

Philosophy

A world of sun and relaxation!

At Iberotel you will reside at first-class locations on the beaches of the Red Sea in Egypt and in Turkey. Built in the local architectural style, our four and five star hotels offer a high level of individuality in a stylish ambience for our guests with somewhat higher expectations. Iberotel has attained an excellent reputation through a high level of comfort, service and an outstanding and varied kitchen, in a success story that stretches back over more than thirty years. Diverse traditional and modern sport and wellness programmes round off the Iberotel experience. Iberotel guarantees a relaxing holiday!

1970

Founding of Iberotel with the first six private hotels in Mallorca, at a time when the first regular holiday flights to the Balearic Island were started up. A year later TUI bought a 50% stake in Iberotel and by 1989 this had become a 100% shareholding.

1987

The first wave of expansion outside of Spain, with high quality hotels in Tunisia, Turkey and other destinations.

1993

For geographical reasons, Riu, a TUI subsidiary, takes over all of the Spanish hotels, leaving Iberotel free to re-orientate itself in Morocco, Cyprus, Bulgaria and Egypt.

1996

With the slogan 'star for star quality' and the opening of the Iberotel Arabella in Hurghada, Egypt becomes, next to Turkey, a most promising holiday destination.

1998

In August, the Iberotel Makadi Beach at Makadi Bay was opened and shortly afterwards the Iberotel Grand Sharm in Sharm el Sheikh.

1999

Takeover of all hotels by RIU, with the exception of Turkey and Egypt. Opening of the Iberotel Palace and the Iberotel Lido in Sharm el Sheikh.

2000

Opening of the Iberotel Makadi Oasis

2003

Iberotel expands yet further and runs a large ship on the Nile

2004

Opening of the Iberotel Serra Palace and Bodrum Princess in Turkey. The Iberotel Dahabeya is opened in Egypt. Iberotel currently runs 3 hotels in Turkey and 11 in Egypt.