



**FOR IMMEDIATE RELEASE**

**KEMPINSKI HOTEL CANCUN, A MEMBER OF THE EXCLUSIVE EUROPEAN LUXURY HOTEL BRAND, APPOINTS POSADAS AS ITS COMMERCIAL PARTNER IN MEXICO**

- The decision is a result of Posadas' robust distribution and marketing network throughout Mexico, the United States and the rest of the continent.
- With this new commercial alliance, Posadas reaffirms its position as a leader in the sector in Mexico, and among luxury hotels in beach destinations.

**Miami, October 13, 2023** - Posadas, the leading hotel operator in Mexico, announced a strategic alliance with Kempinski Hotel Cancún, a part of the European luxury hotel brand, to commercialize its 363 rooms in Quintana Roo.

This property will be available through Posadas' commercial platform, adding a new option to the company's wide range of destinations, which already totals 29,833 rooms in Mexico and the Dominican Republic.

Kempinski is one of the most recognized luxury hotel brands in Europe, founded in 1897. In mid-2022, the brand made its debut in Cancun. Today, it has opted to collaborate with Posadas, recognizing their market expertise, strong presence, and extensive distribution platforms across Mexico, the United States, and the entire continent.

"We are excited about this alliance with Kempinski Hotel Cancún, an icon of luxury hospitality in Mexico, and part of a brand recognized worldwide for its excellence in hospitality. Having a property of this relevance and exclusivity reaffirms our position and leadership. At Posadas we reinforce the commitment to be the most reliable strategic partner for investors and business partners in the Mexican market. We are undoubtedly the company with the most extensive expertise and industry knowledge. This marks the beginning of numerous international alliances" highlighted José Lorenzo, Commercial Director of Posadas.

Jointly, Claudia Molina Basteris, CEO of *Grupo Inmobiliario Mosa S.A.*, expressed, "We are excited about this commercial alliance with Posadas that unites the number 1 luxury hotel in Cancun with a commercial structure that will enhance business generation from the United States, Mexico and Latin America."

The hotel located in the hotel zone just 25 minutes from the Cancun International Airport and close to the city center, has a unique service called Lady in Red and Gent in Red, in which exclusive ambassadors of the brand provide from the arrival of each guest, a personalized accompaniment service and knowledge of the local culture to design special moments for each visitor. Kempinski Hotel Cancún is one of the four hotels of the brand that have this service worldwide.

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### **About Posadas**

Posadas is the leading hotel operator in Mexico that owns, leases, manages and markets 195 hotels and 29,833 rooms, with a presence in the most important and visited beach and city destinations in Mexico and the Dominican Republic. Posadas operates **Live Aqua, Grand Fiesta Americana, Curamoria Collection, Fiesta Americana, The Explorean, IOH, Fiesta Inn, Gamma and one, as well as the Live Aqua Residence Club and Fiesta Americana Vacation Club**. Posadas has been listed on the Mexican Stock Exchange (BMV) since 1992. For more information, visit: [www.posadas.com](http://www.posadas.com).

### **About Kempinski**

Founded in 1897, **Kempinski Hotels** is the oldest luxury hotel group in Europe. Kempinski's rich legacy of impeccable personal service and exceptional hospitality is complemented by the exclusivity and uniqueness of its properties. Today, the Kempinski Group operates 80 hotels and residences in 34 countries and currently has more than 26 prestigious projects in development around the world. Each five-star hotel reflects the strength and success of the Kempinski brand without losing sight of its heritage; each infuses the quality guests have come to expect from Kempinski by embracing the cultural traditions of their location. The portfolio includes iconic historic properties, award-winning city hotels, exceptional resorts and prestigious residences. Kempinski is a founding member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotels, visit: [www.kempinski.com](http://www.kempinski.com).

### **Media Contacts:**

Elisa Acquaviva | [elisa.acquaviva@newlink-group.com](mailto:elisa.acquaviva@newlink-group.com)

Henriette Cetina | [Henriette.cetina@kempinski.com](mailto:Henriette.cetina@kempinski.com) | +52 998 881 0808