

IBEROSTAR IS REMOVING ALL SINGLE USE PLASTICS FROM ALL OF ITS HOTEL ROOMS

The measure, which will begin to be implemented in Spain this summer, will ultimately reduce plastic consumption by more than 175 tons per year in the European country

- *After its initial implementation in Spain this summer, this ambitious initiative will be extended to Iberostar Group's portfolio of more than 110 hotels, making all Iberostar Hotels & Resorts' rooms around the world Single Use Plastic Free in 2019.*

Palma de Mallorca, April 18, 2018. In 2019, Iberostar Group's portfolio of more than 110 hotels will be free of single-use plastics, following an initial implementation on the chain's 36 Spain hotels by June this year. Reducing plastic pollution is one of the key objectives of the sustainability policy on which Iberostar's business strategy is based. Together with promoting certified sustainable fishing, the protection and conservation of coral reefs and care of the Mediterranean Sea, reducing plastic pollution is one of the key actions included in the 'Wave of Change' initiative, part of the Iberostar Group's sustainability policy that channels its commitment to the environment.

Thanks to this initiative, regular products including bathroom amenities, bags for slippers or clothing and minibar items will be replaced by others made of alternative materials such as glass, compostable cardboard or renewable plant-based items. Eliminating the 1.5 million plastic bottles that will no longer be used in Iberostar hotel rooms each year will prevent the generation of 43 tons of plastic waste in Spain alone.

This ambitious project started in 2017 following an internal corporate audit that detected all the products containing plastic. Plastic straws are a case in point: following a campaign conducted in hotels to cut down on their use and replace them with biodegradable alternatives, usage has been reduced by 10%, which in real terms means a reduction of **10 million units**. If all these straws were placed in a line, they would extend for about 1,200 miles or the distance between New York and Louisiana. The company's head offices in Palma, Spain, was the pioneer in eliminating single use plastics. Through initiatives like these, Iberostar Group manages to involve employees, partners and even guests willing to join the *wave of change*.

The 'Wave of Change' Project

The Iberostar Group is fully aware of the vital importance of the seas and oceans for our planet and the survival of humankind. With more than 80% of its hotels in seafront locations, the company has drawn up a road map in line with the **United Nations Sustainable Development Goals**, focusing especially on people, the driving force underpinning the company's success, as well as also the **environment**, and the **protection of the seas and oceans**. To achieve this latter goal, Iberostar has recently launched an ambitious project under the name '**A Wave of Change**', centred on three main areas: the reduction of plastic pollution; **the promotion of sustainable fishing**; and the **conservation of coral reefs and the protection of the Mediterranean Sea**. Through the actions included in this project, the company is seeking to raise employee and guest awareness of just how important individual actions are in the daily fight against climate change.

Please see corresponding infographic [here](#).

About Iberostar Group

The Iberostar Group is a 100% family owned Majorcan company with more than 60 years' experience in the tourism and holiday sector. During this time, the Group has grown from a family-run travel agency into a multinational company comprising various divisions. Today, the Iberostar Group operates in 35 countries around the world, is staffed by more than 28,000 professionals and welcomes 8 million customers each year.

More info: <http://www.grupoiberostar.com/en/home.html>



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