

## Promotora de Hoteles Norte 19 Announces its Hotel Indicators for July 2025 (BMV:HCITY)

**Mexico City, August 15th, 2025 – Promotora de Hoteles Norte 19, S.A.B. de C.V. (“Norte 19” or “the Company”) (BMV: HCITY), announces its Hotel Indicators for July 2025.**

The portfolio's occupancy as of July 2025 was calculated based on 157 hotels and 18,292 rooms in operation. No hotel openings were recorded during the month.

Total portfolio occupancy stood at 58.6%, a decrease of 0.5 percentage points compared to the same month in 2024. The ADR reached \$1,357 pesos, 2.7% higher than the previous year. RevPAR was \$795 pesos, reflecting a 1.9% increase compared to 2024.

Total Portfolio	Jul-25	Jul-24	Var
Occupancy	58.6%	59.1%	(0.5pp)
ADR	\$ 1,357	\$ 1,321	2.7%
RevPAR	\$ 795	\$ 780	1.9%

Hotels in the Northwest region delivered the strongest performance within the portfolio, posting a 5.6 percentage point year-over-year increase in occupancy and a 7.9% growth in ADR. Hotels located in Baja California and Baja California Sur experienced higher demand during the month.

Select Service	Jul-25	Jul-24	Var
Occupancy	58.8%	59.1%	(0.3pp)
ADR	\$ 1,349	\$ 1,321	2.1%
RevPAR	\$ 793	\$ 780	1.7%

In the Select Service segment, the Northwest, Metropolitan, and Northeast regions recorded the strongest ADR performance, with increases of 7.9%, 4.6%, and 4.4%, respectively.



### INVESTOR RELATIONS CONTACT DETAILS:

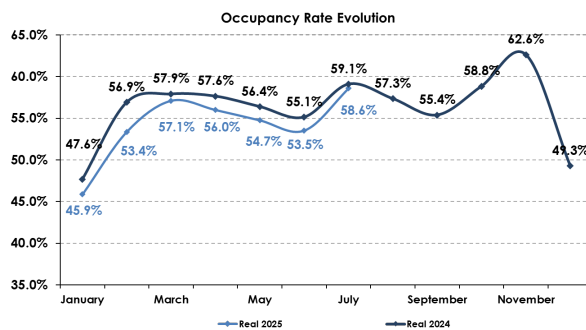
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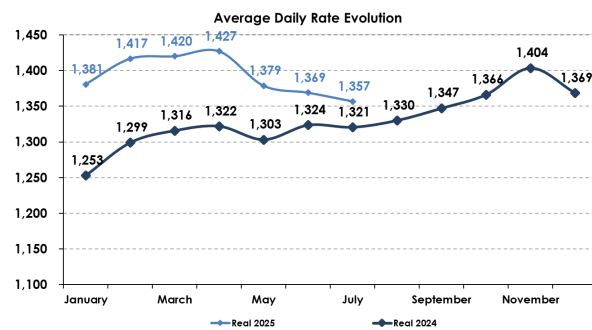
Full Service Segment Jul-25	
Occupancy	53.2%
ADR	\$ 1,555
RevPAR	\$ 828

Hotels in the Full-Service segment achieved an occupancy rate of 53.2% and an ADR of \$1,555, which is 15.3% higher than the average rate of the Select Service portfolio. Hotels in Irapuato and Querétaro recorded the highest demand during the month.

### Portfolio Occupancy Evolution

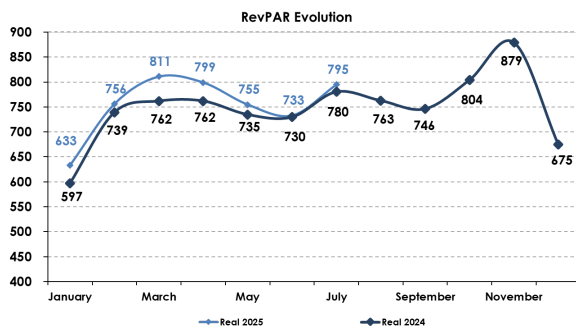


### Portfolio Average Rate Evolution

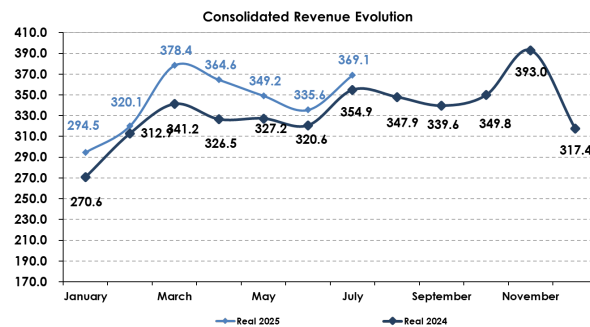


By brand, City Express Plus and City Express Junior by Marriott hotels posted the largest RevPAR increases, up 6.4% and 5.4%, respectively, compared to the prior year. During the month, the Company's strategy focused on leveraging traveler trends to drive occupancy, particularly in Mexico City and the State of Mexico, as well as in select cities in the Southeast, such as Mérida and Cancún.

### Portfolio RevPAR Evolution



### Consolidated Revenue Evolution



Finally, consolidated revenue for July reached \$369.1 million pesos, increasing by 4.0% vs. the same month of 2024.

**About Norte 19:**

Norte 19 is a Mexican company that offers integrated solutions for the hospitality industry, dedicated to providing services ranging from the design and development of hotels to the operation and management of first-class hospitality businesses. With a track record spanning more than two decades, Norte 19 has stood out for its commitment to excellence in service, innovation in technology, and efficiency in operation. Norte 19 operates more than 150 hotels in Mexico, Colombia, Costa Rica, and Chile, establishing strong partnerships with recognized brands and continuously adapting to market demands. Norte 19 will maintain the same ticker symbol ("HCITY") on the Mexican Stock Exchange (BMV).

For more information, please visit our website: <https://www.norte19.com/en/investors>