

Miguel Fluxá honored as a Tourism 'Legend' for his exemplary contribution to the Sector in Spain

- *The award distinguishes the president of Grupo Iberostar for his vision and extensive professional work in the tourism sector.*



Palma de Mallorca, November 24, 2023 - Miguel Fluxá, President of Iberostar Group, has been honored with the "**Legend Award**" at the annual "Tourinews Awards 2023: The Value of Tourism" ceremony, in recognition of his exemplary professional career linked to the tourism sector and his contribution to the Spanish industry.

The accolade highlights **Miguel Fluxá's tireless dedication and inspiring vision**. It also recognizes his fundamental leadership in transforming a family business to become an international reference, by promoting a responsible tourism business model that focuses on caring for people and the environment.

Miguel Fluxá, who received this award alongside prominent representatives of the international tourism sector at the XI International Tourism Forum Maspalomas Costa Canaria, has also been acknowledged for his **lifetime's work dedicated to the industry**.

Born in Palma de Mallorca, and after completing his studies in Business Administration, he began working at Viajes Iberia, turning it into one of the most important outbound travel groups in Spain. In his extensive career as a travel agent, incoming agency, and tour operator, Miguel Fluxá stands out for creating one of the first Spanish tour operators, Iberojet (1973), and Sunworld (1991) - the first Spanish-owned tour operator in England.

In 1979, Miguel Fluxá started his hotel business, and in 1986, he created the Iberostar brand. Today, the hotel company now has a team of 35,000 people from 95 nationalities worldwide and a portfolio of 100 hotels in 16 countries. Meanwhile, Grupo Iberostar's travel division, W2M, includes an airline, tour operators, a network of travel agencies, an online travel agency (OTA), and incoming agency.



About Iberostar Group

Iberostar Group is a 100% family-owned Spanish multinational company that boasts over 65 years' experience in the tourism industry and business origins 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, including the hotels under the Iberostar Beachfront Resorts brand*. The Group has become an international benchmark by promoting a responsible tourism business model focused on caring for people and the environment. The [Wave of Change](#) movement, a pioneering and innovative initiative from Iberostar, reflects the company's specific commitment to the environment and oceans, and its efforts to promote these concerns to society as a whole.

With sustainability as the driving force and lever behind the business, the company 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 to improve the health of the ecosystems that surround its hotels, among other goals.

Iberostar Group has a global team with more than 35,000 people of 95 nationalities. Thanks to this pool of talent, the company is a leader in quality and boosts differentiation in the customer experience through constant product innovation and digital commitment.

*The portfolio of Iberostar Beachfront Resorts exclude Iberostar's interests in Cuba.

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