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Iberostar The Club Goes Global With Interval

Members of Iberostar The Club enjoy special services and privileges at certain resorts—and now have the opportunity to take advantage of Interval’s exchange program.

By Beth D’Addono



Iberostar Subcondominio Residencial Sul, Mata de São João, Bahia, Brazil



Iberostar Selection Praia do Forte, Mata de São João, Bahia, Brazil

Fast Facts

- Product: Vacation club
- Website: iberostartheclub.com

Iberostar The Club promises much more than a week at the beach. A paid membership program with benefits that include special rates, room upgrades, dedicated concierge services, and access to private pools and beaches, The Club is offered at some 100 Iberostar hotels and resorts throughout the world.

“What has always mattered most to us is giving our members real choice and meaningful vacation experiences. Our relationship with Iberostar The Club reflects that shared mindset—grounded in trust, quality, and a long-term commitment to doing what’s right for travelers.”

— Alexis Ralph, Vice President, Client Sales and Service, Latin America, Interval International

The Club, which has been operating for more than a decade, welcomes both multigenerational family groups and couples on romantic escapes with a mantra of barefoot luxury and local authenticity, combined with modern hospitality.

“The Club is designed for guests who aren’t just on vacation,” says René Zujur, director general, The Club Members Affiliations. “Our members are looking for experiences with a strong focus on personalized attention.”

A family-run business based in Palma de Mallorca, Spain, Iberostar boasts 70 years of experience in the hospitality industry, operating resorts in high-demand locations with an emphasis on amenities and sustainability.

The Club has further expanded its footprint with a new strategic affiliation with Interval International that took effect in October 2025. Club members now have an open door to book vacations at some 3,200 affiliated resorts in 90+ countries and territories.

“For our members, this means true global access and flexibility since they are no longer limited to their home resort or portfolio, but gain a passport to explore thousands of destinations worldwide while still enjoying the service culture, care, and experience standards that define Iberostar,” Zujur explains. “It is about enhancing freedom of choice without compromising on quality.”

Providing Signature Experiences

Since 2014, Iberostar The Club has been focused on delivering more than just a luxury resort experience.

“What truly differentiates The Club is how we merge the premium experience of Iberostar Beach Resorts—including Star Prestige lounges and private beach spaces—with a deep-seated commitment to sustainability and a hospitality culture rooted in warmth, responsibility, and attention to detail,” Zujur says.

Iberostar Selection Paraíso Maya Suites, a five-star resort in Mexico’s Riviera Maya, offers a glimpse of The Club experience in action. Set along a pristine stretch of Caribbean coastline, the resort blends Maya-inspired architecture with modern luxury and Iberostar’s long-standing commitment to responsible tourism, including initiatives to protect marine ecosystems and reduce single-use plastics.

Guests can enjoy a wide range of amenities, including multiple pools, a lazy river and wave pool, diverse dining options featuring international and Mexican cuisine, and

“The affiliation with Interval reflects our commitment to offering more choice, more flexibility, and more ways for our members to experience the world while maintaining the quality, service standards, and values that define Iberostar.”

— René Zujur, Director General, The Club Members Affiliations

spacious suites designed for comfort and relaxation. A full-service spa, an 18-hole golf course, and the Star Camp children’s program ensure that both families and couples can tailor their stay to their preferred pace of vacation.

“More than a resort experience, The Club represents belonging to a premium ecosystem where family, quality, trust, comfort, and positive impact come together—offering not just places to stay, but experiences that guests genuinely remember and want to return to, all in sync with nature,” Zujur says.

Building The Club Brand

As travelers’ interests diversify, Iberostar The Club pledges to continue expanding its menu of destination-specific programming. Increasingly, guests look for bespoke experiences, whether it’s a private diving excursion or a sustainably sourced cooking

class. Thanks to the breadth of options in The Club portfolio—and even more choices courtesy of Interval—members should find it that much easier to book memorable travels.

Expansion plans drill deeper into destinations where Iberostar already has a strong presence, including seven resorts in the Dominican Republic and two in Praia do Forte (Brazil), as well as newer locations. Some of the newest resorts in The Club’s portfolio include Iberostar Selection Riviera Cancún in Puerto Morelos, which opened at the end of 2025, and its first property in Zanzibar, scheduled to open its doors at the end of 2026.

“The Iberostar focus remains on responsible growth and entering strategic markets,” Zujur says. “Always with the goal of offering Iberostar The Club members new destinations that combine exceptional locations, high-quality standards, and meaningful travel experiences.”



Iberostar Selection Bávaro Suites, Punta Cana, La Altagracia, Dominican Republic