



FINANCIAL & INSURANCE  
CONFERENCE PLANNERS



## **FICP October 2015 NewsNet Strategic Partner Profile**

*Marian Gardiner, Fiesta Americana Hotels & Resorts & Live Aqua Hotels & Resorts*

**How has Fiesta Americana Hotels & Resorts & Live Aqua Hotels & Resorts adapted to the changing environment of the industry throughout the past few years?**

First, we added new resorts and new destinations to allow our customers additional options for group travel. New destinations and resorts include Fiesta Americana Cozumel All Inclusive, The Explorea Cozumel All Inclusive, Grand Fiesta Americana Puerto Vallarta All Inclusive Adults Only, Grand Fiesta Americana Monterrey and Live Aqua Monterrey. Each boasts the very highest industry standards in service and offers an unsurpassed memorable experience for attendees. In addition, we have added a variety of outlets and offerings at our existing hotels and resorts to include the conversion to all-inclusive properties in Puerto Vallarta and Los Cabos, as well as renovated room products and meeting spaces with several other properties. The resort all-inclusive option allows our customers a seamless and easy approach to planning a meeting within a set budget. The bottom line is the bottom line; all included, all inclusive. Finally, we have advanced our planning tools and resources to allow planners the tools they need to educate their internal teams and customers in taking a meeting or incentive to Mexico, which allows for a better overall planning experience and provides the necessary ROI.

## **What is new for Fiesta Americana Hotels & Resorts & Live Aqua Hotels & Resorts in the coming year?**

With the openings of several new properties in 2014 and 2015, 2016 looks to be another year of further development and growth within Fiesta Americana Hotels & Resorts & Live Aqua Hotels & Resorts. Additional announcements of several new hotels and resorts are coming soon. We will continue to enhance the overall meeting and incentive experience with the addition of new room product and new and reinvented restaurants and outlets. As food and beverage becomes a larger part of the program and not just a necessity of the meeting, we provide an experience with unique gastronomy and our chef's creativity throughout all our brands.

## **Do you have a networking success story from attending an FICP event?**

I always have success stories from FICP events. The most recent example is from the Summer Symposium, where I spoke with a meeting planner. This conversation sparked us to book a showing of our newest Grand Fiesta Americana Puerto Vallarta hotel, with the hopes that a 2017 incentive program may come to this recently-opened property.



FICP | Accessed on: 10/30/2015

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