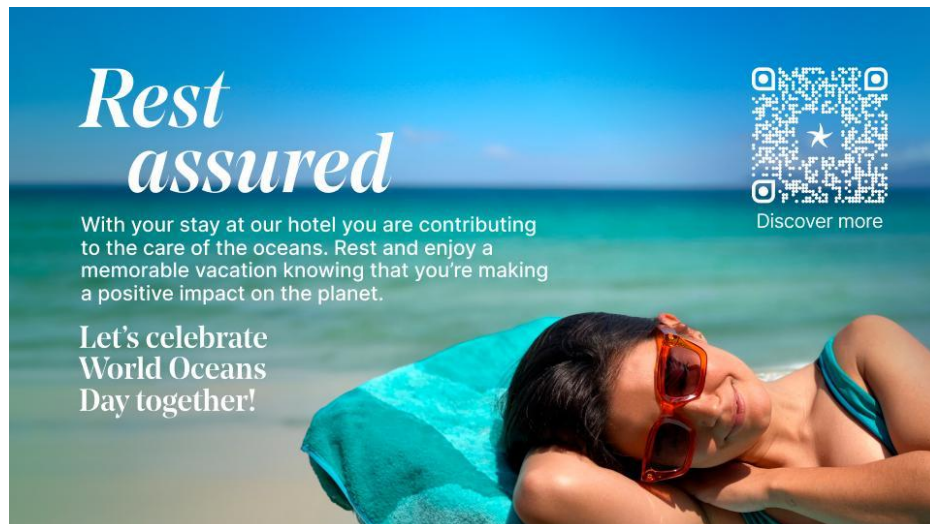


IBEROSTAR LAUNCHES THE “REST ASSURED” CAMPAIGN INVOLVING ITS GUESTS ON WORLD OCEAN DAY

- The initiative highlights the contribution a guest makes to the environment when staying at an Iberostar hotel, whose average stay reduces CO2 emissions by 6% and avoids 1.9 kilos of single-use plastics.
- The campaign appeals to the feeling of peace of mind for choosing a sustainable holiday at an Iberostar hotel, which works to care for the ocean and coastal health during guests' stays.



Palma de Mallorca, 8th June 2023 - Iberostar Hotels & Resorts, an international benchmark for its responsible tourism model focused on caring for people and the environment, has launched the [Rest assured](#) campaign to highlight the reassurance and well-being that guests experience when they choose an Iberostar hotel in the knowledge that, during their stay, **the company is protecting the environment and the marine ecosystems surrounding its hotels.**

The campaign, which coincides with the celebration of **World Ocean Day** on 8th June, appeals to the feeling of peace of mind for choosing a **sustainable holiday** at an Iberostar hotel, since with their stay, guests **reduce CO2 emissions by an average of 6% and avoid 1.9 kilos of single-use plastics**, as part of the Spanish hotel group's firm commitment to caring for **the ocean and coastal health.**

According to **Cristina Salmeron, Brand Director of the Iberostar Group**, “Consumers have the decision power, and with this campaign, we want to highlight what our customers take away when choosing Iberostar; they feel the peace of mind that comes from enjoying the best holidays while, at the same time, helping to care for the oceans because Iberostar is committed to an ambitious 2030 agenda to promote a model of responsible tourism.”

Two million fewer plastics and a 6% reduction in carbon emissions

The initiative measures a guest's environmental impact when staying at an Iberostar hotel, calculated in terms of carbon footprint and waste reduction. This calculation subtracts the **692 tons of single-use plastic** that the Iberostar Group avoids every year since 2019, when the company removed up to **two million instances** from all its operations in its plastic reduction program, making it the first hotel group to take this measure.

Similarly, a guest staying at an Iberostar hotel contributes to **an average 6% reduction in carbon emissions**. This reduction is possible thanks to the clean energy and 100% renewable electricity that Iberostar uses in many of its hotels in Spain, in addition to reducing its overall energy consumption by 5.7% and reducing 213 tons of food waste in the last year – equivalent to 533,000 meals – which avoided 916 tons of CO2 in 2022. In this way, Iberostar will achieve carbon neutrality by 2030, 20 years ahead of the global target set by the industry.

To improve the health of the ecosystems surrounding its hotels by 2030, the company has a **research laboratory made up of a scientific team in charge of studying and caring for the ecosystems** surrounding the company's hotels. So far, Iberostar has **five coral nurseries, three mangrove nurseries** - comprising more than 14,400 trees - and **four coastal dune nurseries in Mexico**, with 9,000 plants.

In addition, 78% of the fish consumed in Iberostar hotels globally is of responsible origin, reaching over 90% in Spain and 100% responsible fish consumption in Mexico. Thus, **100% of the fish and seafood consumed in its establishments in 2025 will come from responsible sources**.

In 2017, the Iberostar Group declared its passion for the seas and oceans through the pioneering [Wave of Change](#) movement. With this initiative, the hotel company committed **to promoting a responsible tourism model to protect the ocean and the environment**. With a solid scientific basis, Iberostar has developed the lines of action for its **own Agenda 2030** that moves towards a **circular economy**, promotes the **responsible consumption of fish and seafood**, and improves the **coastal health** of all the ecosystems surrounding its hotels.

Through a [landing page](#) and dissemination strategy on its own channels and social networks, Iberostar presents this new campaign internationally in **four languages** (English, Spanish, Portuguese, and French) to motivate its customers in Europe and America to opt for a **more sustainable holiday** by actively caring for the ocean and coasts while enjoying their vacation.

***Editor's note:** Video and images from the campaign can be accessed via this [link](#).

About the Iberostar Group

The Iberostar Group is a 100% family-owned multinational Spanish company with over 65 years of experience in the tourism industry, as well as entrepreneurial roots dating back to 1877. Its main line of business is **Iberostar Hotels & Resorts**, whose portfolio includes over 100 four and five-star hotels in 16 countries. The Group has become an international leader, as it promotes a responsible tourism business model that revolves around caring for both people and the environment. Its pioneering **Wave of Change** movement reflects the company's specific commitment to the environment and the oceans, as well as its efforts to share it with society as a whole.

With sustainability acting as a driving force for business, the Iberostar Group places the circular economy at the heart of its strategy and is working towards its own **2030 Agenda**. This involves becoming waste-free by 2025, carbon neutral by 2030, and 100% responsible in its seafood supply chain by 2025, as well as improving the health of the ecosystems that surround its hotels, among other goals.

The Group is made up of a global team consisting of more than 30,000 people and 95 nationalities. Thanks to this talent, the company is a leader in quality and is at the forefront of providing an outstanding experience for guests through constant innovation in terms of products and its commitment to digitization.

Find out more about us at iberostar.com

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