PRESS RELEASE

THE IBEROSTAR GROUP WILL ELIMINATE MORE THAN 200 TONS

OF PLASTIC WASTE IN 2018

The company will be playing an active role in events to commemorate World Oceans Day

* ***Over the course of 2018, and as part of its ‘Wave of Change’ program, the Majorca-based tourism group will be reducing the amount of plastic waste generated in its hotels by more than 200 tons. A measure made possible thanks to an ambitious strategy to replace single-use plastic products such as bottles, bags and amenities with more eco-friendly alternatives.***
* ***This past April, the company announced its decision to guarantee all rooms in its 110 hotels around the world will be single-use plastic free in 2019.***
* ***To commemorate today’s World Oceans Day, the Iberostar Group has organized a packed program of activities at all its hotels to encourage guests and employees to join the ‘Wave of Change’ movement.***

**Palma de Mallorca, Spain – June 8, 2018** – Oceans make up approximately 70% of the Earth’s surface and are a vital resource for sustaining life on the planet. The **Iberostar Group**, a hotel chain with strong ties to the oceans and seas – more than 80% of its hotels boast seafront locations – is determined to make a real and effective contribution to the protection and conservation of this unique asset.

To accomplish this, the **Iberostar Group** has implemented its **‘Wave of Change’** program, an ambitious initiative designed in line with **Goal 14 of the SDGs** (United Nations Sustainable Development Goals), focused on three main areas: **the reduction of plastic pollution, the promotion of sustainable fishing and the conservation and protection of marine ecosystems**.

**Elimination of more than 200 tons of single use plastics in Spain**

Reducing plastic pollution is at the core of **Iberostar’s** commitment to the oceans. Thanks to an ambitious policy designed to eliminate and replace single use plastics with alternative eco-friendly materials, the company will have successfully **prevented the generation of 200,000 kilograms of plastic waste in 2018**.

This number, which refers to **Iberostar’s** hotel portfolio in Spain, is the result of **replacing plastic bottles** with **glass alternatives** – saving 43,800 kilograms of plastic – and substituting all **plastic bin liners** **for others made from vegetable and potato starch-based materials**, thereby reducing the amount of plastic used by 134,619 kilograms. Additionally, the redesign of **amenities and accessories,** such as pens and pencils, will also cut down the amount of plastic generated by an additional 3,000 kilograms in 2018.

In addition to its determined commitment to ensuring single-use plastic free rooms, **Iberostar** is also working on the elimination of plastics from other areas of its hotels. To date, this has resulted in the saving of 21,200 kilograms of plastic plates, glasses and cutlery, which have been replaced with bamboo or similar products.

The new bracelets, made of organic fabric, and the replacement of plastic packaging for alternatives made of top quality certified recycled and recyclable materials, are some of the other measures adopted, which are also in line with the policy of encouraging a circular economy.

**Iberostar Group** launched the first phase of this program in 2017 by eliminating the use of 10 million plastic straws and has announced it will have removed all disposable plastic items from its hotel rooms in Spain by 2018, an achievement that will be extended to the rest of its hotels around the world in 2019.

**Iberostar joins the World Oceans Day initiative**

Besides bringing about real changes to the way the hotel and resorts chain operates, the **‘Wave of Change’** program seeks to get both guests and employees involved in a common project that will contribute to the fight against climate change on the planet. In this sense, the company will be joining the **World Oceans Day** initiative under the slogan **‘Our oceans, our future’**.

Consequently, over the weekend of **June 8**, all **Iberostar** hotels around the world have organized a program of original and fun filled activities aimed at raising awareness of the need to care for our oceans. The hotel lobbies will be lined with murals created with guests’ fingerprints, and the beaches will become impromptu art galleries with ocean-based figures and patterns traced in the sand. **Iberostar** guests will be able to share their artistic creations through photographs and posts on their social media, using the hashtags ***#OlaDeCambio*** and ***#WaveOfChange*.**

**About Iberostar Hotels & Resorts**

Iberostar Hotels & Resorts is a holiday hotel chain that the Fluxà family founded in Palma de Mallorca (Balearic Islands, Spain) in 1986. As a member of the Iberostar Group-- one of Spain’s top tourist groups with over 60 years of history-- Iberostar Hotels & Resorts currently boasts over 110 four- and five-star hotels in 17 countries around the globe.

**For further information:** [www.iberostar.com](http://www.iberostar.com/)

**Iberostar – Edelman Press Office**

Tel: +1.305.358.9500

iberostar@edelman.com