

## IBEROSTAR BRINGS ITS SUCCESSFUL CARIBBEAN ALL-INCLUSIVE MODEL TO MAJORCA WITH THE OPENING OF BEACHFRONT RESORT, IBEROSTAR SELECTION ALBUFERA

- Located in the vicinity of the Albufera Natural Park in Majorca on the beachfront of the award-winning Playa de Muro, Iberostar Hotels & Resorts brings its Caribbean all-inclusive resort concept to Europe for the first time, a transformational project built on its solid and ambitious sustainability principles and employing 400+ people in Majorca.
- The Iberostar Selection Albufera resort opens with electrified kitchens and energy from renewable sources, aligned with Iberostar's ambitious roadmap towards decarbonization by 2030, 20 years ahead of the industry's commitment.
- This new resort in Majorca is a pioneer for its sustainability policies, focusing on zero waste hotels, positive and conscious tourism, and responsible cuisine.



Palma de Majorca, **21 June 2023** - Iberostar Hotels & Resorts, an international leader in responsible tourism, has opened the latest addition to its portfolio, the **Iberostar Selection Albufera**. The sustainable family resort with a Mediterranean essence opened its doors this month, introducing the highly anticipated all-inclusive model to Spain, which the hotel group has been operating successfully in the Caribbean for over 30 years. The opening of this property created over 400 jobs in Palma de Majorca and reinforces Iberostar's steadfast commitment to exceptional quality and service.

Located in the **north of Majorca** on the seafront of the award-winning **Playa de Muro** (recognized as one of the best beaches on the island), the resort is a **new product based on the demanding sustainability criteria** that Iberostar promotes across all of its operations and hotels around the world. The complex **is the result of the complete transformation of two of the company's emblematic hotels** in the Bay of Alcudia: [Iberostar Selection Albufera Park](#) and [Iberostar Selection Albufera Playa](#). The refurbishment transforms the two hotels into a **pioneering and unique sustainable resort in Spain**, with decor inspired by the surrounding flora and fauna **of the Albufera Natural Park**, providing high environmental value due to its privileged location.

*"In this unique project we have taken into account the opinions of many of our customers who have returned year after year to spend their holidays at this resort in Majorca. During the renovation process, which involved a large volume of local suppliers, we have reused, donated, and recycled the materials and waste generated, aligned with Iberostar's circular economy principles that ensure the sustainability of our operations. With this*



*transformation, we hope to satisfy guests seeking a complete holiday experience while meeting the highest quality standards,"* stated **Fernando García, Chief Resources Officer at the Iberostar Group.**

The Iberostar Selection Albufera resort has installed **solar panels** on its roofs, harnessing **renewable energy sources** to reduce CO2 emissions, aligning with Iberostar's ambitious roadmap towards decarbonization by 2030. Additionally, one of the resort's buffets has replaced gas for electricity by installing induction hobs. Moreover, its facilities have been renovated using **recycled and environmentally friendly materials**. The company also opted for native plant species to minimise water use and implemented an innovative AI-based food control system to help reduce waste.

### **Mediterranean essence**

The refurbishment, which began in 2022, revamped all of the resort's facilities, including its 600 rooms. The project's design, which was developed by Iberostar's in-house design team, was inspired by the surrounding marine and floral elements and reflects the intensity of the light, the façade colors, landscaping and the gardens at the resort. The communal and leisure areas, as well as its **ten bars and restaurants**, have been **designed in warm tones with Mediterranean textiles**, adding personality to the hotel complex.

This renovated family resort concept introduces a completely new, varied, healthy and sustainable dining experience, with quality products from local suppliers and a wide range of **responsibly sourced seafood**. The **variation of cuisine includes** a Greek restaurant **Kyknos**, which serves delicious dishes that combine the colors, aromas and flavors of Greece and **Nopal**, the resort's Mexican restaurant, which draws on the know-how of Iberostar's chefs in the Aztec country to serve authentic cuisine. A Spanish restaurant **Martinete** showcasing national cuisine and a bar with a Mediterranean flavour and name, **Óliba** (owl in Majorcan) in tribute to this bird native to the Albufera Park round off the gastronomic offering. The resort also has a **Star Café** cafeteria and **IceDream** ice cream parlour which are ideal for family holidays surrounded by nature on the seafront.

Guests at the resort can enjoy all its facilities regardless of the hotel they are staying at, including its **seven swimming pools**. On the one hand, **Iberostar Selection Albufera Park** is ideal for families, with rooms designed for the comfort of adults and children, as well as new children's areas such as Star Camp and splash pool. On the other, the **Iberostar Selection Albufera Playa** has new rooms with exclusive access to the pool, as well as an adults-only rooftop terrace on the beachfront for guests staying in the Star Prestige category, as well as a pool, solarium and Balinese beds.

**\*Editor's note:** Access a selection of images and [video](#) through this link.

### **About Iberostar Group**

Iberostar Group is a 100% family-owned Spanish multinational with more than 65 years of history in tourism and business origins dating back to 1877. Its core business is Iberostar Hotels & Resorts, whose portfolio exceeds 100 4 and 5-star hotels in 16 countries. The Group has become an international benchmark by promoting a responsible tourism business model that focuses on caring for people and the environment. Its pioneering **Wave of Change** movement reflects the company's specific commitment to the environment and the oceans, and the effort to share it with society as a whole.

With sustainability as the driving force and lever of the business, Grupo Iberostar places the circular economy at the center of its strategy and is working on its own 2030 Agenda to be waste-free by 2025, carbon neutral by 2030, 100% responsible in its seafood supply chain by 2025, and improve the health of the ecosystems surrounding its hotels, among other objectives.

The Group is made up of a global team of more than 30,000 people of 95 nationalities. Thanks to this talent, the company is a leader in quality and drives differentiation in customer experience through constant product innovation and digital commitment.



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