

Coastal and ocean-based tourism can and should be a driver of resilient and regenerative destinations, as an industry that depends upon coastal and marine ecosystems as core assets of the business. The sector, in collaboration with the public and private sector can restore, protect and sustainably manage nature. Efforts encompass building resilience to climate change, reducing risk derived from weather related events through nature-based solutions. It includes shifting from the traditional models of tourism to a more circular approach and is inclusive of communities.

At Iberostar we have committed to improving the health of the coastal ecosystems in and surrounding Iberostar properties by 2030. For this purpose we are launching a Coastal Health Roadmap that guides our work, but can and serve as principles to others who want to drive change. It is our goal to:

1. Reduce the risk of climate impacts risk on properties and coastal communities through the implementation of nature-based solutions and investment in blue-green infrastructure.
2. Decarbonize our operations, but fill the gap to reach carbon neutrality by 2030, through investments in high-value carbon sequestration that can support financing for conservation and restoration, while generating economic alternatives for local communities.
3. Enhance visitor experience and value of the destination by addressing beach loss and water quality.
4. Increase well-being of travelers, employees and residents through greening efforts in our properties and destinations, eradicating invasive species and introducing native species.
5. Build equitable tourism that engages communities, promotes community tourism enterprises and alternative livelihoods, while providing access to markets.

We believe action needs to be science-based, data-informed, well-managed for the long term and integrated into operations as part of our day-to-day business. It must be inclusive of the supply chain and the employees and customers while working in collaboration with key stakeholders and communities at destinations at the national and international level.

Tourism can be a driver of change and should be loud voice in ocean conservation.