



IBEROSTAR CELEBRATES 'OCEAN DAY' BY BRINGING ITS CUSTOMERS CLOSER TO COASTAL HEALTH IN THEIR DESTINATIONS

- *On the occasion of this global movement, the hotel chain reaffirms its commitment to responsible tourism with its 2030 Agenda focused on taking care of marine ecosystems, the environment and people*
- *In Iberostar hotels around the world, customers have been part of initiatives this week to demonstrate that "every small gesture is big for the ocean"*



Miami, FL, June, 10 2022. Iberostar Group celebrates this week the **World Environment Day** and **Oceans Day** with actions in its more than 100 hotels around the world to bring customers closer to its coastal health strategy. Iberostar's ambitious goal is to improve the health of the ecosystems that surround its destinations by 2030 and thus continue to lead a model of responsible tourism that takes care of the seas, oceans and people. To achieve this goal, the hotel chain is leading the protection and restoration of essential ecosystems such as coral reefs, mangroves, coastal dune and seagrasses together with its scientific team.

In Iberostar hotels around the world, customers have participated this week in different initiatives with the aim of raising awareness and demonstrating that **every small gesture is big for the ocean**. In this way, the **more than 25 Iberostar hotels in Mexico, the Dominican Republic, Brazil, Lima and Jamaica have joined the global movement under the slogan "Revitalization: Collective Action for the Ocean"** and, among other actions, in some hotels murals dedicated to the ocean have been painted, beach cleanings have been carried out, activities such as yoga on the beach, gymnastics in the water or outings to dive and discover the beauty of the coasts.



Megan Morikawa, Global Sustainability Director of Iberostar Group, pointed that, "these initiatives align us with a growing demand for sustainable and responsible tourism by our customers. Our commitment to the care of the oceans not only helps to create a more resilient business model, with strategic actions in the medium and long term, but also involves our clients with small daily actions like these. We believe it is important to celebrate days like today so that our customers feel more involved than ever in our mission and can feel that we are building partnerships together."

New global coastal health strategy

This June ends with the celebration of the **UN Ocean Conference in Lisbon**, where Iberostar will participate presenting its new global coastal health strategy worldwide. With the new plan, **Iberostar** will announce its main objectives to promote a tourism model that improves the health of marine and coastal ecosystems in its destinations, in a way that benefits both local communities and tourism activity.

In this way, Iberostar reaffirms its commitment for this decade with its own **2030 Agenda** for sustainability, where its major objectives are based on science and focused on: the circular economy, the responsible consumption of fish and seafood, improvements in coastal health and the care and involvement of both customers and the industry to raise awareness about a regenerative and more responsible tourism towards the environment.

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

About Iberostar Group

Iberostar Group is a 100% family-owned multinational Spanish company, dedicated for more than 60 years to travel and hospitality, and with origins in the footwear industry dating back to 1877. The main line of business is Iberostar Hotels & Resorts with a portfolio of over one hundred 4 and 5-star hotels in 16 countries. The company has positioned itself as an international benchmark in responsible tourism by promoting a more sustainable business model focused on the care for people and the environment. The **Wave of Change** movement reflects Iberostar's explicit commitment to the oceans, and the company's effort to share it with all of society.

With sustainability as a business driver and lever, the company places circular economy at the center of its strategy in its own **2030 Agenda**, aimed at becoming waste free by 2025, carbon neutral by 2030, 100% responsible in its seafood consumption by 2025, and improving the health of ecosystems surrounding its hotels, among other targets.

Iberostar Group has a global team with more than 30,000 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.

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