

IBEROSTAR BEACHFRONT RESORTS RENOVATES ITS HOTEL IN BAYAHIBE

- *The updates in Iberostar Selection Hacienda Dominicus, which include renovated rooms, a new bubble pool in one of the pools, the Star Camp space, Lobby Bar, theater and main buffet, have been done following Iberostar's sustainability criteria and in line with the objectives of its 2030 Agenda.*

Bayahíbe, Dominican Republic, January 13, 2023. Iberostar Beachfront Resorts announces the reopening of the [Iberostar Selection Hacienda Dominicus](#) hotel in Bayahíbe, Dominican Republic, after a complete renovation of its **528 rooms and most of its facilities** throughout 2022.

This **5-star all inclusive family resort of colonial architecture**, which opened its doors in 2001, features three swimming pools, five restaurants, six bars, a theater, a gym, Spa Sensations, Star Café, Star Prestige and Star Camp for children and teenagers. The property is located 20 minutes from La Romana airport (LRM) and 50 minutes from Punta Cana Airport (PUJ), and offers a **complete infrastructure for fully personalized weddings** and corporate events.



Among the main refurbishments, Iberostar has also renovated one of the pools. Another important space completely renovated is the **Star Camp**, dedicated to the entertainment of children and teenagers with multicultural and educational programs. These updates include a kitchen for Mini Chef activities and a Mini Cinema with a giant screen, as well as new furniture and a video game installation.

As a major novelty, the hotel now includes **high-tech in-room installations**, such as Chromecast, USB sockets, new reading lamps and a modern key system connected to guests' wristbands and phones via QR codes. In addition to the renovation of bathrooms and furniture, which allowed some rooms to be upgraded to a higher category, the **Los Arcos Theater** also incorporates projection technology (Mapping) for the new shows.

The renovation has been done following Iberostar's sustainability criteria and in line with the Iberostar's [2030 Agenda](#), which has objectives divided between the three action areas: moving towards a circular economy model, promoting responsible consumption of seafood, and improving the coastal health of all the ecosystems surrounding its facilities. To this end, it has created 3R (reduce, reuse, recycle) departments in all its hotels and continues to make progress towards being free of waste by 2025 and carbon neutral by 2030.

The renovation comes as Iberostar recently announced it had agreed a long term commercial agreement with IHG Hotels & Resorts to add up to 70 of its beachfront resorts to IHG's system under the Iberostar Beachfront Resorts brand, the 18th brand for IHG. The portfolio of Iberostar properties will gain access to IHG's enterprise platform, including its distribution channels and the IHG One Rewards loyalty programme with more than 100 million members.

Note to the editor: You can find more photos at this [link](#).

About Iberostar Group

Iberostar Group is a 100% family-owned multinational Spanish company, dedicated for more than 65 years to travel and hospitality, and with origins in the business industry dating back to 1877. The main line of business is Iberostar Hotels & Resorts which includes up to 70 hotels in 15 countries under the Iberostar Beachfront Resorts brand. 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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The portfolio of Iberostar Beachfront Resorts excludes Iberostar's interests in Cuba.

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