

## **POSADAS CONCLUDES SUCCESSFUL “EXPLORE MEXICO WITH FIESTA AMERICANA AND FIESTA INN” PROMOTION**

- At its conclusion on September 30, the promotional campaign awarded more than 50,000 gifts, including 10 Audi 2014 luxury cars.
- Cars were presented to the winners at a ceremony at Live Aqua Mexico City Hotel & Spa.

**Mexico City, October 17, 2013.** This past summer, Posadas again held its annual “Explore Mexico with Fiesta Americana and Fiesta Inn” promotion featuring actress Ana de la Reguera as its spokesperson. It came to a successful close on September 30 and included the entire Posadas brand family: Live Aqua, Fiesta Americana Grand, Fiesta Americana, The Exploreean by Fiesta Americana, Fiesta Inn and One Hotels.

For the fourth consecutive year, this Posadas summer promotion has encouraged domestic travel within Mexico, for both leisure and business. A leader in the tourism industry, Posadas awarded more than 50,000 gifts in this year’s promotion, highlighted by giveaways of 10 luxury automobiles from Audi’s 2014 line, including models A1, A3, A4 and the SUV Q4. Rules of the promotion were extremely easy. As a thank you for simply staying at Posadas participating hotels, guests received random gift certificates valid for free stays at Posadas hotels, discounts on food and beverages, 60 million Fiesta Rewards points, coupons good for 1,000 pesos towards the purchase of a plane ticket with Mexican airline Volaris, and 10 luxury vehicles.

With the success of this annual campaign, Posadas has further strengthened its brands’ positioning as one of the most important names in the hospitality industry nationwide and increased its sales this summer by 5%.

Rodrigo Gonzalez, Assistant Director of Promotions for Posadas, awarded the 10 Audi 2014 luxury cars to the lucky winners in a special ceremony at Live Aqua Mexico City Hotel & Spa.

“Everyone here with Posadas is grateful because this campaign allows us to bond with our guests, year after year. Even now, as we award these beautiful luxury cars, they are but a small part of the more than 50,000 gifts associated with this program. Without question, this is certainly the most impressive rewards record in the industry,” said Gonzalez.

### **“Explore Mexico with Fiesta Americana and Fiesta” by the numbers:**

- The program lasted from June 17 to September 30, 2013.
- It awarded more than 50,000 gifts, including:
  - 10 Audi 2014 luxury automobiles
    - 5 Audi A1 automobiles

- 3 Audi A3 automobiles
- 1 Audi A4 automobile
- 1 Audi SUV Q3 automobile
- 100 certificates for 60,000 Fiesta Rewards program points.
- 3,000 coupons good for 1,000 pesos towards the purchase of a plane ticket with Volaris Airlines.
- Thousands of certificates for additional nights free of charge or for discounts on food and beverages.
- Santander Fiesta Rewards cardholders received an additional certificate when they used their Santander credit card to pay for their hotel stays.
- The campaign was advertised in newspapers and magazines, radio, cable television, and through digital media and social networks.
- Total ad spending was 25 billion pesos.

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#### **About Posadas**

Posadas is Mexico's largest and most important hotel operator, with 110 hotels and 19,000 rooms in beach and city destinations throughout the country. With Posadas' well-positioned brand portfolio, including Live Aqua, Fiesta Americana Grand, Fiesta Americana, Fiesta Inn, One Hotels and The Explorean Kohunlich, the company enjoys international recognition and respect. Posadas strategic leadership 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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