch, the brand has already become a successful way for hotel owners to combine “local charm and a national brand.” The first hotel to operate under the new model was the Hotel Belo, in the city of Morelia. The current plan is to convert 25 more hotels to the Gamma Fiesta Inn brand by the end of 2015.

Posadas has also signed a contract with FibraHotel, a real estate investment group that specializes in urban business hotels in Mexico. The contract shows a high degree of investor confidence in the strength and leadership of Posadas. It covers 10 hotels across Mexico, including Ciudad Obregon in Sonora, Leon in Guanajuato, Monterrey in Nuevo Leon and Tijuana in Baja California.

Gamma Fiesta Inn combines vision, market leadership and, more than anything, the new plan for strategic growth for Posadas Hotels.

### **About Gamma**

Gamma is the new franchise brand of Posadas Hotels. The brand leverages the Fiesta Inn brand to improve the market position of the four-star hotels in the collection. Gamma operates under a pure franchise model, with Posadas providing the brand standards, distribution channels and the largest sales force in Mexico.

**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 Explorcan 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](http://www.posadas.com).

**For more information:**

Sai Irene Sánchez  
Public Relations Manager, Posadas  
(55) 5201 8286  
[sai.sanchez@posadas.com](mailto:sai.sanchez@posadas.com)

Yuriria Pavón, Edelman  
(55) 5350-1510  
[yuriria.pavon@edelman.com](mailto:yuriria.pavon@edelman.com)