



IBEROSTAR 
HOTELS & RESORTS



IBEROSTAR GROUP

is a family-owned business dedicated for more than 60 years to the tourism industry in our pursuit to set the standard for responsible tourism.

We are committed to protecting our oceans and communities, working to generate shared value wherever we operate.



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Responsible Tourism at Iberostar is one of our pillars, present in all of our standard operating procedures.

Our goal is to be leaders in quality and to achieve the satisfaction of our clients with an open organizational culture that encourages innovation and teamwork.

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Meetings[★] & Incentives IBEROSTAR

... guarantee...

A More 
Responsible
Way to Meet

*...making it different
with Iberostar...*





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All our events are carried out in compliance with our sustainability guidelines.

Together, we will continue leading responsible tourism while creating a unique experience for your event

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TRANSFORMING THE INDUSTRY FROM THIS...

Single-use plastic containers

Single-use plastic water bottles

Paper utilized in meetings





TO RESPONSIBLE MEETINGS AND UNIQUE EXPERIENCES

ELEVATED PACKAGING FREE OF
SINGLE-USE PLASTIC

REUSABLE WATER BOTTLES

PAPERLESS PHILOSOPHY & DIGITAL
PROGRAMS

TEAM BUILDING AND INTEGRATION
ACTIVITIES FOCUSED ON
SUSTAINABILITY INITIATIVES





ECO-FRIENDLY ROOM AMENITIES

- Refillable dispensers
- Plastic-free amenities
- Compostable coffee capsules



CIRCULAR
ECONOMY



RESPONSIBLE
CONSUMPTION
OF SEAFOOD



IMPROVING
COASTAL HEALTH



CIRCULAR ECONOMY

Iberostar Group's 2030 Agenda focuses on moving towards a circular economy and aims to do so by eliminating waste and working to become carbon neutral by protecting nature in our destinations like mangroves.





RESPONSIBLE CONSUMPTION OF SEAFOOD

Overfishing is one of the greatest global threats to the future production of seafood. With 70% of the world fish stocks fully exploited, consuming responsibly sourced seafood is more important than ever.



IMPROVING COASTAL HEALTH

The protection and management of these precious ecosystems ensures securing the future of the coasts for tourism, communities and the goods and services they provide to the global population.

Iberostar resorts are located on the best beaches in emblematic destinations. This is why we are committed to preserving biodiversity, fighting against climate change and protecting the future of our oceans.



