

# Buen Viaje to Cuba

Tourist and Cultural Magazine  
Year 2024, No.2, IMEX Frankfurt



**Cuba: the routes to summer**

**Gran Caribe:  
30 years of experiences**

**Nautical tourism  
in Zapata Peninsula**





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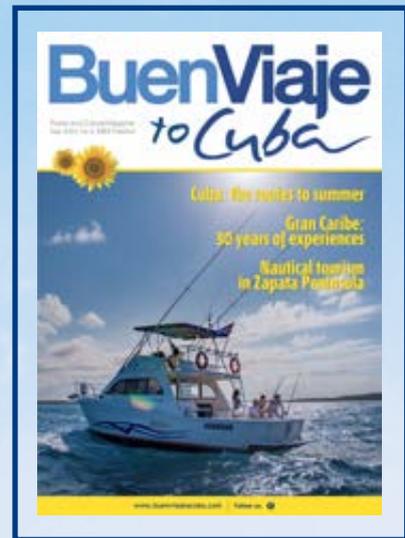
In this edition we begin by giving updates on the airlines that fly to Havana, Varadero, Cayo Coco and other tourist destinations. With the help of Cubanacán we will get to know the Western Tourist Corridor and its Nautical Tourism proposals in the Zapata Peninsula.

We are celebrating together with Gran Caribe the 30 years of its foundation and we get a closer look at its excellent hotel proposals. With Islazul we go throughout Cuba, to its facilities in beach, nature and city destinations, and Blue Diamond Resorts shows us its newest hotel proposal, its Resonance brand. Cubatur offers us a transfer service between tourist destinations, and Cubasol updates us on its events this year.

And a space could not be missing for the main nature tourism event in Cuba, Turnat 2024, organized by ECOTUR, which in each edition demonstrates its excellent power of convening among tourism professionals.

*Discover Cuba through our pages.*

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# Cuba: the routes to summer

**C**uba is committed to reinvigorating its tourist activity by diversifying offers and showing its rich history, culture, nature and the hospitality of its people as its main attraction. Air connections are essential when marketing tourism products, and their variety and stability allow travel agencies and tour operators to provide travelers with multiple vacation possibilities throughout the country.

The authorities of the Cuban Ministry of Tourism and the Cuban Airports and Aeronautical Services Company (ECASA), have recently published about

the airlines that fly, some regularly and others on seasonal flights, to connect to the largest of the Caribbean islands with vacationers from a growing number of countries and cities. More than 45 international airlines continue to operate in Cuba, including 19 from Latin America, 15 from Europe, 4 from Canada and one from Africa. The most recent news is the restart of Air China operations to Cuba, starting May 17, with two weekly flights on the Beijing-Havana route, with a stopover in Madrid. Here we share the flights of other companies that will also allow the arrival of a greater number of tourists to Cuba in the summer.



We start with Cuba's flagship airline, Cubana de Aviación, which continues with its weekly frequency to Madrid and will add a new route every Sunday to connect Caracas and Havana.

In the Latin American area, Aeroméxico maintains a daily frequency to Havana, which, together with Magnicharter and VivaAerobus flights, constitute the main routes of traveler movements between Cuba and Mexico. The Venezuelan airline Conviasa maintains a biweekly frequency on the Caracas-Havana-Moscow route, while LATAM Airlines adds a fifth frequency to Havana from Lima, thanks

to which it will now have flights on Tuesdays, Thursdays, Fridays, Saturdays and Sunday. Bahamas Air maintains flights from Nassau to Havana, with two weekly frequencies, every Tuesday and Friday. Copa Airlines continues to connect Cuba with Latin American countries, through the Panama City Hub, while Air Century, Intercaribbean, Wingo, Sky Hight and others offer flights to the Dominican Republic and other Caribbean destinations.

Coming from Europe, another group of companies cover the routes between their countries and Cuba. TUI Netherlands maintains a weekly frequency to



Varadero shared with Cancún; TUI Belgium will have a shared weekly frequency with Cancún and Rossiya Airlines maintains its frequencies to Havana and Varadero. Condor flies as of this May until September 25, with flights to Holguín that will be shared with Montego Bay. Nordwind will operate with four weekly frequencies to Varadero (Mondays, Wednesdays, Thursdays and Saturdays) with other additional flights in May, while operations to Cayo Coco will have two to three weekly frequencies.

Another airline present in the Cuban market is Iberojet, with operations from Madrid to Varadero, from June 1 to October 5, and to Santa Clara, from July 17 to September 4, with a new weekly frequency, on Wednesdays. From Lisbon it will fly to Santa Clara from June 25 to September 10 with a weekly frequency, on Tuesdays. On the other hand, the Neos airline will move its flights from Rome to

Milan from September 9 to October 21, which will be only for Havana (not shared with Cancun).

Iberia maintains three weekly frequencies that connect Havana and Madrid, while Air France offers three weekly frequencies to Havana from Paris, on Mondays, Wednesdays and Saturdays. Turkish Airlines maintains its flights from Istanbul to Havana, with four weekly frequencies: Monday, Tuesday, Friday and Sunday.

World2Fly offers flights from several European cities to Cuba. From Madrid it has already added the fourth frequency to Havana until October 22 and will have a fifth frequency from June 20 to September 12. From Lisbon it will begin operations to Varadero on June 1 until October 26 (Saturdays), and from Lisbon it flies to Cayo Coco, on a new route on Tuesdays, from June 4 to September 24.

We close this route to summer with the only airline that maintains daily flights that connect Havana with Madrid, Air Europa, a Spanish airline member of the SkyTeam alliance that has the most modern and sustainable fleet in the sector and flies to more than 55 destinations in the world.

With all these air connections, a summer full of possibilities and offers from travel agencies, tour operators, hoteliers and other players in the travel industry is on the horizon. From our pages we will continue sharing the good reasons to travel to Cuba, updating professionals and travelers about the openings, renovations and other news of the country's tourist destinations.



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# Gran Caribe: 30 years of experiences



In 2024, the Gran Caribe Hotel Business Group S.A. is celebrating 30 years of its foundation. It does so by presenting a new, modern and attractive corporate image, which from now on will identify its facilities throughout the country. On this anniversary it is also arriving with a proposal for new brands associated with its hotels, which have been created taking into account the type of hotel, the destination in which it is located and the services provided therein. This new way of identifying its facilities has the objective of bringing customers closer to those hotels that best identify with their interests and reasons for traveling, and will undoubtedly contribute to building loyalty among customers who seek modern and excellent service standards.





The inclusion of new businesses with foreign management also advances within the priorities of the Gran Caribe Hotel Group. Blau Hotels joins the catalog of international management companies, which already include Meliá Hotels International, Blue Diamond, Iberostar, Barceló Hotels & Resorts, MGM Muthu, ROC Hotels and NH Hotel Group.

The hotel group's celebration of this new anniversary is accompanied by new services and concepts associated with its facilities. The new website [www.livegrancaribe.com](http://www.livegrancaribe.com) makes it possible to purchase accommodation services and also experiences with the formation of packages in which optional services such as transportation and room rental can be included.

The new Let's Dance concept will allow the enjoyment of concerts with national and international artists, purchase of tickets to nightspots, pool parties



The Gran Caribe hotels receive this 30th anniversary immersed in a deep renovation process. Thanks to these actions, today they show a renewed image of their rooms, gastronomic and common enjoyment areas, but also of the service areas and their technical facilities in general.

The latest decoration trends are present in the hotels, where a careful aesthetic is combined in accordance with the characteristics and environment of each tourist destination, in search of comfort and modernity typical of current hotel facilities.

and other cultural activities associated with the group's facilities, not only those marketed directly by Gran Caribe but also those marketed through administrative management.

Without a doubt, the celebration of these 30 years of experiences strengthens the place that the Gran Caribe Hotel Group has among the leaders of the Cuban hotel industry. A place earned in the daily operations of its hotel facilities, which provide a high standard of services, excellent comfort in its rooms and recreation areas, and professional and elegant attention from a staff that for three decades has distinguished itself in the universe of the hotel industry in Cuba.

# Adventure tourism in Western Tourist Corridor



**C**ubanacán Hotels continues to surprise travelers who choose Cuba as a travel destination and now proposes enjoying Adventure Tourism in one of the most beautiful areas of the country. Taking advantage of the strength of having hotel facilities in what has been called the Western Tourist Corridor formed by Las Terrazas, Soroa and Viñales, Cubanacán presents this new tourist product.

This hotel group has stood out for its commitment to environmental preservation and the development of sustainable tourism in Cuba. Its

facilities promote environment-friendly operations, and the use of energy and natural resources in a way that minimizes the impact of its daily activity. Added to this is its contribution to the local development of the communities where its hotels are located, and its support for the environmental education projects that are developed there.

The Las Terrazas-Soroa-Viñales Western Tourist Corridor stands out for the beauty of its well-preserved landscapes, and the high diversity and endemism of its flora and fauna. In this area, Cubanacán Hoteles offers various accommodation

options to meet the expectations of travelers seeking authentic experiences in contact with nature. The Moka, Villa Soroa, Rancho San Vicente, Los Jazmines and La Ermita hotels are available to those who wish to visit this area of the country.

Guided excursions, trails, walks, climbing and bird watching are currently organized there.



There are also boat rides, horseback riding, cave explorations, bicycle tours and visits to the Soroa Orchid Garden and the beautiful waterfall called El Salto. Visits to tobacco plantations and archaeological farms are very attractive and in demand. The possibility of enjoying the Canopy Tour and bathing in natural pools and hot springs with mineral-medical properties is also offered.

This Western Tourist Corridor that invites you to get to know the Cubanacán Group, offers adventure tourism lovers an unforgettable stay, in a healthy and natural environment. It will be a unique, fun and different trip.



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# Viajes San Cristóbal: 29 years as a key to Cuban heritage



**T**he Viajes San Cristóbal agency is celebrating 29 years of its founding by Dr. Eusebio Leal Spengler, and today it is recognized for its status as a key to Cuban heritage. As a leading agency in historical-heritage tourism and official receptive of the Network of Offices of the Historian and Conservator of the Heritage Cities of Cuba, this agency offers all the services on land so that travelers' stay becomes a unique experience.

Viajes San Cristóbal promotes the historical and heritage values of Destination Cuba in the main issuing markets through a portfolio of highly specialized tourism products, where elements of the heritage of the Cuban capital are combined with the rest of the country's cities, as well as natural reserves and other sites of tourist interest.

The agency has implemented innovative initiatives such as the InfoHabana Visitor Center, the audio guide service in different languages, and the Habana Colonial mobile application that includes videos in Cuban sign language.

Their team provides personalized assistance from arrival at the airport, and has highly qualified guides in history and heritage. Among the services of Viajes San Cristóbal, specialized visits, thematic excursions and circuits through Cuba's heritage towns stand out. They are also professional event organizers and provide air ticketing service to some destinations. Their own network of information and sales bureaus allows them to be closer to visitors, with the aim of leading them through the Living Heritage of Cuba Única.

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# Islazul in beach, city and nature destinations



Islazul Hotels invites you to feel at home on your next trip to Cuba, and offers you to choose from its many hotels throughout the Cuban archipelago. Its beach, city and nature hotel facilities are designed to please the most varied tastes. The quality of the service provided, and the connection with Cuban culture and idiosyncrasy, are features that distinguish Islazul hotels throughout Cuba.

#### **Nature:**

Islazul's nature hotels are fully integrated into their surroundings, are environment-friendly facilities, and are identified with the Masnatura brand. In them, travelers will be able to enjoy rural, ecological and gastronomic tourism, as well as agrotourism, adventure and sports tourism. Perfect for those who want to get away from the routine and noise and bustle of the cities, these hotels are ideal for those who like outdoor activities such as climbing, mountaineering, trekking and hiking, bird watching, appreciation of nature. biodiversity and the culture of local towns.



We suggest: Hanabanilla Hotel, Villa Clara province; Villa Yaguanabo, Cienfuegos province; Villa San José de los Lagos, Sancti Spiritus province; Villa Santo Domingo, Granma province; La Gran Piedra Hotel, Santiago de Cuba province.

**City:**

Islazul has hotels located in privileged areas of the main Cuban cities. Grouped under the Aldaba brand, in each of them they allow you to enjoy all the attractions of the metropolitan area, without the need for long trips. They are ideal hotels for vacationers and for those traveling on business, since they offer services for both segments and facilitate participation in cultural, recreational and sporting events held in the cities.

We suggest: Vueltabajo Hotel, Pinar del Río province; Colina Hotel, Havana province; Floreale Hotel, Villa Clara province; Rijo – Plaza – Don Florencio Hotel, Sancti Spíritus province; Pasacaballos Hotel, Cienfuegos province; Gran Hotel, Camagüey province; Pernik Hotel, Holguín province; Royalton Hotel, Granma province; Las Américas Hotel, Santiago de Cuba province; Martí Hotel, Guantánamo province.

**Beach:**

And beach hotels could not be missing, identified with the Solarena brand, since Islazul has facilities in the main tourist destinations in the country where you can enjoy the sun and the beach. Its hotels are known for the variety of accommodation services, recreational activities, wellness and sports tourism and, significantly, they promote the enjoyment of nautical activities. It also has Beach Houses, under the Veraniegas brand, ideal for families or groups of friends.



We suggest: Villa Bacuranao and Terrazas Aparthotel, Havana province; Club Tropical Hotel, Delfines Hotel, Mar del Sur Aparthotel, Acuazul Hotel, Varadero, Matanzas province; Villa Don Lino, Holguín province; Hotel Costa Morena Hotel, Santiago de Cuba province.

Next August 1, the Islazul Hotel Group will be celebrating the 30th anniversary of its foundation, and will present its promotional campaign for the occasion within the framework of FITCUBA. From our pages we join this celebration and we hope that, on your next trip to Cuba, you will live the unforgettable experience of visiting the Islazul hotels, which you will find throughout Cuba.

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# Enjoy Travel Group connects Madrid and La Habana



**T**he Spanish company Enjoy Travel Group announced that starting June 28, a new air route will link Madrid and Havana and will continue until September 7. The operation will be carried out with a Plus Ultra A330-200 aircraft with 288 seats, of which 24 are in Business class.

The departure to Havana will be on Saturdays afternoon, which will allow travelers from other Spanish communities, such as Asturias, Valencia, Galicia, Catalonia and Andalusia, to connect with the flight using high-speed trains. Thanks to the contracts signed by ETG and transport companies such as Renfe and Iryo, it is expected all coordination will be guaranteed.

Enjoy Travel Group has 19 offices distributed throughout the world, in countries such as Spain,

Mexico, Chile, the Dominican Republic and Cuba. It is a Spanish wholesale tour operator with more than 20 years of experience, passionate about Cuba and travel, with a presence in Latin America and Europe. It currently manages more than 15 weekly air routes connecting with Cuba and the Caribbean and offers facilities for travelers with disabilities and special needs.

In Cuba, Enjoy Travel Group maintains excellent ties with the main hotel chains, both national and foreign, based in the country, such as Iberostar, Blue Diamond Resorts, Meliá Hotels International, MGM Muthu, Roc Hotels and Kempinski, among others.

For more information about these flights to Cuba:

[www.enjoytravelgroup.com/es/vuelos](http://www.enjoytravelgroup.com/es/vuelos)



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# Barceló invites you to enjoy Varadero

**O**n one of the most famous beaches in Cuba, Varadero, Barceló proposes getting to know a unique hotel complex, made up of the Barceló Solymar and Occidental Arenas Blancas hotels. Located in the best beach area of Varadero, very close to the town and next to the new boulevard, Barceló offers 883 rooms, a 24-hour All-Inclusive service, gastronomic variety, spectacular pools and exciting day and night activities.



The strategic location of this tourist complex allows guests to choose between the two hotels the one that best suits their interests, in addition to enjoying both the beautiful beaches and the charm and nightlife of Varadero, thanks to its proximity to the destination's main nightspots.

The Barceló Solymar Hotel has 525 rooms ideal for families and couples who want to relax under the Caribbean sun. On the other hand, the Occidental Arenas Blancas Hotel offers 358 rooms designed especially for those looking for a quiet experience. Barceló Solymar guests will be able to fully enjoy the resort without any limitations; while those staying at Occidental Arenas Blancas will have full access to the resort except for the Solymar buffet restaurant.

One of the most outstanding characteristics of the resort is that it has rooms, facilities, services and qualified personnel for holding corporate events, conferences and meetings. This makes it the ideal place to carry out the various modalities of MICE tourism (Meetings, Incentives, Conferences and Exhibitions), in a paradisiacal environment.



Varadero Resort by Barceló has gained popularity in different international markets, and today receives clients from Canada, Russia, Mexico, Poland, Czech Republic, Spain, Argentina and Chile, among other countries. Many of them have become frequent guests, due to the reputation of this hotel complex, based on the excellence of the service promoted by the Barceló Hotel Group.



# Cubatur promotes transfers in western and central Cuba

**T**he Cubatur travel agency and the Transtur tourist transportation company offer new services to connect the town of Trinidad with destinations in western and central Cuba.

Cubatur promotes the Havana-Trinidad Express itinerary, which has daily departures. The route operates by bus and offers three sections: Havana-Trinidad, Havana-Cienfuegos and Cienfuegos-Trinidad; its departure from Havana is at 07:00 am and the return from Trinidad at 01:00 pm.

Other routes are also available and are widely accepted. The Varadero-Trinidad Express operates on Tuesdays, Thursdays and Saturdays. It leaves from Varadero at 07:00 am and returns from Trinidad at 03:00 pm; travelers can choose between the Varadero-Santa Clara, Varadero-Cienfuegos, Varadero-Trinidad, Santa Clara-Cienfuegos, Santa Clara-Trinidad and Cienfuegos-Trinidad sections.

These routes are added to the already existing Viñales Express and Santiago-Habana Express that connect other regions throughout Cuba.

For more information and reservations, contact Cubatur in its sales network or through the website, and through its social media to learn about its news and services.

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# ECOTUR proposes embracing nature and creating memories

**T**he ECOTUR S.A. Travel Agency, specialized in nature, adventure and rural tourism, is the gateway to the well-preserved beauty of Cuban landscapes. From bird watching to hiking, scuba diving or agrotourism, ECOTUR offers a varied range of experiences that immerse travelers in the rich biodiversity and cultural heritage of Cuba.

For those who prefer land adventures, ECOTUR has designed hiking routes that lead them through exuberant flora and fauna, allowing contact with local traditions. Bird-watching lovers will find more than 350 species of birds in Cuba, including 26 endemic ones such as the Toco-ro, Cartacuba and Zunzuncito. Cycling

enthusiasts can explore the country in a unique way through guided excursions, while diving programs take travelers to marine areas of great beauty and biological diversity, such as the Guanacahabibes National Park and the Ciénaga de Zapata Biosphere Reserve.

ECOTUR's commitment to show rural life in Cuba is evident in its agrotourism initiatives, which propose visiting various farms in the country, some focused on agroecological practices and production of agricultural products such as cocoa, coffee, tobacco, beekeeping and livestock. These experiences make it possible to learn about Cuba's agricultural heritage and the sustainable practices of the Cuban countryside.





ECOTUR S.A. It is also the organizer of the main nature tourism event, TURNAT, which takes place every two years in an area of the country. This year's 2024 edition promises a fascinating program in the south of eastern Cuba, inviting participants – tour operators, travel agents and promoters – to explore, observe and experience first-hand the natural wonders of the island.



If we talk about a more interactive encounter with nature, ECOTUR offers its leading product, safaris in jeep or 4x4 trucks, an ideal experience to get closer to the natural landscapes of Cuba. These excursions offer a unique perspective of the diverse ecosystems, leaving lasting memories for travelers.

With highly qualified tour guides and specialized technical experts, ECOTUR ensures that each traveler embarks on a journey that is not only enriching, but also sustainable and respectful of Cuba's natural and cultural heritage.



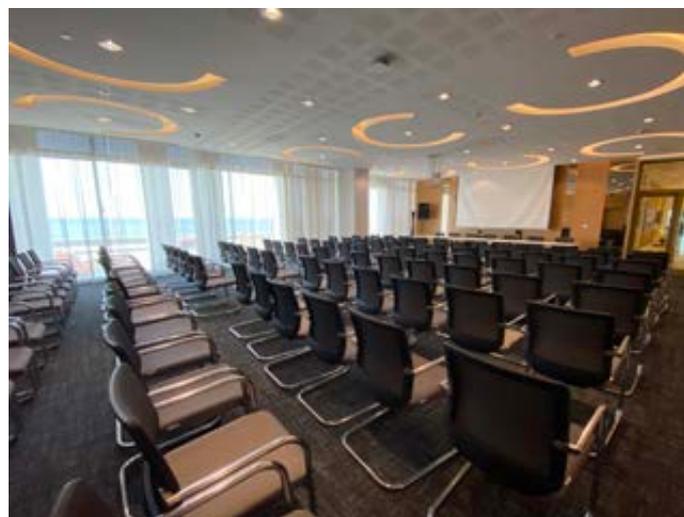
For those who seek a deeper connection with nature and want to genuinely explore the hidden gems of Cuban geography, there is the specialized agency ECOTUR S.A., which proposes discovering a new way of tourism with family and friends. Responsible and immersive tourism, which invites travelers to discover the soul and immerse themselves in the essence of Cuba.

<https://ecotur.travel/>  
<https://turnat.ecotur.travel>

# Blue Diamond Resorts Cuba: Exclusive destinations for corporate events in the Caribbean

In the dynamic world of business travel and corporate events, finding the right venue that combines professionalism, comfort and entertainment can make all the difference. Blue Diamond Resorts Cuba has positioned itself as a leading option for the Meetings, Incentives, Conferences and Events (MICE) segment in the country, offering an impressive range of destinations and services that most discerning customers' demands.

With exceptional growth in Cuba's main tourist destinations, the hotel management company has developed innovative programs that combine different hotel brands and destinations within the country, thus providing a unique experience for corporate travelers. This commitment is reflected





complements any event. After the meetings, participants can enjoy select programs, from beach parties to memorable farewell dinners.

Among the notable destinations for corporate events are Havana, with hotels such as the Royalton Habana, and Varadero, with Royalton Hicacos and Starfish Varadero as the main options for exclusive events facing the Caribbean Sea. For tropical getaways, Grand Memories Santa María and Starfish Cayo Santa María offer unforgettable experiences on white sandy beaches and crystal-clear waters, while Memories Trinidad del Mar provides a unique cultural experience for special events in the colonial charm of the city of Trinidad.



in their focus on the MICE segment, where they have demonstrated a professional service aimed at providing travelers with a quality experience.

Its service offer is designed to exceed guest expectations. It has well-equipped rooms to meet all business needs, from executive presentations to seminars. Additionally, comfortable rooms and top-notch amenities ensure a productive and relaxing stay for guests. Delicious cuisine in an elegant and cozy atmosphere perfectly

Blue Diamond Resorts Cuba has stood out as a preferred option for travelers, especially in the MICE segment, with a variety of paradisiacal and cultural destinations. Committed to excellence and innovation, the company continues to redefine standards in the Caribbean hospitality industry.

For more information, visit:

[www.bluediamondresorts.com](http://www.bluediamondresorts.com)



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**Varadero Gourmet International  
Festival, Edition 14, Matanzas**  
Tourist-Educational Event  
SEPTEMBER 11 to 13, 2024



**El Ron de Cuba  
Varadero, Matanzas**  
Tourist Event  
SEPTEMBER 18 TO 20, 2024



**Asia-Havana, Havana**  
Tourist Event  
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**Jardines del Rey Big Game  
Trolling International  
Fishing Tournament, Ciego de Ávila**  
Sports Event  
OCTOBER 24 to 29, 2024



**FOTOSUB International Underwater  
Photography Event, Cayo Largo**  
Sports Event  
OCTOBER 28 to 31, 2024



**Amigos de Partagás Meeting,  
Edition 37, Havana**  
Tourist Event  
NOVEMBER 18 to 23, 2024



# Two cultural experiences in Cuba's eastern region



**T**he eastern region of the Cuban archipelago is an essential destination for those seeking to discover the true essence of the country. The new air connections that are being announced open the possibilities for travelers to arrive directly and enjoy what Admiral Christopher Columbus called “the most beautiful land that human eyes have ever seen.”

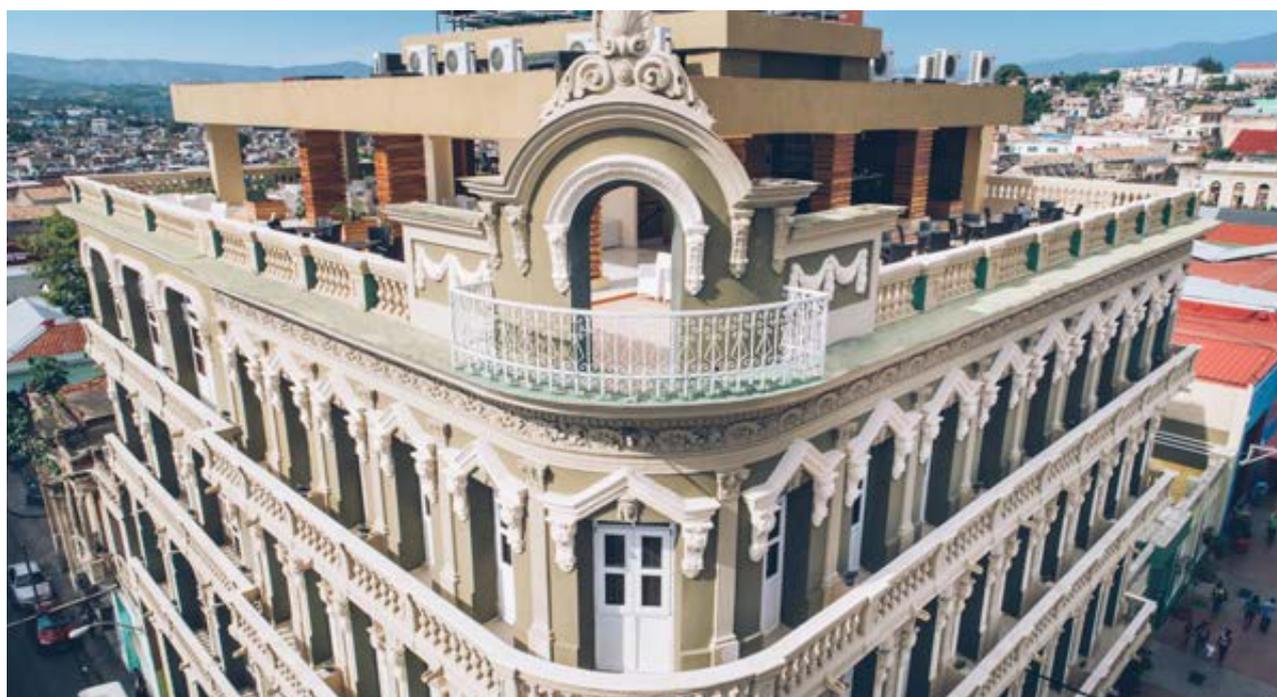
We present two experiences that the Cubanacán group proposes on its official website, where it is also possible to make reservations. The first excursion takes place in the province of Holguín, it is called Gibara Colonial and lasts two hours; it invites travelers to take a panoramic tour of the main streets of this old colonial town, bordering its beautiful bay. Visits will include well-known places such as: Las Madres Park; the old Plaza de Armas, in the center of which stands a miniature replica of the Statue of Liberty; the Plaza de la Cultura and the adjacent institution, headquarters of traditional activities and events.



Excursionists will also have the opportunity to visit several museums, such as the Natural History Museum, with its interesting exhibition of Cuban fauna; that of Municipal History, where pieces of indigenous settlements, documents and belongings of historical figures are displayed; and the Decorative Arts, which houses the largest semicircular stained-glass windows in the eastern part of Cuba. Other interesting stops will be at the Casa del Artesano and the Fernando VII Battery, which overlooks Gibara Bay and was part of its defense system in colonial times.

To enjoy the second excursion, we move to the city of Santiago de Cuba. The tour called Architect's Route proposes a walk through the historic center of the city, where you can appreciate the vibrant mix of Caribbean cultures that define this city. From the majestic Plaza de Céspedes and Heredia Street you will reach the Tívoli neighborhood, a site linked to Santiago's history of music and culture.

This route, inspired by the work of architect Carlos Segrera, initiator of the town's urban progress in the 20th century, will show how his legacy is reflected in the



identity of the city and how his designs have influenced the evolution of architecture in Cuba. Traces of Segrera's creative vision can be found in buildings such as the Cathedral, the Emilio Bacardi Museum, the Government Palace, the Imperial Hotel and the San Carlos Club. The excursion ends with a refreshing cocktail in the Roof Garden of the Casa Granda Hotel, in front of Céspedes Park, famous for the impressive panoramic views of the city seen from there, and which is also related to the figure of the architect Segrera.

Travelers who wish to visit these two cities in eastern Cuba will also be able to stay in facilities of the Cubanacán group itself. In Gibara we suggest the Hotel E Ordoño and in Santiago de Cuba the Imperial and Casa Granda hotels. For more information about this and other excursions or to make reservations, we invite you to contact us via email [callcenter@cubanacan.tur.cu](mailto:callcenter@cubanacan.tur.cu) and to keep abreast of the latest news from the hotel group, follow its social media.

[www.cubanacanhoteles.com](http://www.cubanacanhoteles.com)

# MeliáRewards extends its benefits to hotels in Cuba

**M**eliáRewards, the loyalty program of Meliá Hotels International, is reaching its 30th anniversary and among the actions planned to celebrate the date, the incorporation of accommodations located in Cuba to this system of exclusive promotions stands out.

From now on, those who reserve any facility managed by Meliá in Cuba through the company's own channels (website, mobile application or call center) will have the option to create their **MeliáRewards** account and earn points according to the terms and conditions of the program. These

points can be used as full or partial payment, depending on the amount available, to cover the number of other stays.

The special start offer of the program is now active on the official website (<https://www.meliacuba.com/es/ofertas-hoteles/meliarewards>), which includes discounts of up to 30%, flexible cancellation, benefits for families and up to 10,000 **MeliáRewards** points.

The essential purpose of **MeliáRewards** is to reward the loyalty of guests of Meliá Hotels International hotels. The program has 4 levels: White, Silver, Gold and Platinum, which offer the possibility of enjoying more and more facilities and benefits. More than 30 hotels located in Havana, Varadero, Cienfuegos, Trinidad, Cayo Santa María, Cayo Coco, Holguín and Santiago de Cuba, now have this interesting proposal, with which the company adds another attraction to the experience of those who choose the hotels with its seal in the largest of the Caribbean islands.



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# Nautical tourism in Zapata Peninsula

**C**ubanacán Hoteles invites lovers of nautical tourism to enjoy a destination in the south of the province of Matanzas, known for its beauty and the diversity of activities that can be carried out there, the Zapata Peninsula.

With one of the protected areas with the greatest wealth of flora and fauna in Cuba as its center, the Ciénaga de Zapata National Park, the Cubanacán Group has designed a tourist product with an environmentalist vocation. Considered a Biosphere Reserve by UNESCO since 1999, a Ramsar Site since 2000 and an Important Bird Area, the Zapata Peninsula is a natural treasure that invites you to discover it.

There Cubanacán invites you to enjoy bird watching and excursions such as the boat ride that ends with a visit to the Taino Village,

where the life of the first indigenous people who populated the place is recreated. Life-size sculptures, the work of artist Rita Longa, show the villagers fishing and carrying out other daily activities. The excursion, which is carried out by speed boat or catamaran, consists of a tour of Laguna del Tesoro and 8 kilometers of canals to enjoy its landscapes and admire the birds and other species of local fauna.

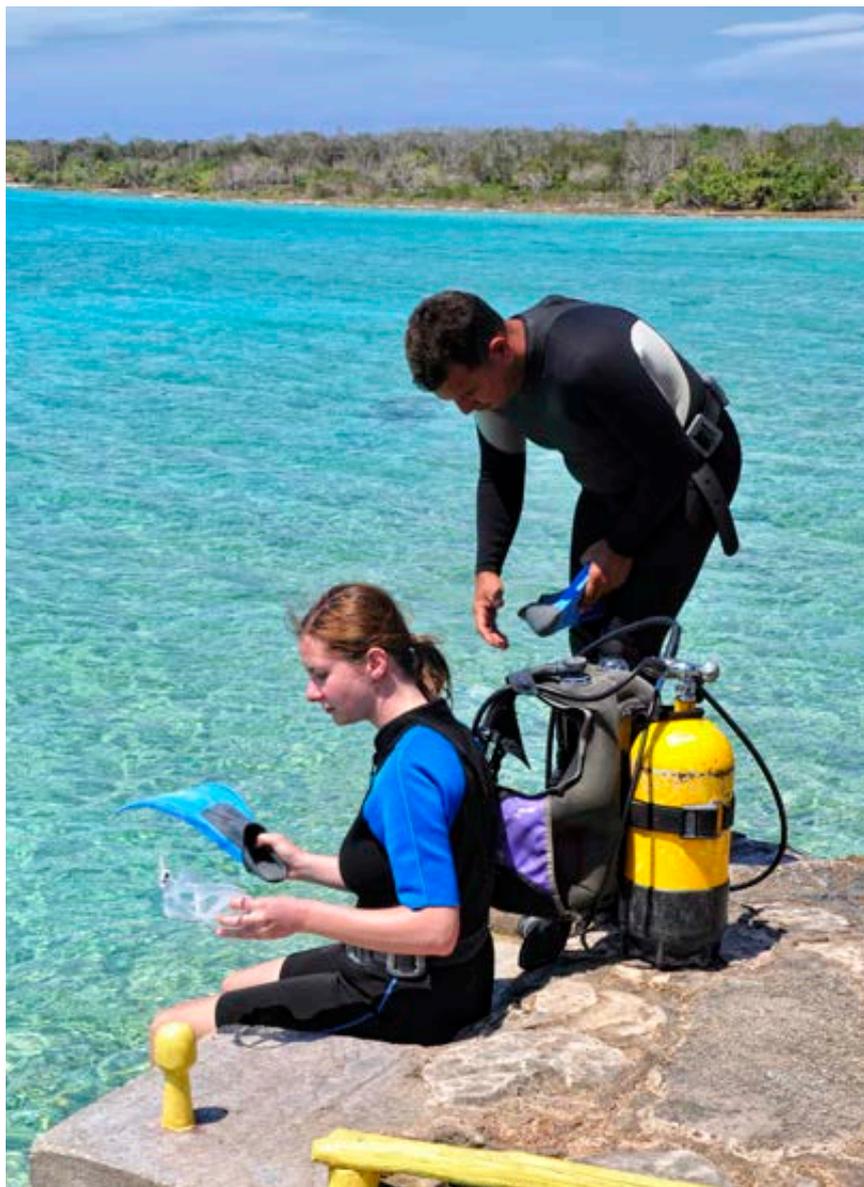
Another of the attractions of the Zapata Peninsula is the beauty of its seabed, which can be visited from the environmentally certified diving centers it has: Punta Perdiz, Playa Girón, Caleta Buena and the Cueva de los Peces. In these centers, contemplative diving and snorkeling are carried out, introductory classes are offered to beginners and diving courses are taught under the teaching of ACUC, to obtain





different certifications. In the first three centers, diving is done from the coast, without the need for boats, the fourth is a cenote with a great variety of fish. In all centers there are certified instructors and professional equipment to carry out this activity.

The temperature of the waters surrounding the Zapata Peninsula remains between 25 and 30 degrees Celsius all year round and the great diversity of underwater flora and fauna is a great attraction for photography. Beautiful coral formations, abundant sponges and a great variety of fish and other marine species have a very well-preserved habitat there.



As a novelty, in this area of Cuba's geography a Deep Apnea Camp is being designed, with a training base in Punta Perdiz and accommodation at the Playa Girón Hotel. This initiative by the Cuban world record holder Pipin Ferreras will allow international freediving teams to carry out their training there at any time of the year, due to the excellent climatic conditions of the peninsula, which, in addition to the sea, has the cenotes in the area, as possible training scenarios.

In the Zapata Peninsula, the Cubanacán Group has, in addition to the Playa Girón Hotel, the Villa Playa Larga, the Villa Batey Don Pedro and the Villa Guamá, one of the most photographed in Cuba.

[www.grupocubanacan.com](http://www.grupocubanacan.com)  
[www.cubanacanhoteles.com](http://www.cubanacanhoteles.com)

# Archipelago International to manage Panorama Hotel in Havana



**T**he Panorama Hotel in Havana, currently undergoing renovation, will be operated by the company Archipelago International, which from that moment on will have a catalog of six accommodations in Cuba.

The information shared by Sergio Álvarez, commercial director for the Americas of Archipelago Internacional, to the tourist publication TTC, indicates that after the inauguration of its hotel in Varadero, this company is managing five facilities in the main tourist centers of the Caribbean country, with a total of 3,500 rooms under its management.

Ideal for business travelers, the Panorama Hotel occupies a modern building right by the sea, in the residential area of Miramar. It has 320 perfectly equipped rooms – many with sea views – and also offers facilities for couples to enjoy and celebrate honeymoons. Its gastronomic offer and facilities for events are other attributes that will once again make it a highly sought-after accommodation in the city.

Along with the future Aston Panorama La Habana, the Grand Aston La Habana, Grand Aston Cayo Paredón, Grand Aston Cayo Las Brujas, Aston Costa Verde in Holguín and the Grand Aston Varadero Beach are already operating. Cuba, according to company executives, is emerging as a springboard for the development of Archipelago on the American continent.

The Indonesia-based Archipelago International currently operates more than 350 hotels in Southeast Asia, the Caribbean, the Middle East and Oceania. With 40,000 rooms in more than 200 destinations, the Group's brands include Grand Aston, Aston, Aston Collection, Alana, Huxley, Harper, Quest, NEO, Nordic and Favehotels.



## **We are AMISTUR CUBA S.A.**

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*E-mail: [c.promocional@amistur.cu](mailto:c.promocional@amistur.cu)*

*[www.amistursa.com](http://www.amistursa.com)*

# Rural tourism expands its horizons in Camagüey

In the Cuban province of Camagüey, several farms aspire to become tourist products in the short, medium or long term, as determined by the specialists of the Camagüey Rural Tourism project. For this purpose, after identifying the potential, training is offered to farm workers and they are certified as a hygienic and safe tourist product, and then marketing begins through travel agencies.

The Local Development Center of the Municipal Government is responsible for the management and approval of each proposal, since it is not only about promoting tourism, but also about not giving up food production, since planting will not stop on these farms.

So far there are 13 farms and students from the Center for Tourism Studies (Cemtur) of the University of Camagüey carry out internships and undergraduate work in them. In one of them located in Santa Cruz del Sur, studies of the flora and fauna will be carried out, to exploit that area for hiking, camping and research tourism.

In another, named Las Delicias, agroecology is developed, although its greatest attraction is the beauty of its landscapes, to which are added the varied gastronomic offers and options for sport fishing or boat trips. This farm also has a playground, a mini-zoo with exotic animals, accommodation services with vernacular-style cabins and a swimming pool.

Thus, the Camagüey Rural Tourism project, in which the Ministry of Tourism, its Training Center (Formatur) and local authorities participate, recognizes farmer tradition and agriculture as sources of cultural wealth. Opening the doors of agrotourism farms to travelers will allow them to experience life in the Cuban countryside up close and thus immerse themselves in a little-explored facet of the largest of the Caribbean islands.





PROGRAM



# TURNAT 2024

## South Eastern Cuba

from September 24 to 29



[ecotur.travel](https://ecotur.travel)

# Plaza Faro Paredón, attractive proposal for enjoyment facing the sea



In Cayo Paredón Grande –a new tourist destination belonging to Jardines del Rey– the Faro Paredón Tourist Plaza invites vacationers to rest and have fun. Its wide-ranging leisure and gastronomic options, the high quality of services and the friendly attention of its staff come together to create a wonderful memory for those who arrive there.

Managed by the Gaviota Tourism Group, Plaza Faro Paredón offers travelers the Adan y Eva spa, a wellness center that provides hairdressing, barbering, manicure, pedicure, massages, body and facial treatments. At night



the Blue Diamond party room operates, with a bar, shows and the tempting invitation to move your body to the rhythm of Cuban music.

Nearby, a shopping gallery covers possible unforeseen events and also offers beautiful souvenirs from the largest of the Caribbean islands. The gastronomic offer includes ice cream parlor, the Rocas del Mar snack bar and a Casa del Habano, where fans can enjoy the best cigars in the world and combine them with excellent

brands of rums, coffee and liqueurs. In addition, a meeting room offers comfortable space for business meetings and car and motorcycle rental services are provided.

During your stay in Cayo Paredón Grande an exotic sun and beach destination in Cuba where it is possible to find two fantastic All-Inclusive hotels we especially recommend a visit to the Faro Paredón Tourist Plaza, an attractive leisure option in a beautiful natural environment.



# OPPORTUNITIES WITH CUBASOL SO YOUR EVENTS ARE NOT JUST IMPORTANT BUT **MEMORABLE.**

## CUBASOL, RECREATION AND LEISURE GROUP TO ORGANIZE MICE SERVICES

CUBASOL is the Cuban leader in non-hotel infrastructure. The business group includes the largest local companies in this field that range from gastronomy, commerce, entertainment and transportation, which allows the conception of a professional event to be complemented with infinite combinations of recreation. We make your event transcend its thematic interest and become a cultural event, an experience with which many organizations seek to stimulate their employees, clients, suppliers and even family members.



### PLAZA AMERICA COMPLEX, VARADERO

Convention Center outside the Cuban capital, and has all the infrastructure for holding congresses, events, fairs and meetings. It is equipped with modern technology with a wireless audio system, with an interpretation system of up to 8 channels, a diversity of multifunctional spaces complemented with gastronomic services and a privileged position as it is located in Cuba's most visited beach resort. It has a trained and specialized staff capable of meeting all the expectations conceived in advance by people who decide to hold their events in these facilities.



#### MEETING SPACES

There are multiple spaces with capacity for congresses and small meetings.



#### GIFTS FOR ATTENDEES

There is a network of stores specialized in Cuban gifts and of Imagen Cuba.



#### MUSIC-DANCE SERVICES

Hiring small and large format music-dance shows, soloists, instrumentalists, technical services and costume making.



#### LAND TRANSPORTATION

A large and modern fleet of buses of different formats to transport participants, as well as a fleet of all-terrain cars (4x4).



#### RESTAURANT SERVICES

Restaurant services are provided in all territories of the country. Spaces with facilities for business breakfasts and dinners.



#### LEISURE AND RECREATION ACTIVITIES

Activities are offered for those accredited to the events, as well as for their companions and guests.



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