



IBEROSTAR  
GROUP

Championing positive change  
through positive tourism

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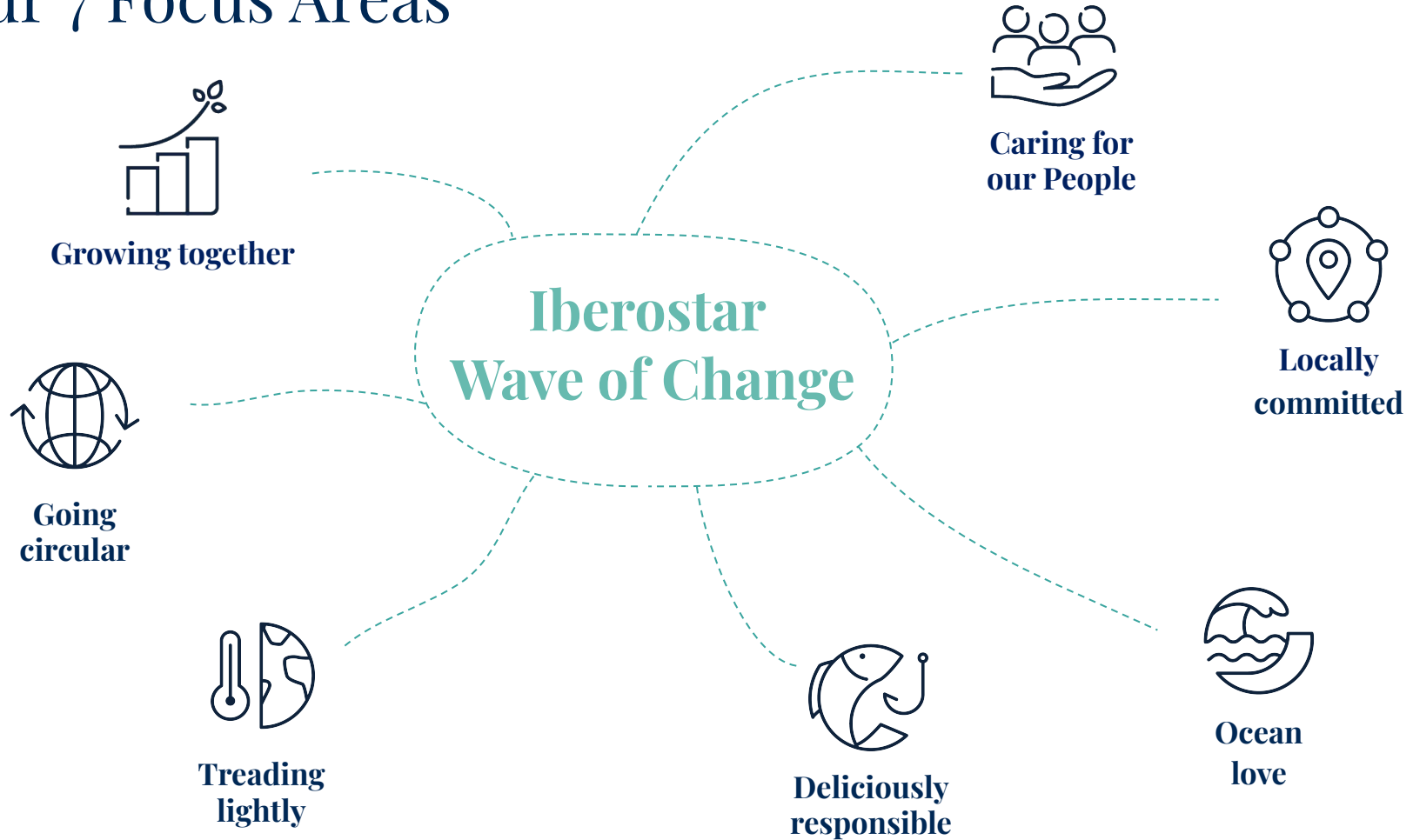
CHAMPIONING POSITIVE CHANGE THROUGH POSITIVE TOURISM

## Enjoy the peace of mind of having made the right choice

Enjoy the ocean and beautiful beaches, evergreen gardens, incredibly tasty food... all the while knowing that your stay helps us continue our commitment to nature and the destinations we all love. We've already eliminated single-use plastics. And we're working to minimize our carbon footprint, supporting sustainable fishing, restoring ecosystems along our coasts, and driving many other initiatives that you become a part of by choosing us. Now, there's only one thing left for you to do: enjoy the vacation you deserve.



# Our 7 Focus Areas



# Iberostar Wave of Change



Implementing AI to reduce food waste



Bringing local flavors and responsibly sourced seafood together



Driving reef restoration with a team of scientists



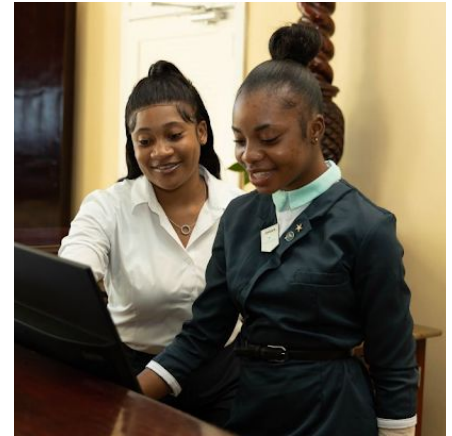
100% renewable electricity in Spain and Brazil



Engaging local fisheries in our destinations



Community tourism initiatives to connect guests with the destination



Dual vocational training programs in Spain, Mexico and Jamaica

## Creating opportunity

Our aim is to build an inclusive, equitable, and engaging workplace which nurtures a strong sense of belonging through a common purpose.

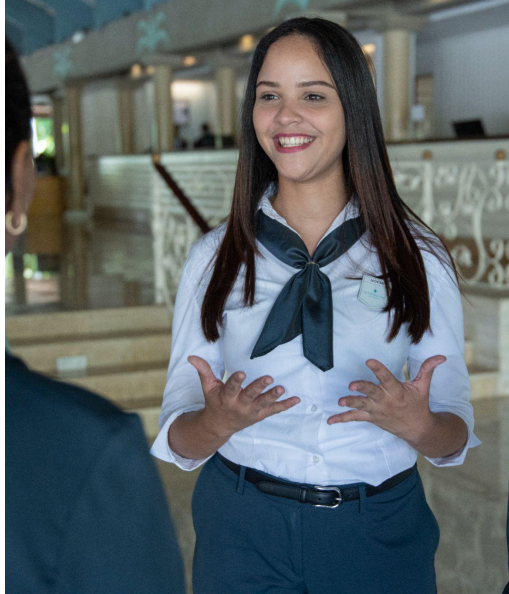
By fostering meaningful careers, prioritizing employee development, and ensuring well being, we empower our people to thrive, maintaining the spirit of our Iberostar family.



## Creating opportunity

- Nurturing youth through dual vocational training programs in Spain and Mexico with 370 participants
- Equality through equity - "Diversity Leading Company" seal for promoting diversity and leadership opportunities for women through our participation in the "Empowering Women's Talent" program
- Plan to improve the quality of life for housekeeping staff over 60
- Hotel Leadership Program and Iberostar Mobility program for hotel managers





Nurturing youth through  
**dual**  
**vocational**  
**training**  
programs in Mexico  
and Spain

# Locally Committed

We are grounded in the local community, and committed to the people and nature that surround us, promoting experiences that connect our guests with the destination.

We contribute to socio-economic development and connect with new generations to build a sustainable future.

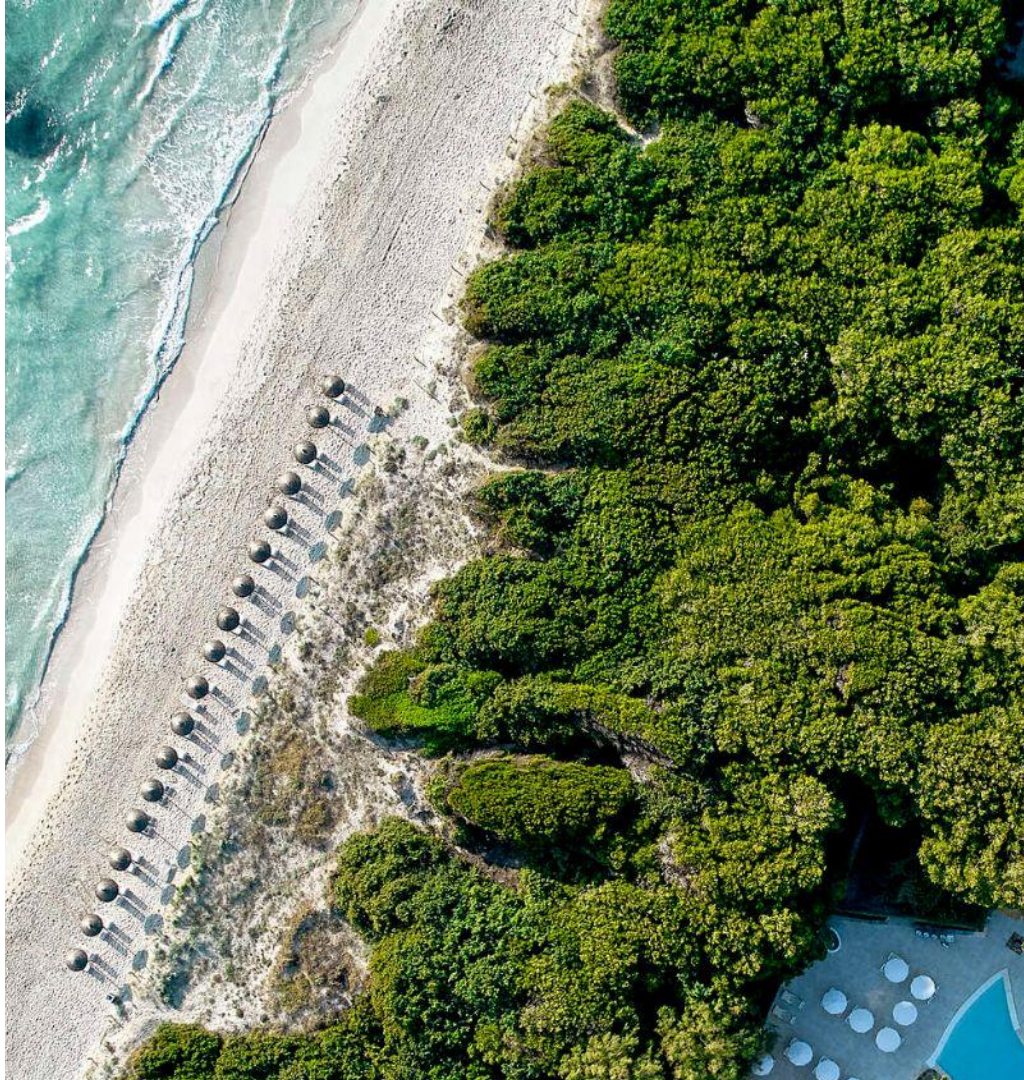




By **2030**  
955,000 potential  
travelers will have  
experienced  
community  
tourism  
projects

# Ocean Love

Because our guests deserve to enjoy the best beaches and a thriving ocean. Just as nature can protect us, we strive to care for our hotels' natural surroundings and our destinations' coastlines. We work to keep our ocean healthy, from coral reefs in the Caribbean to Posidonia in the Mediterranean.



# Ocean Love

- Coral reef protection program with 3 coral laboratories and 8 coral nurseries
- Caring for nature around our hotels - including mangroves, dunes and seagrasses
- Enhancing green spaces in our destinations
- Driving scientific research to protect coastal ecosystems
- Protecting turtle nesting on our beaches and marine life underwater
- Connecting guests with the ocean, including fun educational activities for kids at Star Camp





A team of  
**30+**  
in-house  
scientists and  
experts



Protecting the  
**nature**  
that surrounds us

IBEROSTAR WAVE OF CHANGE

# Deliciously Responsible

Our cuisine exceeds expectations in every sense of the word.

We source seafood from sustainable fisheries, we engage responsibly with the ocean and neighboring fishing communities, and we encourage our guests to discover new flavors.



# Deliciously Responsible

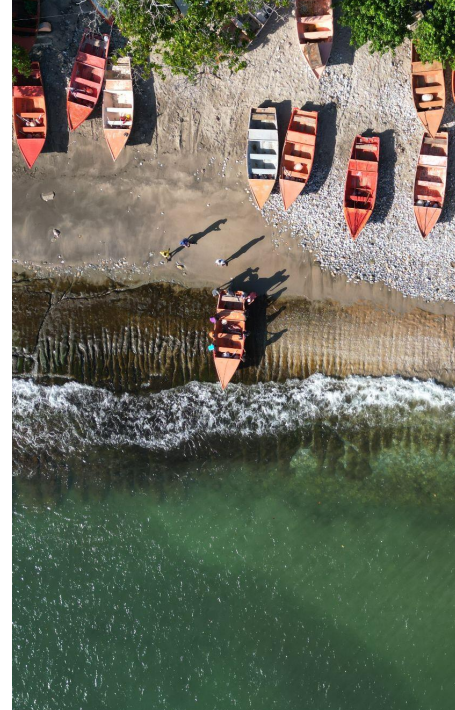
- Serving seafood that is responsibly sourced - 92% globally
- 100% responsibly sourced seafood in Mexico
- Local flavors to discover local gastronomy in each destination
- Protecting nature and supporting livelihoods by working with local fishing communities in our destinations





92%  
responsibly  
sourced seafood





Supporting  
local fishing  
communities

# Treading Lightly

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We enable our guests to travel with a more conscious footprint while ensuring their comfort and wellbeing.

We look for new, innovative ways to reduce our emissions, from the energy we use to the products we source. We support communities and protect natural areas through carbon projects.



# Treading Lightly

- Reducing our carbon footprint -17% since 2023- and energy consumption -17% since 2023-
- Maximizing energy coming from renewable sources - already achieving 100% renewable electricity in Spain and Brazil
- Reducing our energy consumption through AI and efficient systems
- Selecting carbon projects that support local communities and nature



# Going Circular

We want only our guests' vacations best memories to be the ones that last. We're committed to creating a hotel experience in harmony with nature, preserving natural resources, extending the life of materials and minimizing waste.



# Going Circular

- Water fountains and refillable bottles
- Compostable amenities in the rooms
- Bulk & single-serve products at buffets to reduce waste
- Reusable takeaway cutlery
- Reuse points for beach games
- Waste reduction thanks to our global 3R team and recycling points
- Artificial intelligence for food waste reduction





Hotels  
**free of**  
**single-use**  
**plastics**  
and reduced waste



# Growing together

We are committed to a responsible tourism model that ensures a positive future and leaves a lasting legacy as a family business. Our vision is to balance profitable growth, environmental stewardship and social impact, to foster a more resilient future.

We hold ourselves accountable to conduct ethical business practices throughout our operations and across the value chain, inspiring collaboration and positive change across the tourism sector.

