



MEDIA ALERT: IBEROSTAR BEACHFRONT RESORTS WELCOMES IHG ONE REWARDS

Spanish hotel brand opens its doors to introduce IHG One Rewards loyalty program members at participating properties

Palma de Mallorca (Spain), July 10, 2023 - In a continued effort to innovate in how the company rewards its loyal customers, **Iberostar Beachfront Resorts embarks on an exciting new chapter enabling IHG One Rewards** loyalty members to now earn points and enjoy on-property perks at participating properties. This step forward in the strategic alliance with IHG promises **further benefits and advantages to staying with Iberostar**.

At the end of 2022, Iberostar Hotels & Resorts and InterContinental Hotels Group PLC (IHG Hotels & Resorts) announced a **long-term commercial agreement alliance for resort and all-inclusive hotels under the Iberostar Beachfront Resorts brand**, which has become the 18th brand for IHG. Iberostar is a family-run business based in Palma de Mallorca, Spain, with more than 65 years experience in the industry, and with an **excellent reputation for operating resorts in outstanding locations with and a strong commitment to quality and sustainability**. Through this strategic alliance, Iberostar retains 100% ownership, preserving its autonomy and values.

By integrating into joining the IHG One Rewards loyalty program, **Iberostar provides IHG with an opportunity to welcome to a new set of travelers** while also **meeting the desire from existing guests and loyalty members** for more resort destinations and the option of all-inclusive stays in award-winning hotels – ranging from family friendly premium offerings to adult only luxury. These new options offer members with increased access to some of the most popular destinations, including Spain, Mexico, the Dominican Republic, Jamaica and Brazil.

Brett Warbrick, Chief Marketing Officer, Iberostar Group: “We’re thrilled that Iberostar Beachfront Resorts are now part of the IHG One Rewards program. We can’t wait to **host IHG One Rewards members at our collection of beautiful, beachfront resorts in many of the world’s most sought-after destinations**. We operate a responsible tourism business model that revolves around caring for both people and the environment, so members can be assured that every component of their stay with us was designed with both sustainability and exceptional quality in mind.”

Heather Balsley, SVP, Global Loyalty and Partnerships at IHG Hotels & Resorts: “At IHG, we’re always looking for new ways to offer our guests memorable experiences on and off property. As we celebrate the one-year anniversary of our reimagined IHG One Rewards program, **I’m excited to welcome our new and existing members to the incredible Iberostar Beachfront Resorts properties**. Our members can look forward to enjoying all their amazing loyalty benefits when staying in beachside destinations from Mexico to the Dominican Republic to the Canary Islands in Spain, and so many more.”

To find out more and book your next beach getaway at participating Iberostar Beachfront Resorts properties, please visit [here](#).



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**The portfolio of Iberostar Beachfront Resorts exclude Iberostar's interests in Cuba.*

Membership Terms & Conditions of IHG One Rewards can be found [here](#).