**IBEROSTAR HOTELS IN MEXICO AND JAMAICA RECEIVE GREEN GLOBE CERTIFICATION**

         ***The nine IBEROSTAR Hotels & Resorts establishments in Mexico and the three in Jamaica have obtained certification, rewarding the company's commitment to environmental protection and to the communities in which it operates***

           ***The Green Globe Certification, recognises the sustainability programmes implemented in the travel and tourism sector. Green Globe acts as the single "affiliate member" of the United Nations World Tourism Organisation (UNWTO)***

***London, 3rd December 2013*.** All **IBEROSTAR** hotels in Mexico and Jamaica have obtained the **Green Globe** certification.The exhaustive, auditing process carried out at the different establishments has highlighted the efforts made by **IBEROSTAR Hotel & Resorts** to practice responsible tourism and minimise environmental impact.

**Green Globe** is a leading programme, at international level, in the certification of sustainability in tourism and its analysis includes indicators such as energy management, water use and land use. It also looks at other criteria such as waste management and the social and cultural development of the regions.

To supplement this, the company provides the tools which tourism companies need to efficiently improve their sustainability policies in economic, social and environmental areas.

In compliance with the **Green Globe** standards, the **IBEROSTAR** establishments in **Mexico** and **Jamaica** have implemented ambitious programmes aimed at assuring the optimal use of resources whilst respecting the environment.

In **Mexico**, through the “***Think Green***” programme, **IBEROSTAR** has initiated the implementation of various types of action, the most prominent of which are:

         Reduction of greenhouse gases through technologies which ensure the optimum use of energy resources

         Automation of the electrical system and air-conditioning with motion sensors

         Periodic studies which help to detect areas for possible energy reduction

         Re-use of water through the treatment of waste water. All of the water consumed is treated and used for irrigation

         Use of biodegradable cleaning products

         Management of solid waste and promotion of a culture of recycling among the guests

         Promotion of economic development through the sustainable-purchasing policy

**IBEROSTAR** focuses on the sustainable development of its hotels and its rigorous compliance with international standards, regarding respect for the environment, has ensured that all **IBEROSTAR** establishments in **Mexico** and **Jamaica** have obtained the **Green Globe** certification. The hotels are:

* **Mexico: IBEROSTAR Grand Hotel Paraíso, IBEROSTAR Paraíso Maya, IBEROSTAR Paraíso Lindo, IBEROSTAR Paraíso Beach, IBEROSTAR Paraíso del Mar, IBEROSTAR Tucán, IBEROSTAR Quetzal, IBEROSTAR Cozumel and IBEROSTAR Cancún**

* **Jamaica: IBEROSTAR Grand Hotel Rose Hall, IBEROSTAR Rose Hall Suites, IBEROSTAR Rose Hall Beach**

**IBEROSTAR Hotels & Resorts** continues to work on the sustainable development of all of its establishments, a policy which has become a fundamental pillar in the company's values and vision.

**For more information:** iberostar.com

**IBEROSTAR Press Office**

**Edelman**

**Tel: +44 203 047 4035**

**Nicole Taylor (**[**Nicole.taylor@edelman.com**](mailto:Nicole.taylor@edelman.com)**)**

**Luke Smart (**[**luke.smart@edelman.com**](mailto:luke.smart@edelman.com)**)**

**About IBEROSTAR**

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 about 100 hotels in 16 countries around the world.