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## **POSADAS, MEXICO'S LARGEST HOTEL OPERATOR, PLANS FOR PHYGITAL EXPERIENCES ACROSS COMPLETE PORTFOLIO**

*With continuous enhancements that respond to travelers' needs, Posadas incorporates numerous Phygital technology for contactless, safe, and seamless guest experiences*

**Mexico City, Mexico (August 17, 2020)** – With continuous enhancements that ensure guest safety while also providing seamless experiences, Posadas, Mexico's leading hotelier, rolls out its plans for Phygital Experience across its portfolio of 180+ hotels. The new technologies integrate digital benefits that elevate the guest experience with more personalization in a safe way that travelers seek today, especially in the post COVID-19 era. Contactless solutions that reduce physical interactions will allow guests to enjoy their stay safely and independently, while Posadas' reputation for providing warm hospitality will only be bettered.

"Posadas has been diligently working on these merged physical and digital enhancements even before the pandemic," explains Enrique Calderon, COO of the company. "COVID-19 fast tracked these initiatives as we pivot to a travel experience that must have fewer physical interactions and incorporate contactless technology for the safety of guests."

Posadas' hotel brands include Live Aqua, Grand Fiesta Americana, Fiesta Americana, The Exploreal, Fiesta Inn, Gamma, and One. Already a 50+ year industry leader in Mexico, the hotel company recently ventured internationally with properties in the Dominican Republic. The new Phygital Experiences will be incorporated at all properties over the next year where guests can expect the following innovations:

- Contactless check-in via the Fiesta Rewards mobile application, which will allow guests to check-in prior to arrival. Currently, Posadas has 100 properties integrating this technology, which will be ready by November.
- The Fiesta Rewards mobile application also allows guests to make requests for housekeeping, in-room dining, amenities, review entertainment schedules, and more.
- Digital Concierge that can attend to guests' needs via their mobile phones.
- Digital menus at restaurants assure more hygienic practices. Now, guests will simply scan a QR code placed on the tables to access the menus.
- New in-room technology using Procentric, MyStay TV and Guest Cast – all of which allow guests to make service requests, order products, review their accounts, enjoy more entertainment options, request a express check-out, among other features.
- Wearables, which are sophisticated bracelet devices that transform the guest experience by providing more personalized attention. Among its features include serving as a contactless room key and form of payment.

In addition to increasing guest satisfaction, all these Phygital experiences ensure a more efficient and sustainable operation at the hotels. They also compliment the company's **Travel with Confidence** program, which are elevated safety, hygiene and flexibility protocols created together with the ABC Medical Center and uses 3M products which

are necessary today for the prevention of the contagion and spread of COVID-19. With all these measures in place, travelers can feel confident and at ease staying at any of their hotels whether for business or leisure.

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#### **About Grupo Posadas**

Posadas is the largest hotel operator in Mexico, with more than 180 hotels and resorts, and more than 27,500 rooms in beach and city destinations located throughout the country and in the Caribbean. Thanks to the positioning of its Live Aqua, Grand Fiesta Americana, Fiesta Americana, The Explorean, Fiesta Inn, Gamma and one Hotel brands, Posadas is an internationally recognized Mexican company. Posadas has been listed on the Mexican Stock Exchange (BMV) since 1992. For further information, please visit: [www.posadas.com](http://www.posadas.com)

#### **About La Colección Resorts**

La Colección Resorts is comprised of 15 distinctive resorts located in Mexico and the Dominican Republic, encompassing the brands Live Aqua Resorts, Grand Fiesta Americana Hotels & Resorts, Fiesta Americana Hotels & Resorts and The Explorean. Showcasing the best of the destination including warm culture and hospitality, guests are privy to unrivalled accommodations, amenities and entertainment that ensure a superior, world-class vacation experience. The resorts within La Colección include: Live Aqua Beach Resort Cancun All Inclusive Adults Only, Live Aqua Urban Resort San Miguel de Allende, Live Aqua Private Residences Los Cabos, Live Aqua Beach Resort Punta Cana, Grand Fiesta Americana Puerto Vallarta All Inclusive Adults Only, Grand Fiesta Americana Coral Beach Cancun, Grand Fiesta Americana Los Cabos All Inclusive Golf & Spa, Fiesta Americana Cozumel All Inclusive, Fiesta Americana Condesa Cancun All Inclusive, Fiesta Americana Puerto Vallarta All Inclusive & Spa, Fiesta Americana Cancun Villas, Fiesta Americana Acapulco Villas, The Explorean Cozumel and The Explorean Kohunlich. Upcoming openings 2020 & 2021 in Punta Cana, Uvero Alto and Los Corales in Dominican Republic, Tulkal Riviera Maya, Playa Mujeres and Valle de Guadalupe BC in Mexico. For further information, please visit: [www.lacoleccionresorts.com/](http://www.lacoleccionresorts.com/)