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## WHAT TO EXPECT FROM LA COLECCIÓN RESORTS BY FIESTA AMERICANA THIS WINTER TRAVEL SEASON

- *From the latest trends to renewed safety and comfort protocols, the award-winning brand shares what to expect this winter season as people look to travel in 2022.*
- *The hotelier's Travel with Confidence program is updated to adjust to the newest U.S. reentry requirements helping facilitate processes for guests.*
- *The hotelier also shares upgrades to its travel advisors' rewards program.*

**Mexico City, Mexico (Jan XX 2022)** – La Colección Resorts by Fiesta Americana, a collection of distinctive urban and beach resorts located across Mexico and the Dominican Republic, continues to adjust to emerging travel and tourism trends seamlessly. With over 30 properties in its portfolio, the hotelier revamps both its *Travel with Confidence* and *La Colección Rewards* programs to safeguard visitors and incentivize travel advisors.

### Applying the Insights: The Top Trends the Hotel Brand Continues to Prioritize:

- **All-Purpose Travel:** What began as a necessity has transformed into a new way of traveling. The possibility of home offices and remote schooling established a new paradigm for travelers, both leisure and business – guests shared that bigger rooms gave the space a more personal and secure touch. At Grand Fiesta Americana Resorts, both Los Cabos and Cancun properties offer family suites with luxurious, all-inclusive experiences perfect for long family stays.
- **Wellness and Mindfulness:** Travelers are looking to feel at ease. From well-rested nights to continuous self-care, guests continue to prioritize eating well, exercising, and staying at a balanced, mindful state. The hotelier has shared that many guests request special diets to accommodate daily lifestyles – the brand delivers the possibility of following a home diet while living an upscale gastronomic experience.
- **Technology:** Contactless processes have become a mainstay of the industry in the aftermath of the pandemic. For many guests, the comfort of pandemic-safe digital processes make for a smoother experience. Today, almost 100% of La Colección Resorts' hotels use digital-welcome methods including pre-arrival registration, self-check-in with tablets located in lobbies, and easier payment features. New wearable options (i.e. bracelets) made of sustainable materials are also being implemented at most resorts, giving guests the option of opening their rooms with these gadgets.
- **Hygiene:** According to La Colección Resorts' ongoing digital panels, guests' top priority when choosing a hotel is the presence of trustworthy hygienic protocols endorsed by specialized third parties. The hotelier is consistently innovating its *Travel with Confidence* program to monitor how international authorities and entities change protocols to create a more secure ambiance for visitors.

"We value our guests' priorities and desires, it's our goal to uphold our promise of a harmonious experience and superb service," said Enrique Calderon, COO of La Colección Resorts by Fiesta Americana. "We have created a feedback infrastructure that allows us to cater to the insights we received from our guests. We implement solutions regularly and our customers' satisfaction serves as a testament to our efforts and our success in addressing the needs of our guests."

*Travel with Confidence* is La Colección Resorts' own insurance program that covers any accidents or illnesses (including COVID-19) during a guest's stay at any of its properties at the cost of \$4 USD per night. As part of this insurance, if a guest test positive to COVID-19 during their stay, the brand offers a special accommodation rate of \$10 USD (plus taxes) per night, per person, during their quarantine period. The program underwent updates to accommodate U.S. travelers and announced that the COVID-19 antigen testing available at all city properties now comply with the new travel regulations. At Live Aqua, Grand Fiesta Americana, and Fiesta Americana, this service is complimentary for guests with a minimum 3-night stay.

La Colección Rewards has also enhanced its travel advisors' program with more benefits, incentives, and rewards. The rewards program is diligently designed for modern-day travel professionals who seek to stay on top of the latest travel trends and provide their clients with the best vacation experience. The updates to the reward program include a Free Nights Benefit. In addition to cash incentives, registered travel agents will receive one free night per booking until Dec. 31, 2022, in resorts throughout the La Colección Resorts by Fiesta Americana brands. Free nights redemption is valid towards one room in single or double occupancy in a standard or basic room category at the selected resort or in resorts from the same brands.

For member advisors booking participating Live Aqua, Grand Fiesta Americana, Curamoria Collection, Fiesta Americana or Explorea brand resorts, one night booked will earn one free night at the participating resorts of the same brand.

For more information, please visit <https://www.lacoleccionresorts.com/>.

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#### **About La Colección Resorts**

La Colección Resorts is a distinctive selection of beach and urban resorts located throughout Mexico and the Dominican Republic. Operated by Mexico's leading hotelier, Posadas, the brands within La Colección Resorts include: Live Aqua Resorts, exclusive luxury, sensory resorts with impeccable service; Grand Fiesta Americana Hotels & Resorts, which celebrates the grandeur of Mexican hospitality through its cuisine and high-end services; Fiesta Americana Hotels & Resorts, hotels that emphasize Mexico's architecture as well as its renowned warm and friendly hospitality; The Explorea Discovery Resorts, nature-inspired soft adventure havens that offer superior accommodations; and Curamoria Collection, which offers unique experiences designed for those who seek to be captivated. These award-winning properties are located in some of the most favored beach destinations such as Los Cabos, Puerto Vallarta, Cancun, Riviera Maya and Cozumel in Mexico as well as Punta Cana, Dominican Republic. In 2021, the collection expanded to include urban resorts in cities such as Oaxaca, San Miguel de Allende, Merida, Mexico City, Guadalajara, among others. Committed to providing travelers and employees with transparency and assurance, all the properties incorporate Travel with Confidence, elevated safety, hygiene and flexibility protocols that were developed in collaboration with the ABC Medical Center in Mexico City and use 3M hospital-grade products. For further information, please visit: <https://www.lacoleccionresorts.com/>