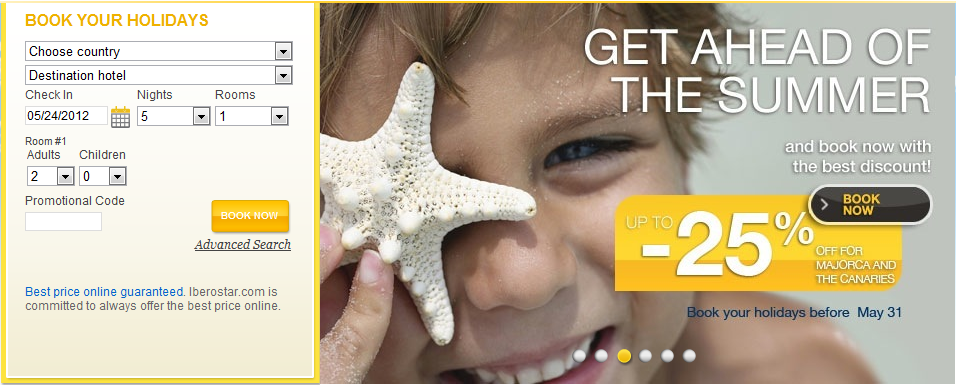
PRESS RELEASE

**IBEROSTAR LAUNCHES NEW WEB**

* ***IBEROSTAR Hotels & Resorts has launched its new web page for 2.0 clients with innovative applications that enable users to easily and intuitively discover everything about Iberostar's offers while taking advantage of the best rates and exclusive offers.***
* ***In addition to a full revamp - including a simpler and more reliable booking process - potential guests can take part in virtual hotel tours to help select the perfect room for their stay. Guests are also able to rate hotels, share their experiences with videos and send on-line postcards.***

***Madrid, May 18, 2012.*** [**IBEROSTAR Hotels & Resorts**](http://www.iberostar.com) commitment to quality and innovation is clear thanks to the recently launched site: **iberostar.com**. The site has many intuitive benefits for users which allow more of an interactive experience of the IBEROSTAR brand.

The new official **IBEROSTAR** web siteaims at responding to the expectations of an increasingly more demanding and experienced traveler, acting as a useful tool when organising trips and holidays - searching for information and booking rooms has become much simpler. This is the first step towards a unique IBEROSTAR experience.



The revamped page enables users to discover all **IBEROSTAR** destinations and their main attractions and provides detail of the products and services offered at every hotel. Users can create a list of favorite hotels and book the hotel option that best adapts to their interests directly.

What's more, finding the ideal accommodation is now easier thanks to a more efficient [hotel search tool](http://www.iberostar.com/busqueda-avanzada) that enables the selection and filtering hotels based on their location, type, and services. For example, visitors can choose a hotel for **business, adults only, weddings, spa or golf**, all according to their preferences.

In addition to this, **IBEROSTAR** continues to enhance its exclusive  [**Pre Check–in on-line**](http://www.youtube.com/watch?v=3S0gbeQdFVA) **tool**. Unique in the sector, once the reservation is completed on the web, guests can virtually visit the hotel with maps, 3D images and 360º views.

The web page is in English, Spanish, French, German, Italian and Portuguese. The new **iberostar.com** aims to bring the IBEROSTAR universe closer to users and interacts with them. The hotel chain invites guests to read the opinions of other users,  [record a video](http://www.youtube.com/watch?v=muADorCUw44&list=UU10Jmxw4ys58wFzd19r6gKA&index=2&feature=plpp_video) and share their IBEROSTAR experience through its **youtube** channel or on [**twitter**](http://twitter.com/iberostar).

The site includes the [**top offers and special packages**](http://www.iberostar.com/ofertas) always guaranteeing the best price for on-line reservations.

On the new **IBEROSTAR** web page, users will also find a section with updated information related to corporate issues, upcoming events and the **IBEROSTAR Foundation's** most recent activities.

**IBEROSTAR** is always looking for people who want to join the IBEROSTAR family and the ‘Job Opportunities’ section of the site is a great resource. Anybody interested in a position can attach their CV and find out what job offers or internships are available.

With the launch of this new web, **IBEROSTAR Hotels & Resorts** advocates innovation as on one of the main pillars of its products and services offer.

To celebrate the launch of the new iberostar.com, the company is promoting a [**very special offer**](http://www.iberostar.com/campana-lanzamiento): a two-day getaway to any of the company hotels in the Mediterranean when guests book more than 4 nights at one of its hotels.

For further information please visit the website: [www.iberostar.com](https://znycsslvpn1.edelman.com/owa/,DanaInfo=chiowa.edelman.com,SSL+redir.aspx?C=fffb267617d64d02a4ab23d38a7f7905&URL=http%3a%2f%2fwww.iberostar.com).

- Ends –

**Notes to Editor:**

**About IBEROSTAR Hotels & Resorts**

IBEROSTAR Hotels & Resorts is a family-owned hotel chain based in Palma, Majorca.  IBEROSTAR resorts are 4 and 5 star properties, located in 15 countries across Spain, the Mediterranean, the Caribbean, and South America. The hotel chain belongs to GRUPO IBEROSTAR, one of the most consolidated Spanish tourist groups with 50 year experience. IBEROSTAR Hotels & Resorts currently has over 100 hotels.

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