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## **Fiesta Americana Travelty Collection Unveils Innovative Enhancements for 2024**

**Mexico City, February 2, 2024** — Following an award-winning year, Fiesta Americana Travelty Collection strides into 2024 with a series of new digital updates, tools for travel agents, and enhanced guest experiences. Operated by Mexico's leading hotelier, Posadas, Travelty's latest innovations will incentivize travel agents to book a memorable trip for clients or themselves at one of their 32 properties throughout Mexico and the Caribbean.

"We are dedicated to achieving exponential growth this year," affirmed George Hunter, Vice President of Leisure Sales at Posadas. "With a diverse portfolio of properties in some of the world's beautiful destinations, we are confident that these enhancements and initiatives will continue to strengthen the Fiesta Americana Travelty brand and provide us an opportunity to continue offering excellent service to both guests and travel industry partners."

### **Exponential Growth and Expertise**

In 2023, Fiesta Americana Travelty Collection launched a centralized digital reservation platform aimed at streamlining the direct booking process. This year, the platform will be enhanced with a revamped system, that is anticipated to improve productivity and commission reviews, as well as automation of the rewards redemption program. The rewards redemption program offers travel agents (the) chance to earn up to \$100 in cash incentives for each booking at any of the Fiesta Americana Travelty Collection properties. The focus of these enhancements is on industry trends, supporting agents through preferred booking channels — direct, wholesale, and consortia, among others. This strategic move will not only improve the process but will also support anticipated growth in group travel and events, coupled with the sustained demand for beach resorts—a sentiment that bodes well for its renowned flagship brands like Live Aqua, Grand Fiesta Americana, and Fiesta Americana.

### **Guest-Centric Innovations**

Recent openings and superior amenities can be found through the Fiesta Americana Travelty Collection properties in this new year. Adapting to evolving travel trends and guest preferences, guests can look forward to immersive culinary experiences, exemplified by the recently inaugurated Tuscan, Torii, and Havana restaurants within the Grand Fiesta Americana Coral Beach Cancun All-Inclusive Spa and Resort, as well as Carnivore, the popular steakhouse at Live Aqua Cancun, ranked among the top 5 steakhouses in Cancun by TripAdvisor. Elevating guest services, Live Aqua properties in Cancun and Punta Cana are set to introduce personalized butler service for an enhanced stay. Following extensive renovations, the exclusive

**Commented [LS1]:** Realmente el programa de Rewards no ha cambiado así que mejor ponerlo como que estos cambios no afectan lo que el programa ofrece y si dejar lo de los \$100 in cash incentives para recordarles



SOMMA WineSPA at Grand Fiesta Americana Los Cabos All Inclusive Golf and Spa reopens as Mexico's sole spa incorporating the healing benefits of wine in its treatments.

#### **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>.

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