### PRESS RELEASE

**IBEROSTAR COMES TO PORTUGAL**

* ***With the opening of its first hotel in Portugal scheduled for early October, the hotel chain has set its sights on Lisbon to boost its strategy targeting the urban segment.***
* ***IBEROSTAR’s latest hotel is situated in one of the Portuguese capital’s most exclusive and central districts and will be the chain’s seventh urban accommodation option.***

***London, 5th September 2017. -* IBEROSTAR Hotels & Resorts** will be opening its first hotel in Portugal in early October. In order to boost its strategy targeting the urban segment, the Majorca-based chain has set its sights on the capital of its neighbouring country and added the new **IBEROSTAR Lisboa** hotel to its accommodation offering.

Situated in Baixa, one of Lisbon’s business and shopping hubs, the **IBEROSTAR Lisboa** stands behind Praça Marquês de Pombal, just a five minute walk from Avenida Liberdade, one of the Portuguese capital’s most exclusive areas. The hotel, which will provide luxury 5 star urban accommodation, will boast 166 rooms as well as a wide range of exclusive services and facilities.

The Lisbon opening is in line with IBEROSTAR’s plans to increase its presence in the world’s leading tourist capitals, with hotels in outstanding buildings featuring eye-catching architecture located in prime city centre locations. IBEROSTAR’s urban portfolio already includes many superb hotels including the IBEROSTAR Las Letras Gran Vía in Madrid, the IBEROSTAR Grand Hotel Mencey in Santa Cruz de Tenerife and the IBEROSTAR 70 Park Avenue, in Nueva York. All the hotels are four star or higher and are renowned for offering city centre luxury and exclusivity.

**Aurelio Vázquez, GRUPO IBEROSTAR’s CEO for Europe, the Middle East and Africa,** highlighted the importance of this new hotel for the chain. *“IBEROSTAR’s arrival in Portugal is a major milestone for us. This new hotel boosts our presence on the international scene, as well as adding to our offering in the urban hotel sector, which already includes establishments in some of the world’s top tourist cities such as New York, Madrid or Budapest”.*

The products and services on offer at IBEROSTAR’s urban hotels enable travellers to make the most of their holiday experience. Besides the accommodation, guests can enjoy a choice of first class leisure, cultural and entertainment options that contribute added value.

Facilities at the **IBEROSTAR Lisboa** will also include a restaurant with a capacity for 150 diners, serving a wide selection of local and international dishes.

Images can be downloaded [here](https://edelmanftp.box.com/s/89jzy3asxnjs6ybix2ow3nywcb8xawi4)**.**

**About IBEROSTAR Hotels & Resorts**

IBEROSTAR Hotels & Resorts is a resort hotel chain based in Palma de Mallorca (Balearic Islands, Spain), founded by the Fluxà family in 1986. IBEROSTAR Hotels & Resorts is an integral part of GRUPO IBEROSTAR, one of the main Spanish tourist companies with over 60 years of experience, which currently has 100 hotels of 4 and 5 stars in 17 countries around the world. For more information, please visit: IBEROSTAR.com

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