**IBEROSTAR OPENS ITS FIRST HOTEL**

**IN THE MEXICAN PACIFIC**

        ***Miguel Fluxá, Executive Chairman of GRUPO IBEROSTAR, alongside Mexico's Undersecretary of Tourism Operation, Mr Carlos Joaquín, and Governor of the region, Mr Roberto Sandoval, opened the new IBEROSTAR Playa Mita hotel in Punta Mita, Riviera Nayarit. Mexico's new holiday destination***

      ***IBEROSTAR Hotels & Resorts has invested 100 million euros in the construction of this new 5-star resort, which brings its total number of properties in Mexico to ten***

**London, 16 December 2013 - IBEROSTAR Hotels & Resorts**, represented by its **Executive Chairman Miguel Fluxá** and the Undersecretary of Tourism Operation, Mr Carlos Joaquín, opened the company's new five-star **IBEROSTAR Playa Mita**. The opening ceremony was also attended by the **Governor of Riviera Nayarit**, Roberto Sandoval.

After the official plaque unveiling ceremony, **Mexico's** Undersecretary of Tourism Operation, Mr Carlos Joaquín, stated*:”For the Federal Government, the opening of this hotel is of great importance as it allows us to continue improving the infrastructures in the region to offer a high quality destination for visitors. Tourism is strategic for the economic development of Mexico and it is our intention to be efficient and competitive in positioning our country amongst the top destinations internationally”.*

 According to **Miguel Fluxá**, Executive Chairman of **GRUPO IBEROSTAR**: *“At IBEROSTAR, we are tremendously proud to open this new hotel and to contribute to the development of the magnificent region of Nayarit. The new IBEROSTAR Playa Mita reinforces our solid commitment to quality, which is a defining characteristic of our brand. We believe that the fantastic facilities, the friendliness of our employees and the extraordinary natural surroundings will be instrumental in the success of the IBEROSTAR Playa Mita.”*

The **Governor of Nayarit, Mr Roberto Sandoval,** also spoke a few words in recognition of the chain's important focus on the region: *“We want to thank IBEROSTAR for bringing quality and warmth to this region. The Government of the State of Nayarit is truly focused on offering visitors ’The Paradise of the Pacific’ and providing hotels with the standard of quality of the IBEROSTAR Playa Mita that we are officially opening tody.”*

**IBEROSTAR Hotels & Resorts** has invested **100 million euros** in designing and constructing this new establishment which will be the company's first on the Mexican Pacific coast. The opening of this hotel will bring a significant boost for the tourism of Riviera Nayarit, which has established itself in recent years as a luxury destination in Mexico with more than 300 kilometres of coastline and an important cultural and natural heritage. The opening of this resort has contributed to the development of the region and has led to the creation of 450 jobs for people in the area.

This opening is a reflection of the company's strong international growth, as it firmly maintains its strategic drive for expansion, focusing both on growth in new destinations and on increasing its presence in countries such as Mexico where it already holds an established presence. With the addition of the **IBEROSTAR Playa Mita** the hotel chain, founded in Majorca, now has a total of 10 properties in the country.

The new hotel joins the company's **Premium Gold** category, characterised by its offering of five-star quality with luxury service. In total, the establishment has **452** fully-equipped **rooms**, the majority with sea views, including 120 Oceanfront junior suites, 18 adult-only Spa rooms, two presidential suites and four disabled access rooms. For leisure and relaxation time, among other services, it has a fully-equipped SPA *Sensations* and three professional 18-hole golf courses, one of which is next to the hotel, where guests can practise their swing while gazing out at the Pacific Ocean.

 **Note for the editor:**

 **About IBEROSTAR Hotels & Resorts**

IBEROSTAR Hotels & Resorts is a resort hotel chain based in Palma de Mallorca (Balearic Islands, Spain), founded by the Fluxá family in 1986. IBEROSTAR Hotels & Resorts is an integral part of GRUPO IBEROSTAR, one of the main Spanish tourist companies with over 50 years of experience, which currently has more than 100 hotels in 16 countries around the world.

**For more information:** iberostar.com

**IBEROSTAR Press Office**

**Edelman**

**Tel: +44 203 047 4035**

**Nicole Taylor (****Nicole.taylor@edelman.com****)**

**Luke Smart (****luke.smart@edelman.com****)**