



HIGHLIGHTS & REMINDERS

And just like that, the summer season has rolled around the corner and is in full swing! Despite being a high season for travel across the US, this is the perfect time of year to take advantage of Fiesta Americana Travelty destinations across Mexico that are experiencing their shoulder or low season and can offer a more exclusive visit compared to other times of the year. Cancun, Puerto Vallarta, Los Cabos, Merida, Oaxaca, San Miguel de Allende, and Mexico City provide a range of experiences, from beach vacations to cultural and historical explorations, and are ideal for travelers looking to avoid peak season crowds and take advantage of lower prices. And, as always, we help you to take advantage of our industry-leading Fiesta Americana Travel Agent Rewards program by registering your client bookings and getting rewarded (with free nights and cash) for all applicable bookings. Or take advantage of the exceptional Agent rates to experience our different products and destinations for yourself! As we recently gathered with a group of phenomenal Fiesta Americana Travel Agent Rewards champions in person at a Think Tank and feedback session in Dallas (more on that later in this newsletter), we're taking the opportunity to highlight two outstanding top-producing agents who joined us below.



Fiesta Americana Travelty Agent Rewards Think Tank Participant
Lia Vincent, Oklahoma City, Oklahoma

Lia is the founder and owner of Vincent Vacations, an award-winning agency with a brick-and-mortar location in Oklahoma and over 200 independent advisors nationwide. Recognized as a Traveler by TravelAge West in 2021, Lia is a regular guest travel expert on Oklahoma NBC news. We're grateful for your insights in Dallas, Lia!



Fiesta Americana Travelty Agent Rewards Think Tank Participant
Heather Roberts-Bolt, St. Peters, Missouri

Heather co-founded Raise the Bar Travel Group in 2018, specializing in Caribbean destinations, group travel, honeymoons, weddings, and tropical getaways. She consistently achieves over one million dollars in annual Caribbean trip sales. Heather fosters industry collaboration and supports fellow agents, which became evident during our Dallas session. Thanks for joining us, Heather!



TRAVEL AGENT RATES 2024

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TOP RESORTS



This luxurious retreat is nestled in the heart of what can arguably be labeled Mexico's most enchanting city, San Miguel de Allende. This picturesque hidden gem in Mexico's central highlands quickly became a bucket list travel destination after being named the World's Best City by Travel + Leisure in 2021. The charming, colorful, colonial-style town is scattered with cobblestone streets, baroque Spanish architecture, a thriving arts scene, cultural festivals at every turn, and some of Mexico's best gastronomic experiences.

Live Aqua San Miguel de Allende — one of the few new builds in the historic UNESCO town known for its stunning architecture — has not gone unnoticed by Forbes Travel Guide, awarding it a four-star rating. The resort has a sophisticated design that blends colonial charm with modern elegance. Its spacious and serene oasis with large courtyards, arches, columns, and high ceilings perfectly complements the breathtaking cityscape views. Upscale amenities include the Feel Urban spa, a rooftop pool, and gourmet dining options like Zibu and Spice Market, which promise an unforgettable experience for those seeking a refined escape.

The resort recently served as the headquarters and backdrop for the celebrity-studded wedding weekend and celebrations for Telemundo television host Carlos Adán, garnering the attention of *People*, *en Español*, *El Diario NY*, and more. Stay tuned — in the meantime, we'll have even more articles to share, showcasing some of what your clients can event-wise do at this beautiful urban resort.

DISCOVER MORE

THE EXPERT TALKS



Recommend Magazine recently highlighted Mexico's top luxury travel destinations, focusing on opulence and high-end experiences. It details various luxurious resorts, emphasizing unique features such as private villas, exclusive services, gourmet dining, and exceptional amenities. The article also covers the bespoke experiences the featured destinations offer, catering to affluent travelers seeking unparalleled comfort and sophistication in their vacations. It paints a picture of Mexico as a premier destination, showcasing its ability to provide memorable experiences. Enrique Calderon, VP and COO of Posadas (Fiesta Americana Travelty Collection's parent company) discussed upcoming openings in Mexico City and Cancun, a newly renovated Winelife in Los Cabos, the forthcoming launch of a new brand that will start its trajectory in Punta Cana, and the brand's plans to embrace the rise in artificial intelligence (AI).

READ STORY HERE

FIESTA AMERICANA TRAVELTY NEWS



We recently invited nearly two dozen top-producing agents from across the United States to Dallas to discuss the current travel landscape (including booking trends, windows, and pain points), their feedback on Fiesta Americana Travelty offerings, perceptions and questions around the recent migration from La Colección to Fiesta Americana Travelty, more. These sessions bring us closer to our Fiesta Americana Travel Agent Rewards champions — but they also provide us the opportunity to hear feedback about potential inconsistencies or gaps we may have as a brand and develop the packages and experiences that will address our agents' and their guests' needs. Ask your EDM for more information if you'd like to participate in future think tanks.

IN THE MEDIA



Best Adults-only All-inclusive Resorts in the Dominican Republic

Adults seeking a tranquil getaway often opt for all-inclusive adults-only resort options, which are plentiful across the Dominican Republic. Travel + Leisure compiled a list of properties with irresistible offers like gourmet dining, private beaches, sophisticated spa services, swim-up suites, and more. [Live Aqua Punta Cana](#) offers all the above and more, with the article noting on the "beachfront oasis": "featuring swimming pools, a dozen bars and restaurants, lush greenery, sleek and contemporary aesthetic (including the private balconies, and jacuzzis) that come together to deliver a refined and relaxing experience."

"Live Aqua Punta Cana is this contemporary, oceanfront, adults-only resort... Even the most standard accommodations are around 600 square feet and have private balconies and jacuzzis. Wellness enthusiasts can — and should — head straight to the Feel Harmony Spa, where services run the gamut. Think citrus-themed body treatments and aromatic candle massages. Additional activities and amenities include yoga, volleyball, and fitness and dance classes."



America's feel-good morning show, TODAY with Hoda & Jenna, celebrated its 25th anniversary by inviting superfans to the studio and put their fandom to the test. In this segment, Katie from Washington, D.C., faces off against Jenna Bush Hager for a chance to win a trip to our [Grand Fiesta Americana Coral Beach Cancun](#)! Needed on Cancun's finest stretch of private beach and steps away from the vibrant local culture and entertainment, Coral Beach offers family-friendly all-suite, all-inclusive accommodations. The all-inclusive spa resort has infinity-view balconies, AAA Five Diamond dining, a full-outfitted state-of-the-art Coral KIZZ Club with an interactive "high-tech playground," the Forbes 4-star-rated Coral Beach Gem Spa, and its Infinite Club with lavish services and amenities, including a personal concierge. Relive the exciting showdown here.



The Best Wine-Inspired Treatments to Indulge in at Spas Around the World

Spa and Beauty Today explored a variety of vinotherapy treatments available at top spas globally to highlight treatments that incorporate wine and its by-products, like grape seeds and oils, into skin and wellness therapies. The newly renovated SOMMA WineSpa at Grand Fiesta Americana Los Cabos All Inclusive Golf & Spa made the list and was featured for its exclusive flagship LE VINE massage (that allows guests to select from oils infused with the essence of prestigious wines like merlot, cabernet sauvignon, and chardonnay) and immersive wine bath experiences.

"SOMMA Wine Spa recently underwent a transformative multi-million dollar renovation and reopened its doors at [Grand Fiesta Americana Los Cabos All Inclusive Golf & Spa](#) in April 2024. The newly renovated spa resurrects the tranquil ambience of historic wine cellars with back-to-back and a grand entrance that evokes the spirit of a serene escape into the world of wine... Guests can unwind in the relaxation area pre- and post-treatment, savoring a glass of premium Mexican wine and appetizers featuring grapes as the main ingredient, adding to the immersive wine-themed experience."

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