PRESS RELEASE

Iberostar’s first luxury hotel in Havana

IBEROSTAR GRAND PACKARD TO OPEN IN Q4 2018

* ***Iberostar Hotels & Resorts will open its new flagship hotel in Cuba, a unique building that combines its historic past and original charm with modern innovation and luxury***
* ***The opening coincides with the celebrations of Havana’s 500th anniversary and Iberostar’s 25th year of trading on the island***

***London, July 31th 2018***.- The hotel chain Iberostar Hotels & Resorts announces the opening of the Iberostar Grand Packard, its first luxury hotel in the heart of Old Havana. Combining the original architecture of the property with modern innovation and luxury, the hotel chain has refurbished this historic building, restoring it to original splendour. The hotel is due to open towards the end of the year, in Q4 of 2018.

Coinciding with the celebration of the 500th anniversary of the founding of Havana and marking 25 years of its presence on the island, Iberostar Hotels & Resorts reopens one of the most iconic buildings in Havana, paying tribute to the colonial history of the capital and its development.

"Cuba has always been one of our priority destinations and one of the favorites of our clients internationally. The Iberostar Grand Packard represents not only our commitment to Cuba and respect for its past and present, but also our commitment to excellence, quality and the customer experience", says Aurelio Vázquez, COO of the Iberostar Group.

Given the property’s notable architectural value and its deeply rooted sense of both history and place in the capital, Iberostar has opted for a sensitive restoration. The hotel is set to offer quality and elegance in keeping with the flavours, rhythms and history of this much loved city.

The Iberostar Grand Packard emerges from its original incarnation, which once welcomed illustrious personalities such as Pablo Neruda and Marlon Brando; it preserves the essence of Paseo del Prado, the most important avenue in Old Havana; and it rises with a pioneering spirit with a modern upper structure, where guests can enjoy the most spectacular views of the capital towards the boardwalk and the Bay of Havana, as well as the Castle of the Three Kings of Morro.

**More than a hotel: an exclusive space of cultural enjoyment**

The opening of Iberostar Grand Packard will offer 321 luxury rooms and a wide array of food and beverage experiences with three bars and six restaurants; in addition, the hotel will present its own schedule of events with musical performances and live dance shows by some of the most well-known local artists.

**25 years of commitment in Cuba**

Iberostar Hotels & Resorts is marking its 25th anniversary of trading in Cuba this year and by the end of 2018, it will have launched eight new properties, reaffirming its commitment to the country as a key destination with a presence in Santiago de Cuba, Holguín and Havana.

Since opening its first hotel in 1993, Iberostar’s presence has grown to 20 four and five-star properties, all maintaining their Cuban heritage so as to offer an authentic experience.

The opening of the Iberostar Grand Packard will be the highlight of 2018, a year in which Iberostar has gained its place as one of the leading companies offering luxury hotel accommodation in Cuba. Its objective is to grow its presence on the island by reaching 12,000 rooms by 2020.

**About Iberostar**

The Iberostar Group is a 100% family-owned Spanish multinational company based in Palma de Mallorca (Spain). It has been operating in the tourist sector since 1956. With a sales network covering 35 countries and a staff of more than 28,000 employees, the Group handles 8 million customers a year. Hotels form the company’s core business, with a portfolio of 120 four and five star hotels located in 18 countries on three continents. The Group has a further three business units: the holiday Club known as The Club; its travel and incoming activities, managed through the Almundo.com and World to Meet (W2M) companies respectively; and its real estate business, operated through Iberostate.

The Iberostar Group is owned by the Fluxà family and chaired by Miguel Fluxà Rosselló, founder of the Group’s current hotel unit and the Iberostar Hotels & Resorts brand.