



IBEROSTAR HOTELS & RESORTS ATTENDS DOMINICAN ANNUAL TOURISM EXCHANGE (DATE) 2023



Punta Cana, April 28, 2023 - Iberostar Hotels & Resorts attended the **Dominican Annual Tourism Exchange 2023 (DATE)**, which was held from April 26-28 in Bávaro, Punta Cana. Iberostar shared updates about its hotels, including information about upcoming hotel renovations throughout the Americas. Renovations will follow the **Iberostar** sustainability criteria and will therefore be **free of waste by 2025, carbon neutral by 2030**, and more.

The Iberostar Group put down its roots in the Dominican Republic over 30 years ago. Since then, it has shown its firm commitment to the destination, where it currently has seven hotels and over 5,500 beds in Puerto Plata (Iberostar, Costa Dorada) Bayahibe (Iberostar Selection Hacienda Dominicus) and Punta Cana (Iberostar Grand Bávaro, Coral Level at Iberostar Selection Bávaro, Iberostar Selection Bávaro, Iberostar Dominicana and Iberostar Punta Cana).

Mark Nueschen, Director of Sales for the Americas, commented on hotel renovations. *"Part of Iberostar Hotels & Resorts' DNA is to offer its customers the best experience possible, which is why it has an ambitious renovation plan for its hotels in the Dominican Republic, Mexico, and Jamaica. In 2023 alone, Iberostar's investing around \$20 million USD to renovate more than 2,600 rooms and common areas such as pools, bars, restaurants, and Star Camp areas."*

A great example of Iberostar's work is their recent and full renovation of the 528 rooms and the majority of the facilities at **Iberostar Selection Hacienda Dominicus** in Bayahibe, Dominican Republic, at the end of 2022. This hotel now also has high-technology facilities in its rooms such as Chromecast, USB outlets, new reading lamps, and a modern key system that connects to guest bracelets and phones through a QR code.

At the fair, Iberostar also announced that the **Iberostar Punta Cana** hotel in the Iberostar Bávaro complex will undergo renovations between August and December 2023. Iberostar will renovate all categories of rooms in the main building and will also remodel the "La Caña" beach restaurant.

Throughout the event, Iberostar also exhibited its advancements in the [Wave of Change](#) movement, where Iberostar Group continues to work towards a responsible tourism model in line with its [2030 Agenda](#). In 2023, the chain will be focusing on reducing its carbon footprint by working on three main areas of action: moving toward a circular economy, promoting responsible fish and seafood consumption, and improving the coastal health of all the ecosystems that surround its properties.

Note to the editor: You can find reference images in the following [folder](#).

About the Iberostar Group

Iberostar Group is a 100% family-owned multinational company from Spain with over 65 years of experience in the travel and hospitality industry and with business origins dating back to 1877. Its main line of business is **Iberostar Hotels & Resorts** with a portfolio of 4- and 5-star hotels numbering over 100 in 16 countries. The Group operates a responsible tourism model focused on caring for people and the environment. This sustainable business model has made the company a benchmark around the world. Its groundbreaking [Wave of Change](#) movement reflects Iberostar's deep commitment to the environment and oceans in particular, which the company strives to instill in society as a whole.

With sustainability as the driving force and lever behind the business, Iberostar Group 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 that surround its hotels, among other goals.

The Group has a global team with more than 30,000 people from 95 countries. This talent pool makes the company a leader in quality and takes the customer's experience to the next level with constant product innovation and a focus on digital operations.

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