

## **FOR THE FIFTH YEAR IN A ROW, POSADAS OFFERS THE “TRAVEL ACROSS MEXICO” SUMMER PROMOTIONAL CAMPAIGN WITH FIESTA AMERICANA AND FIESTA INN**

- ❖ *With an investment of \$8.5 MM, the “Travel Across Mexico” promotional campaign has become the most successful tourism campaign in Mexico. The campaign is locally known as “VIAJA.”*
- ❖ *The Travel Across Campaign recognizes and rewards Posadas guests for their loyalty and offers an unsurpassed hotel experience.*
- ❖ *Posadas kicked off the fifth annual edition of the campaign at an exclusive event led by Pablo Azcarraga, Chairman of the Board of Directors of Posadas, and the honorable Rolando Zapata Bello, Governor of the State of Yucatan.*

Merida, Yucatan, May 28, 2014 – For the fifth consecutive year, Posadas presents “Travel Across Mexico” with Fiesta Americana and Fiesta Inn, the country’s most important domestic tourism promotional campaign. With its investment of nearly \$8.5 MM, Posadas once again has demonstrated its commitment to promoting tourism and economic growth.

The fifth annual campaign was introduced by Pablo Azcarraga, Chairman of the Board of Directors of Posadas, at an event in the “White City” of Mérida. Standing in front of the majestic Gran Museo del Mundo Maya, Pablo Azcarraga was accompanied by the Governor of Yucatan, Rolando Zapata Bello.

During this presentation, Pablo Azcarraga said that *Travel Across Mexico* with Fiesta Americana and Fiesta Inn is a result of the more than four decades of the commitment and dedication that has distinguished Posadas. This quality, found throughout all of the company’s hotel brands, continues to be affirmed by Posadas’ loyal guests.

“Not simply a promotional campaign, *Travel Across Mexico* with Fiesta Americana and Fiesta Inn is our way of thanking our guests, who motivate us daily to be the best hotel group in Mexico,” said Azcarraga.

A leader in Mexico’s domestic hotel industry, Posadas has invested more than \$248 million pesos over the last five years into this campaign, building strategic relationships with leading international companies such as Audi, Banco Santander and Volaris.

For its fifth edition, *Travel Across Mexico* once again features the Mexican actress Ana de la Reguera, the official campaign spokesperson. It also showcases the state of Yucatan, utilizing settings from across Merida and within the Fiesta Americana Hotel Merida, noted as the city’s best hotel for its AAA 4 Diamond award recognizing quality, hospitality and excellent service. The campaign also features some of Merida’s most beloved destinations, including as the Paseo Montejo, the Peon Contreras Theater and the Hacienda Yaxcopoil.

Posadas hotel brands participating in this campaign are Live Aqua, Fiesta Americana Grand, Fiesta Americana, The Explorean by Fiesta Americana, Fiesta Inn and One Hotels. Guests checking in to these hotels will receive a gift certificate that encourages domestic tourism in Mexico. The distribution of all gift certificates will be unaffected by a guest's choice of Posadas hotel brand or individual hotel rate.

"Posadas will not tire in our efforts to expand and to provide the best experiences and opportunities to all travelers, through development and growth. We offer services and facilities of the highest caliber, in order to suit the specific needs of each of our guests. For this reason, *Travel Across Mexico* is critically important to Posadas, demonstrating and extending our commitment to our customers," said Azcarraga.

*Travel Across Mexico* with Fiesta American and Fiesta Inn runs from June 9 to September 30, 2014.



#### **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 Explorean 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).

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