



THE NEWS OUT OF FIESTA AMERICANA TRAVELTY COLLECTION

Posada is proud to announce the launch of Fiesta Americana Travelty, a new centralized digital reservations platform that allows travelers to select everything they need to prepare their trip from a single place. Fiesta Americana Travelty will offer access to more than 190 hotels and nine Posada brands in Mexico and the Dominican Republic, including resorts within the Fiesta Americana Travelty Collection - formerly La Colección Resorts by Fiesta Americana - which is comprised of Live Aqua, Grand Fiesta Americana, Camonita Collection, Fiesta Americana and The Explorers.

With the launch of Fiesta Americana Travelty, the Company anticipates reservations on digital channels to increase by 50% of their current level, growing digital and electronic channels to reach 75% of all reservations.

"With the support of our loyal customers, key accounts and retail travel agents, Posada aims to generate 75% of reservations thru its proprietary digital and electronic booking channels," shared Andriana Posada CEO, "and we anticipate reservations on those channels to increase by 50% of their current level."

Posada has made significant investments in recent years to further development of connectivity and electronic booking channels, now boasting full connectivity to more than 90% of leisure accounts including retail travel agencies, consortia, wholesalers, tour operators and others. Fiesta Americana Travelty represents a new era evolution of this strategy, bringing a centralized platform to consumers and agents for research and booking the company's robust portfolio of hotels and resorts.

Where to Stay in the Best Destinations

TOP RESORTS

ULTIMATE LUXURY WITH LIVE AQUA RESORTS



LIVE AQUA BEACH RESORT CANCUN

Specifically created to meet the needs of modern adults, the Live Aqua Beach Resort Cancun is a top-notch, all-inclusive resort for adults only. This resort raises the acclaimed components of its renowned brand to new heights with a strong emphasis on wellness and rejuvenation.

The resort emphasizes wellness and relaxation heavily and provides a variety of luxurious activities. The spa is ideal for relaxing and treating oneself, thanks to its peaceful surroundings, skilled therapists, and peaceful amenities. The facility provides an exceptional vacation with 371 freshly renovated bedrooms, an improved Aqua Club, renovated beach and pool areas, and a stunning choice of nine refurbished dining outlets overseen by the renowned Executive Chef César Germain. Adding to its allure and convenience, Live Aqua Beach Resort Cancun enjoys a strategic location directly across from a luxurious shopping center within a short stroll of Cancun's lively nightlife scene.

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LIVE AQUA BEACH RESORT PUNTA CANA

The Live Aqua Beach Resort in Punta Cana offers a chic beachfront setting with striking architecture. In Uvero Alto, visitors may use a private beach, gorgeous landscaping, and a variety of amenities, including Zen gardens, relaxation areas, and tropical fountains. With premium features, including swim-up access and private pools, the resort provides 347 Suites with views of the ocean, gardens, or pools. The standard facilities in suites include roomy bathrooms, big flat-screen TVs, espresso makers, and possibilities for gourmet dining. The resort has seven restaurants run by famous chef Gerardo Rivera, an infinity pool with ocean views, a spa with various treatments and water circuits, and all of these amenities. Live Aqua Beach Resort Punta Cana is perfectly situated near Punta Cana International Airport and renowned golf courses, making it an ideal destination for travelers seeking convenience and access to recreational activities.

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IN THE MEDIA



FORBES

The 12 Best All-Inclusive Resorts in Cancun

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TRAVEL DREAMS

Fiesta Americana Travelty: Embracing the Harmony of Nature

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FODOR'S TRAVEL

How to Experience Cancun's Best Beaches

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THE EXPERT TALKS



JULIETA HERNANDEZ

Kicking Off Wedding Season with Our Wedding Expert, Julieta Hernandez at Fiesta Americana Travelty Collection

What sets the brand apart from other wedding planning services and makes it stand out as a premier choice for couples? Each wedding project is unique and memorable. To provide an exceptional level of personalization, we devote ourselves to hosting only one wedding per day, granting each couple exclusive attention on their special day. We understand how eager couples are to begin planning, so we eliminate any waiting time. From the moment they express interest, we extend an invitation to explore our hotel's facilities, admire the venue, and meet our key individuals like our Chef. Our wedding experts go above and beyond merely advising on hotel services like haircuts and beauty treatments. They actively assist in connecting couples with local vendors, ensuring access to the finest professionals who can accommodate their desired budget. Throughout the planning process and the event itself, our hotel's dedicated wedding specialists will be there to guide and support them at every stage.

As a wedding expert, what emerging trends do you foresee becoming popular in the upcoming wedding season, and how do you incorporate them into your planning approach to stay ahead of the curve and provide a fresh and modern experience for your clients? One of the most notable trends is incorporating unique experiences that go beyond the ordinary, serving as an introduction to the destination. It is essential that we recommend special on-site experiences to make each moment unforgettable. Our lives have changed, and creating meaningful experiences has become vital. We encourage couples to enjoy and immerse themselves in the destination, leading to key activities such as connecting with nature, visiting local game reserves, having a tropical drink, simple wine, or perhaps artisanal beers - these activities become special ingredients in a destination wedding experience.

What advice and tips would you offer to couples who are considering a destination wedding? How do you guide them in making informed decisions regarding the location, season, and other crucial factors? Our best advice is to trust our wedding experts and save every moment! Effective communication from the start is crucial. Listening to the couple and asking questions helps us understand their vision for the dream wedding. Our wedding experts play a pivotal role in identifying the perfect hotel setting, tailored to either a family-friendly environment or an exclusive adults-only atmosphere. Moreover, being aware of the flexibility with their chosen date is essential. This enables us to make the most suitable recommendations based on expected weather, available experiences, and services that can be seamlessly incorporated to create an unforgettable wedding experience. In certain instances, considering alternative dates may bring added benefits due to seasonal changes, which could potentially enhance their budget and overall celebration.

When it comes to the various wedding packages offered by Fiesta Americana Travelty Collection, such as Serenata, Bona, Atrium, and Cerise, how do you help couples determine which package aligns best with their vision and preferences? Could you elaborate on the unique features and experiences that each package offers, and how you assist couples in making an informed decision to create their dream wedding? Our wedding packages are thoughtfully crafted to accommodate varying numbers of guests, with each package encompassing essential services. However, our emphasis always lies in personalization, and its hotel's flexibility is key in achieving this. We welcome couples to tailor certain aspects, such as decor, and we furnish comprehensive options for any desired upgrades. Our primary objective, above all else, is to fulfill a couple's project that aligns perfectly with the couple's expectations. In case of specific needs, such as a car service, we have a wide array of options. Throughout the entire process, our experienced staff is readily available to offer expert guidance and support, ensuring every detail is flawlessly executed.

BENEFITS



PROMOTIONS WITH FIESTA AMERICANA TRAVELTY COLLECTION:

PROMOTIONS WITH FIESTA AMERICANA TRAVELTY COLLECTION:

Book Your Client's Vacation with Our Upcoming Labor Day, Day-Sale, Labor Day Sale, up to 70% for your clients, consult your preferred Wholesaler or your Fiesta Americana Travel Collection Retail Engagement Specialist.

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THE NEWS



READER'S CHOICE AWARDS - TRAVEL WEEKLY

Every year Travel Weekly recognizes the best of the best in 82 categories of travel with its Readers' Choice Awards. This year, we kindly ask that you support Fiesta Americana Travelty Collection - formerly known as La Colección Resorts by Fiesta Americana - by nominating them to the Reader's Choice Awards.

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