



IBEROSTAR
GROUP

2022 UN Ocean Conference

IBEROSTAR GROUP PRESENTS ITS COASTAL HEALTH RECOVERY PLAN IN ALL ITS HOTELS

- ***Iberostar Group sets out five business cases that respond to the fulfillment of its 2030 Agenda, essential to coastal health and marine ecosystem recovery.***

Lisbon, June 30th, 2022.- Iberostar Group, leading hotel company in responsible tourism with more than 100 hotels in 16 countries, presented its roadmap for the protection of the oceans through an ambitious plan aimed at recovering coastal health in all the destinations where it operates at the **2022 United Nations Ocean Conference**, which is being held this week in Lisbon, Portugal.

Gloria Fluxà, Vice Chairman and Chief Sustainability Officer of Iberostar Group, led the debate on sustainable coastal and marine tourism in 2030 and 2050 during her speech at the **High Level Panel for a Sustainable Ocean Economy**, highlighting the key changes to achieve the ambitious vision of improving these ecosystems. **Gloria Fluxà** explained that *"the health of the ocean and coasts is intrinsic to any coastal or ocean-based tourism. People travel to enjoy the beach, the ocean and the experiences they can have there. Tourism needs to move forward with respect for local residents and present itself as an opportunity for their communities to generate income"*.

During the globally renowned conference, Iberostar Group provided solutions to the major challenges facing the oceans, based on **strengthening tourism and demonstrating the capacity of the private sector** to accelerate and scale up these actions, leading to a more resilient industry and boosting destinations with a greater capacity for regeneration.

In addition to the care and protection of **coral reefs, mangroves, dunes and seagrasses** in the areas where the Iberostar Group operates, the company sets **five major objectives focused on improving the health of marine and coastal ecosystems**:

1. Meet its carbon neutrality goal by 2030.
2. Mitigate risk from climate impacts by implementing nature-based solutions by taking advantage of the potential that natural ecosystems have as opportunities.
3. Regenerate and qualitatively improve coastal and marine tourism products: beach and water.
4. Greening all Iberostar hotels to improve the health and well-being of travelers, residents and employees.
5. Foster equitable tourism by promoting community-based tourism and alternative livelihoods.

This ambitious plan is materialized in various **science-based actions**, including Iberostar Group's commitment to implementing **coastal health projects** in all its hotels; **collaborating with local stakeholders** in the destinations in which it operates; **mitigating the impacts of climate change**; capturing approximately 500,000 metric tons of **CO2 emissions**; raising awareness among travelers to **care for the health of beaches** and ensuring that **green areas** occupy at least 25% of the space in all hotels.

The roadmap also maintains the principle of inclusion of the value chain, as well as employees and customers, as the company works in collaboration with key stakeholders in both domestic and international destinations.

The Coastal Health roadmap responds to the **third** of the **five long-term commitments** set by Iberostar Group in 2020 with its own **Agenda 2030**: improving the health of marine and coastal ecosystems. The company has established clear objectives in critical areas of the tourism sector, destinations and ocean health.

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Note to the editor: Please find resource images [here](#) and additional information on [Iberostar's roadmap](#) to improve the coastal health of the destinations in which it operates.



About the Iberostar Group

Iberostar Group is a 100% family-owned Spanish multinational company that boasts over 60 years' experience in the tourism industry and whose business origins date 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 benchmark by promoting a more responsible tourism business model focused on caring for people and the environment. The **Wave of Change** movement reflects the company's specific commitment to the environment and oceans, and its efforts to promote it to society as a whole.

With sustainability as the driving force and lever behind the business, the company places the circular economy at the centre 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.

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

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