Beat: Travel

QUALITY, SUSTAINABILITY And INNOVATION THROUGH "The WAVE OF CHANGE" MOVEMENT

COMMITMENT TO RESPONSIBLE TOURISM

PARIS - MADRID, 07.07.2023, 06:11 Time

USPA NEWS - 65+ Years of Global Hospitality Experience focused on Quality, Sustainability and Innovation. Also, Leaders in Responsible Tourism. Family Business whose Values have been Carefully Cultivated over Generations. These have helped create the Corporate Culture and give the Group a Vision for the Future...

65+ Years of Global Hospitality Experience focused on Quality, Sustainability and Innovation. Also, Leaders in
Responsible Tourism. Family Business whose Values have been Carefully Cultivated over Generations. These have helped create the Corporate Culture and give the Group a Vision for the Future...

A 100% Family-Owned Spanish Company dedicated to the Tourism Sector for more than 60 Years, whose Origins date back to the Shoe Industry in 1877. With more than 100 4 and 5 Star Hotels on Four Continents.

In 1956, The Iberostar Group enters the Tourism Industry with the purchase of Viajes Iberia and begins to create Alliances with the Most Prestigious Tour Operators in Europe, USA and Canada.

In 1983, The Iberostar Brand is born, with 7 Hotels in Mallorca.

In 1993, Iberostar Hotels & Resorts begins its Internationalisation Process with the First Hotel in the Caribbean: Iberostar Bávaro, Punta Cana (Dominican Republic)

.../...

* Responsibility: Committed to People and the Environment
* Transparency: Demonstrate Integrity in their Decisions and Actions
* Humility: Aware of their Limits
* Passion: Love whatn they do
* Creativity: Are Constantly Evolving and Looking for Original Solutions

- Alliance with IHG - InterContinental Hotels Group

* This is a Long-Term Trade Agreement. The Fluxà Family remains the 100% Owner.
* Preserve the Autonomy of the Company, while maintaining their Own Values ??and their Philosophy.
* This Agreement opens the Door to Extraordinary New Opportunities.

- What makes Iberostar Unique?

* Quality
* Sustainable Development
* Geographical Location
* Gastronomy
* Personality

- Their Goals

* Since the End of 2020, they have eliminated all Single-Use Plastics in their Hotels and replaced them with Reusable or Compostable Materials.
* By 2025 None of their Hotels will send Waste to Landfill.
* By 2030 - They are committed to Being Carbon Neutral in All their Activities. 20 Years Ahead of the Global Objective set by the Industry. This is the Most Ambitious Decarbonization Strategy in the Tourism Sector. Objective presented at COP27 with Iberostar's Decarbonization Roadmap.

- Wave Of Change: Three Strategic Pillars

* Circular Economy:
All of the Hotels are Free of Single-Use lastics. They will be Waste Free BY 2025 and Carbon Neutral BY 2030.

* Responsible Consumption of Seafood will be 100% Responsible by 2025.

* Coastal Health:
All Ecosystems that Surround their Properties will be in Improving Ecological Health alongside Profitable Tourism by 2030.

- Areas Of Business

* Hotels - Vacation Clubs - W2M, Travel Division
* 100+ Hotels in 16 Countries
* 5,6+ Millions of Guests
* 30,000 People working
* 95+ Nationalities
* Values: Responsibility - Transparency - Humbleness - Passion - Creativity

- Expansion Strategy

The Iberostar Group has Extensive Experience in the Holiday Segment: Hotels and Resorts located Right on the Beach, Hotels in the main Tourist Capitals of North and South America as well as Europe, and Hotels with Unique Architecture located in Places of Deep Historical and Cultural Significance.

* Quality is their Raison d'Être. Maintaining who they are means Thinking Globally, Long-Term, Sustainably and Responsibly.

* Innovative Products. The Aim is to offer Guests Cutting-Edge Experiences, and to this end they train their Staff and Conduct Market Research on an Ongoing Basis.

* Image and Reputation. Taking Care of What Matters (thanks to In-House Teams, Sustainability Implementation and Close Collaboration with the Owners).

* More Occupancy. More Revenue (continuously Innovating to Better Understand their Guests and Improve Booking Systems. To this end, they have Regional Offices around the World and Strong Partnerships with Leading Distribution Companies.

* Improve to Improve Costs (Price Benefits and Volume Discounts thanks to Centralised Negotiation at Corporate Level).

* Always looking for Established Partners with a Solid Financial, Social and Institutional Base.

Source: Iberostar Hotels & Resorts @ Restaurant Andia (19 Chaussée de la Muette, 75016 Paris)
On June 27, 2023

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

Article online:
https://www.uspa24.com/bericht-23072/quality-sustainability-and-innovation-through-the-wave-of-change-movement.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Exemption from liability:
The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Editorial program service of General News Agency:
United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com