



HOTEL announces the opening of the Krystal Grand Nuevo Vallarta

Mexico City, December 18, 2017 - Grupo Hotelero Santa Fe, S.A.B. Of C.V. (BMV: HOTEL) ("HOTEL" or "the Company"), one of the leading companies in the hotel industry in Mexico, announces the opening of the Krystal Grand Nuevo Vallarta located on the Riviera Nayarit. It has 480 suites, out of which 265 suites were added to the original 215 suites. The hotel has six restaurants and meeting rooms for 1,000 people under the standards of the Krystal Grand brand. Nuevo Vallarta is one of the top destinations of the pacific coast of Mexico with hotel occupancy of 70% in 2016. Puerto Vallarta International airport received 4.1 million passengers in 2016, a 16% increase compared to 2015, of which over 65% were international passengers. For more information about the property please visit krystal-hotels.com.mx

This project is in line with our strategy, we delivered on time and in budget. HOTEL owns 50% of the equity, operates the property and consolidates its results. As of today, The Company's portfolio includes 24 hotels with 6,137 rooms and presence in 14 cities in Mexico, including the hotels currently in construction or expansion.

The Company will continue seeking and analyzing investment opportunities in hotels, use conversions and developments as well as third-party hotel Management Contracts.

About HOTEL

Hotel is a leading company in the Mexican hotel industry, focused on acquisitions, use conversions, development and operation of its own hotels as well as third party-owned hotels. The Company focuses on strategic hotel location and quality, a unique hotel management model, strict expense control and the proprietary Krystal® brand as well as other international brands. As of year-end 2016, the Company employed over 2,800 people and generated revenues of Ps. 1,221 million. For more information, please visit gsf-hotels.com

Legal Note on Forward Looking Statements:

The information provided in this report contains certain forward-looking statements and information related HOTEL and its subsidiaries which are based in the understanding of its managers, as well as in assumptions and information currently available for the Company. Such statements reflect the current view of Grupo Hotelero Santa Fe in regard to future events subject to a number of risks, uncertainties and assumptions. Several features may cause that the results, performance or current achievements of the Company may differ materially with respect to future results, performance or attainments of Grupo Hotelero Santa Fe that may be included, expressly or implied within such statements in regard to the future, including among others, alterations in the economic general conditions and/or politics, governmental and commercial changes globally or within the countries in which the Company has any business interests, changes in the interests rates and inflation, exchange rates volatility, changes in the demand and regulations of the products marketed by the Company, changes in the price of raw materials and other goods, changes in the business strategies and several other features. If one or more these of risks or uncertainties are materialized, or if the assumptions used result to be incorrect, the real results may materially differ from those described herein as anticipated, believed, expected or envisioned. Grupo Hotelero Santa Fe undertakes no obligation to



Enrique Martínez
Financial Director
emartinez@gsf-hotels.com
Tel: +52 (55) 5261-0807

Maximilian Zimmermann
Investor Relations Director
inversionistas@gsf-hotels.com
Tel: +52 (55) 5261-4508