

## **Posadas and Grupo Xtra host a groundbreaking ceremony for the new Live Aqua Riviera Cancún and Grand Fiesta Americana Riviera Cancún All Inclusive Resort & Spa**

See images [here](#).

**Cancun, Quintana Roo, Mexico - (September 15, 2023)** – In a groundbreaking ceremony held in the Benito Juárez municipality of Quintana Roo, Fiesta Americana Travelty, formerly known as La Colección Resorts by Fiesta Americana and part of Posadas' umbrella brand, in collaboration with Grupo Xtra, a prominent comprehensive real estate services company, initiated the construction of its latest ventures on the Mayan Riviera: *Live Aqua Riviera Cancún* and *Grand Fiesta Americana Riviera Cancún All Inclusive Resort & Spa*. These ambitious projects entail an approximate investment of USD \$300 million, signifying a substantial expansion of Posadas' presence in the region with the addition of 1,052 new hotel rooms leading to a 25% increase in the company's regional hotel room capacity, which currently stands at 2,777 rooms.

The foundation-laying event welcomed dignitaries, including Mara Lezama, Governor of Quintana Roo; Bernardo Cueto Riestra, the State Tourism Minister of Quintana Roo; Ana Patricia Peralta de la Peña, the Mayor of Benito Juárez; José Carlos Azcárraga, CEO of Posadas; and Alberto and Manuel Saba, representatives from Grupo Xtra. Also in attendance were Enrique Calderón, VP Hotel Operations at Posadas, and Mauricio Elizondo, Development Director at Posadas.

José Carlos Azcárraga, CEO of Posadas, underscored the company's dedication to sustainable economic development, stating, "At Posadas, we are deeply committed to Quintana Roo and sustainable economic growth. Our operations adhere to the most stringent sustainability standards, and we have implemented numerous environmental conservation initiatives. We will generate 2,000 new jobs in the region." In line with this commitment, Posadas' 13 regional hotels, featuring brands such as Live Aqua, Grand Fiesta Americana, Curamoria Collection, Fiesta Americana, The Explorean, Fiesta Inn, and one, have already received both Green Key and Blue Flag certifications for their outstanding sustainability efforts.

Isaac Saba Bassini expressed unwavering confidence in the success of these new hotels, affirming, "These investments have materialized thanks to favorable conditions and our steadfast determination to continue investing and driving the development of new projects in this beautiful country. We have every confidence that these two hotels will thrive, thanks to Posadas' wealth of experience, professionalism, and stellar reputation."

The inauguration of these new hotels is anticipated between late Q1 2025 and early 2026.



Posadas reaffirms its commitment to the social development and economic growth of the regions in which it operates. The company will persist in promoting industry best practices to ensure the welfare of Mexican families while maintaining its position as a leader in tourism investment, sustainability, and environmental harmony.

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### **About Posadas**

Posadas is the leading hotel operator in Mexico, owning, leasing, franchising and managing 194 hotels and 29,465 rooms, with a presence in the most important and most visited beach and city destinations in Mexico and the Dominican Republic. Posadas operates the Live Aqua, Grand Fiesta Americana, Curamoria Collection, Fiesta Americana, The Explorean, IOH, Fiesta Inn, Gamma and one brands, as well as the Live Aqua Residence Club and Fiesta Americana Vacation Club vacation programs. Posadas has been listed on the Mexican Stock Exchange (BMV) since 1992. For more information, please visit: [www.posadas.com](http://www.posadas.com)

### **About Fiesta Americana Travelty Collection**

The renowned portfolio of properties previously known as La Colección Resorts is now proudly presented under the brand name, Fiesta Americana Travelty Collection. Operated by México's leading hotelier, Posadas, the brands within Fiesta Americana Travelty Collection embrace a distinctive collection of beach and urban resorts located throughout México and Dominican Republic, including: 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; Curamoria Collection, which offers unique experiences designed for those who seek to be captivated; Fiesta Americana Hotels & Resorts, hotels that emphasize México's architecture as well as its renowned warm and friendly hospitality; and The Explorean Discovery Resorts, nature-inspired soft adventure havens that offer superior accommodations. These award-winning properties are in some of the most favored beach destinations, such as Los Cabos, Puerto Vallarta, Cancún, Riviera Maya, Veracruz, Chetumal-Kohunlich, Acapulco, Tulum and Cozumel in México as well as Punta Cana, Dominican Republic. The collection also features world-class resorts situated in the most prominent urban cities, including Oaxaca, San Miguel de Allende, Mérida, San Luis Potosí, Monterrey, Cuernavaca, Mexico City, Guadalajara, Querétaro, and Puebla. With an unwavering commitment to sustainability, the brand proactively advances through ongoing efforts and initiatives. For further information, please visit: <https://www.fiestamericanatravelty.com/en>