

BuenViaje to Cuba

Tourist and Cultural Magazine
Year 2025, No.4 - WTM



BARACOA
Cuba's first city showcases
its impressive natural
surroundings





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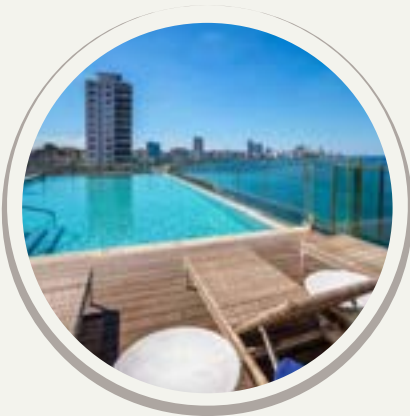
Mystique Habana, La Habana



Mystique Casa Perla, Varadero



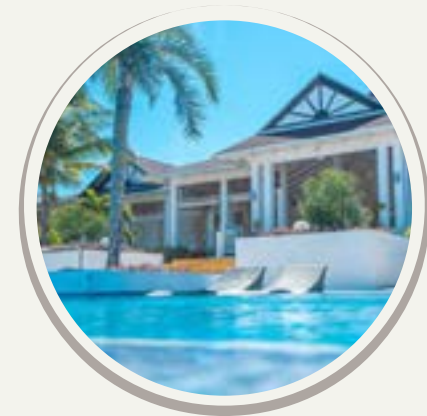
Mystique Trinidad, Sancti Spiritus



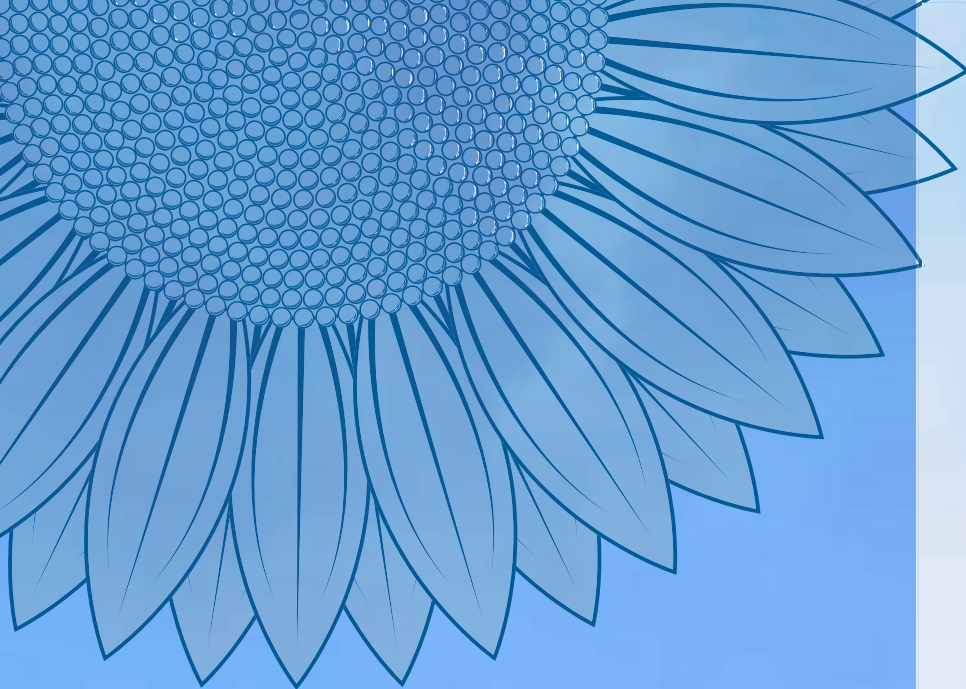
Royalton Habana, La Habana



Royalton Hicacos, Varadero



Royalton Cayo Santa María,
Cayo Santa María



Hi Friends,

We're still here with you, sharing the good reasons to travel to Cuba.

In this edition we share on our cover and first feature the impressive landscapes surrounding Baracoa, Cuba's first city. Also in the eastern region, we join the Cubanacán Group in celebrating the 31st anniversary of the Brisas Guardalavaca Hotel in Holguín and will take a look at some of the facilities that Popular Camping offers to nature lovers.

We will explore other regions of the country on our pages, including Cayo Santa María, which is advancing its transformation as a Smart Tourism Destination; Cayo Las Brujas, where the Gaviota Group opened the One Collection Hotel; and Varadero, where the 20th anniversary of one of travelers' favorite hotels, the Blau Varadero, is being celebrated.

Blue Diamond Resorts invites us to discover Cuba in a luxurious way, offering an experience that combines stays at its Royalton and Mystique by Royalton hotels. You'll find all this and much more in this edition.

Discover Cuba through our pages.

www.buenviajeacuba.com



EDITOR:

Mara Roque González
roquemaramc@gmail.com

DESIGN:

Ariel Rodríguez Pérez

PHOTOGRAPHER:

Julio Antonio Alvite Piedra

EDITORIAL COORDINATOR:

Álida Infante Serra
info@buenviajeacuba.com

ENGLISH VERSION:

Mercedes Guillot

COVER PHOTOS:

Autor: Julio Antonio Alvite

PHOTOGRAPHY COLLABORATION:

Cubanacán, Gaviota, Agencia San Cristóbal, Gran Caribe, Publicitur, Palmares, Marinas Marlin S.A, Iberostar Cuba, Damián Pérez Domínguez, Julio Larramendi y Rolando Pujols

OTHER CONTRIBUTORS:

Gisela Soto-Navarro González, Carlos Torres, Lucía Zalbidea, Lizandra Torres, Nelson González, Morela Álvarez, Lina Chao Carrasco, Sandra Guerra Soriano, Roberto Fariñas, Ángel Alderete y Carlos A. Masvidal

PRINTING COORDINATOR:

Carlos Torres Cairo
CAIROSTUDIO - Grupo Creativo

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Iván Recio del Vallín

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the experience* **CREATE
YOUR STORY**



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Baracoa

Cuba's first city showcases its impressive natural surroundings

Exploring the first city founded in Cuba, Baracoa, can be an excellent reason for a trip to the largest of the Caribbean islands. Its original name, given by its founder Diego Velázquez on August 15, 1511, was Nuestra Señora de la Asunción de Baracoa, and thus began the history of Cuba's first capital and first bishopric.

Baracoa is located about a thousand kilometers east of Havana, and its cathedral houses the so-called Santa Cruz de Parra, one of the 29 crosses placed by Christopher Columbus in the New World, and the only one that has survived to this day.



According to many tour operators and travel agents, a large number of foreign visitors planning to travel to Cuba want to explore the eastern region of the country, including cities like Baracoa, where nature, culture and the country's history come together.

Its historic center, declared a National Monument, is full of attractions, the most visited being the Matachín and La Punta fortresses and the Joa and Cementerio towers. But simply strolling the city streets is a gift for visitors, who can discover sites full of authenticity, see how modern life blends naturally with traditions and enjoy the varied local cuisine, which is a mix of traditional Cuban ingredients with other typical ingredients of the region, such as coconut, chocolate and honey.



To admire the beauty of the landscapes surrounding the city of Baracoa, excursions and walks have been designed that will allow travelers of all ages to enjoy nature, choosing the activity that best suits their preferences. One of those activities that has gained many followers among those who visit Baracoa is the climb to the top of El Yunque, a 575-meter-high flattened mountain, which is a symbol of the area. It is perhaps one of the best-known images of the region, as those who reach this end of Cuba seek a moment to take a photo with the Yunque towering over the landscape.

Other popular activities include walks along the Miel, Duaba, Yumurí and Toa rivers, or swimming at Maguana, Saratoga or Duaba beaches, where you can also visit a cacao farm, or visit the Lomo Boquerón Stone Zoo.

In Alejandro de Humboldt National Park, declared a UNESCO World Heritage Site, nature lovers can admire exceptional biodiversity on guided hikes along trails that pass near waterfalls and crystal-clear rivers. Plant species such as ferns as well as of wildlife, such as Polymita snails, butterflies, harmless reptiles and amphibians, are wonders that hikers will encounter along the way.



Baracoa offers a variety of accommodation options, with hotels and hostels available in and around the city. Among the most notable are El Castillo, located on Loma del Paraíso, and others located in the city center, very close to heritage sites, allowing for easy travel and a glimpse into the city and its inhabitants. Outside the city limits, we can mention Villa Maguana, located next to a fine sandy beach surrounded by lush vegetation.

Baracoa's historical and natural charms make it one of the most interesting places in Cuba. The First City celebrated its 514th anniversary this year, yet another reason to choose it as a travel destination in the eastern region of the country. The beauty of its landscapes, the wealth of its traditions and the history embedded in every place you visit are complemented by the hospitality of its residents, that distinctive ingredient that makes it authentic and unforgettable.

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“Live the experience: CREATE YOUR STORY”

The Gran Caribe Hotel Group has presented its new communications campaign: “Live the experience: CREATE YOUR STORY,” developed in collaboration with the Higher Institute of Design of Havana. The campaign seeks to position Gran Caribe as a creator of unique experiences through a strategy focused on authenticity, human interaction and sensorial narrative, transcending the traditional concept of accommodation.

The announcement was made during the closing ceremony of the first edition of the Gran Caribe Experiences event, held from October 22 to 25 in Havana and Varadero. During the event, presentations were made by the Meliá, Iberostar, Blue Diamond, Blau, NH, ROC, Barceló and the host chain, which allowed for the alignment of visions and the presentation of new developments in the Cuban tourism product. The central workshop facilitated meetings between international operators, travel agencies and representatives of the hotel group to design packages in line with the current demands of global tourists.

As part of the program, participants made prospecting visits to hotels in Havana and Varadero to experience firsthand the quality of services and facilities. During the visits, they recognized the dedication of the staff as a fundamental pillar of the tourism experience the group offers.

At the closing ceremony, it was also announced that the second edition of the Gran Caribe Experiences event will be held in 2026 at the Jardines del Rey tourist destination and will feature an expanded program and even more diverse participation of international tourism industry players.

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Mystique by Royalton: hotels with soul in heritage cities

The Mystique by Royalton brand is committed to boutique hospitality that highlights the character of the destination. With carefully selected hotels and privileged locations, it offers personalized experiences in settings steeped in history and charm.

Mystique Habana by Royalton

On Paseo del Prado, just steps from the historic center, this hotel invites you to immerse yourself in the essence of the Cuban capital. With elegant interiors that combine contemporary design and classic details, it is the perfect starting point for exploring museums, colonial plazas, art galleries and the vibrant local life. From its rooftop, you can enjoy unique views of the city, accompanied by traditional cocktails and an intimate atmosphere.

Mystique Trinidad by Royalton

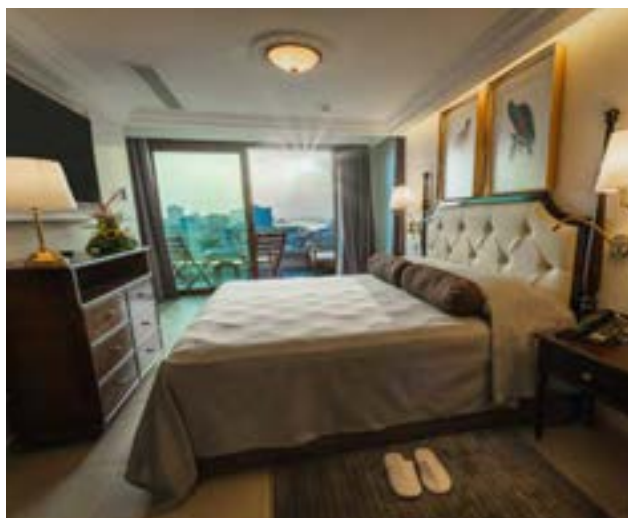
From its privileged position on La Popa Hill, this boutique hotel offers spectacular panoramic views of the city of Trinidad. Its rooms combine elegance and warmth, and its proximity to the historic center allows travelers to connect with the cultural and architectural life of one of the most beautiful heritage cities in the Americas. It is the ideal retreat for those seeking authenticity and tranquility, surrounded by history and nature.

Mystique Casa Perla

In the heart of Varadero, one of Cuba's most iconic beach resorts, this adults-only (16+) boutique hotel combines the charm of 1940s Cuban architecture, contemporary design and personalized service. With 10 individually designed rooms, the hotel offers everything from Standard Suites to Junior Suites with ocean views and private jacuzzis, ideal for couples seeking privacy and elegance for a peaceful and sophisticated getaway.

Mystique Camagüey San Juan

Located in the iconic Plaza San Juan de Dios in Camagüey's historic center, a UNESCO World Heritage Site since 2008, this hotel occupies a culturally sensitively restored 17th-18th-century colonial building. It has 28 rooms spread over three floors, and on the ground floor there is a breakfast area or snack bar. Highlights include a calm and elegant atmosphere, personalized service, local art exhibits and immediate access to museums, galleries, the San Juan de Dios Church and traditional restaurants.



Mystique Holguín Saratoga by Royalton

Located in downtown Holguín, on the corner of Martí and Maceo streets, this eclectic-style boutique hotel dates back to 1913 and has been recently restored. It features 12 rooms — including Standard and Junior Suites — designed for couples, business travelers and those seeking comfort and local character. From its strategic location, guests can walk to museums, Plaza de la Marqueta, the San Isidoro Cathedral the La Periquera History Museum, as well as other iconic Holguín sites.

Royalton Resorts: all-inclusive oceanfront sophistication

The Royalton brand offers unforgettable beach experiences in privileged natural settings. Its resorts stand out for their comfort, culinary excellence, personalized service and exclusive atmosphere.

Royalton Hicacos, Varadero

For adults only, this resort is an oasis of romance and relaxation. Surrounded by tropical gardens and with direct access to one of the world's most famous beaches, it offers spacious suites, gourmet restaurants, a spa, water sports and spaces designed for total relaxation. Perfect for honeymoons or couples.

Royalton Cayo Santa María

Surrounded by virgin beaches, palm trees and turquoise waters, it is synonymous with privacy, attention to detail and Caribbean sophistication. Every experience — from à la carte dining to butler service — is designed to create memorable moments.



Royalton Habana

Facing the iconic Malecón, very close to the Capitol building and Parque Central, this hotel combines modern elegance with Havana's vibrant spirit. Contemporary architecture, sophisticated interiors and unparalleled views of the sea and the city make it an urban oasis ideal for both leisure and business travelers. Breathtaking sunsets can be contemplated from its exclusive rooftop, while sipping signature cocktails in a chic and relaxed atmosphere. A high-level cuisine, personalized service and privileged access to the main attractions of the historic center make this hotel a luxury experience immersed in the cultural heart of Cuba.

One trip, many faces of Cuba

Start in Havana with a coffee in a colonial porch, continue in Trinidad among cobblestone streets and traditional music, and end on a paradisiacal beach with the sound of the waves as your only witness. This could be the ideal itinerary for travelers looking for something more. With Royalton and Mystique by Royalton, it's not about choosing between city or beach, history or nature. With these brands, travelers can have it all.

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OCT 6 - OCT 10



Grand Cuba
Golf Tournament
OCT 21 - OCT 25



Experience and Traditions
OCT 22 - OCT 24



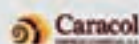
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Smart tourism arrives in Cayo Santa María

Cayo Santa María is advancing in its transformation as a Smart Tourism Destination for Cuba and the Caribbean. This islet sets a regional precedent by implementing a strategy that combines innovation, sustainability and efficiency in tourism management.

Although it has not yet achieved official status, the enclave located on Cuba's northern coast is already showing significant progress on this path, and after applying a rigorous assessment, it has achieved 21% of the indicators established by the Smart Tourism Destination model.





Added to this is the possibility of having the renewed website of the travel agency Gaviota Tours, more intuitive and functional, allowing for efficient management of accommodation, excursion and transfer reservations. Meanwhile, Gaviota Pro, the professional portal for tour operators, agents and communicators, will facilitate access to promotional materials and exclusive benefits.

These initiatives strengthen Cayo Santa María's digital infrastructure and bring it closer to full compliance with the Smart Tourism Destination model, supported by more than 260 international indicators and successfully applied in destinations such as Benidorm (Spain), Medellín (Colombia)



This assessment allows it to move steadily toward certification as a Smart Tourism Destination, a proposal that had previously been explored in Cayo Largo del Sur, where work and progress continue to be made.

Among the main developments in Cayo Santa María is the inauguration of the Smart Tourism Office: a pioneering tool that allows real-time monitoring of essential services to improve the destination's management.



and Tequila (Mexico). "The true value of the Smart Tourism Destination model lies in the efficiency achieved thanks to its tools," said Pavel J. Pavón, head of the Department of Sustainable Tourism Destinations at the Cuban Ministry of Tourism.

With Cayo Santa María leading this transformation, Cuba is positioning itself at the forefront of smart tourism in the Caribbean, investing in a model aimed at enriching the experience of today's travelers.

Brisas Guardalavaca celebrates its 31st anniversary

Guardalavaca Beach is one of the favorite destinations in the eastern province of Holguín, attracting travelers from all over the world each year. Among the accommodations on this shell-shaped beach, located 56 km from the provincial capital, is the Brisas Guardalavaca Hotel, a four-star all-inclusive resort celebrating its 31st anniversary this November.

Located on the beachfront, this hotel, part of the Cubanacán Group, offers travelers 437 well-equipped rooms, 117 of which have ocean views, two with accessible facilities, and 80 mini-suites. Entertainment is guaranteed not only on the beach, which features a nautical area, but also in its four swimming pools (two for children), the game room and party room, the kids' club and the sports areas. In addition to the



buffet and specialty restaurants, the resort has a lobby bar, aqua bar and a café bar, offering light meals and drinks throughout the day.

The celebrations of these 31 years pay tribute to the influence of African culture on Cuban roots, and to this end, a three-day program dedicated to honoring these traditions was designed. The idea is for everyone at the hotel during those days to play an important part in the celebration, participating in activities filled with color, cultural touches and creativity, with attention to detail.



Due to its facilities and the natural beauty of its surroundings, the Brisas Guardalavaca Hotel has specialized in couples, for whom it has designed programs for weddings, honeymoons, anniversaries and vow renewals. At the same time, it can be the ideal place for a family vacation, combining the enjoyment of the beach with the attractions of the tourist destination, including the Bahía de Naranjo Dolphinarium (4 km), the Chorro de Maíta archaeological cemetery, which includes a recreation of a Taino village (10 km) and the Bariay Monument Park, the site where Admiral Christopher Columbus landed in 1492 (34 km), among other attractions.

The Brisas Guardalavaca is an environment-friendly hotel, a quality highly valued by travelers today, and has received National Environmental Recognition from the Cuban Ministry of Science, Technology and Environment.

Professional and personalized service gives this hotel the added value that travelers from all over the world have come to appreciate over these 31 years. Therefore, this November the hotel will celebrate another anniversary with its guests, hoping they have an unforgettable experience.

www.cubanacan.cu



Cuba repeats as Leading Cultural Destination in the Caribbean

Cuba has received the award for Leading Cultural Destination in the Caribbean for the fifth consecutive time at the 32nd edition of the prestigious World Travel Awards. This recognition, which recognizes excellence in the global travel and tourism sectors, consolidates the island's position in the regional tourism market.

Cuba's nomination beat out other destinations such as Barbados, Jamaica, Puerto Rico, Bermuda, Martinique, St. Kitts and Trinidad and Tobago. According to the official platform cuba.travel, the foundation of this achievement lies in a diverse and mixed culture, an essential component of the national identity. This website emphasizes that more than five centuries of history have forged a unique heritage, with an oral tradition, artistic expressions and symbols that transcend the offering of sun and beach.

In parallel with the main recognition, several Cuban hotel facilities were recognized in their respective categories. The Hotel Nacional, which commemorates its 94th anniversary this year, was named Best Hotel in Cuba. The Gran Hotel Manzana Kempinski La Habana earned a double distinction: its Presidential Lorca Suite was chosen as Best Suite, and the establishment was recognized as the Best Business Hotel in the country. In the Resorts category, the award went to the Meliá Cayo Coco, located in Jardines del Rey.

The World Travel Awards grant these distinctions based on evaluations by industry professionals and international travelers.





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FFV has more than 20 years of experience in the tourism sector, offering tailor-made programs for individual travelers and groups, in categories ranging from culture, nature, adventure, luxury, honeymoons to family, educational and business trips.





With Cuba as its star destination, where it has its own representative office as part of Grupo Viajes y Representaciones S.L. (an inbound operator and DMC in the country since 2005), FFV enjoys a well-established reputation, with significant strengths such as the most comprehensive booking system of all hotel brands based in the country and a very diverse range of private accommodations. It also offers a catalog of authentic local products, which it continually updates in collaboration with the private sector and offices dedicated to the conservation of heritage cities.

Over these two decades, FFV has also been building a network of strategic alliances with leading suppliers in the region, which has allowed it to steadily expand its operations to other Latin American destinations.

Thus, in Colombia it has its own inbound service, Al Natural, offering tours that mix culture, traditions, community tourism, nature and sustainability, for individual travelers and small groups, in lesser-known destinations such as Valle del Cauca, the Sierra de la Macarena, El Choco, Casanare, Riohacha, Pasto and the Amazon region. As well as more immersive programs in well-known destinations such as the Coffee Region, Medellín and Cartagena de Indias.

In the Dominican Republic and Central America, FFV works closely with selected incoming agencies based on rigorous quality criteria, prioritizing tours that go off the beaten path, always advocating for responsible and sustainable tourism that respects the cultural and natural heritage of the territories, directly benefits the population and contributes to the development of the local economy.

In all destinations, FFV prides itself on maintaining an excellence in operation based on three essential pillars: personalized management, constant innovation and ongoing support.

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Iberostar and Gaviota debut hotel management model in Cuba

Iberostar Cuba Hotels & Resorts and the Gaviota Tourism Group announced an agreement to lease the Iberostar Origin Laguna Azul Hotel, located in the famous Varadero beach resort.

This management model will boost the hotel's repositioning locally and internationally, aligning it with the quality and excellence of the Iberostar Cuba brand and strengthening its competitiveness. The initiative involves a complete renovation of key areas, with facility improvements, the use of cutting-edge technology, sales optimization, more efficient operations and a solid marketing and communications strategy. Furthermore, the hotel is firmly committed to developing the talent of its team as a fundamental pillar.

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With a practical, innovative vision focused on customer experience, this agreement reflects the commitment to strengthening the hotel through investments, greater operational autonomy and strategic alliances.

Iberostar Origin Laguna Azul is a five-star all-inclusive hotel located on the beachfront. It stands out for its six outdoor pools, its fully equipped spa with a hydrotherapy area and its family vacation options with the Star Camp activities program. Iberostar Cuba Hotels & Resorts is a leader in promoting a responsible tourism model focused on caring for people and the environment. It has 18 4- and 5-star hotels located in Cuba's main tourist destinations: in addition to Varadero, it is also present in Havana, Trinidad, Cayo Cruz, Cayo Ensenachos, Cayo Guillermo and Holguín.



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Popular Camping Vacations in contact with nature

Cuba has Natural Parks, Biosphere Reserves, Protected Areas and other rural areas where visitors can enjoy well-conserved nature. Everything in these places is interesting and attractive, and Popular Camping invites you to experience it up close, as it has facilities throughout the country.

With sustainability as the foundation of its work, Popular Camping now offers accommodation in facilities with comfortable rooms, while still being located in a natural setting. We invite you to explore a group of villas and other facilities owned by this business group, where you can enjoy a stay you won't forget.

We will begin our tour in the province of Pinar del Río, the westernmost province in Cuba, where the Laguna Grande and Aguas Claras villas and the Dos Hermanas campsite are located. Laguna Grande

is located on the Guanahacabibes Peninsula, in an area of great biodiversity, home to swamps, tropical forests, beaches, reefs and the lagoon that gives the facility its name. In this Biosphere Reserve, sport fishing enthusiasts will find different species of fish, depending on the time of year they visit.

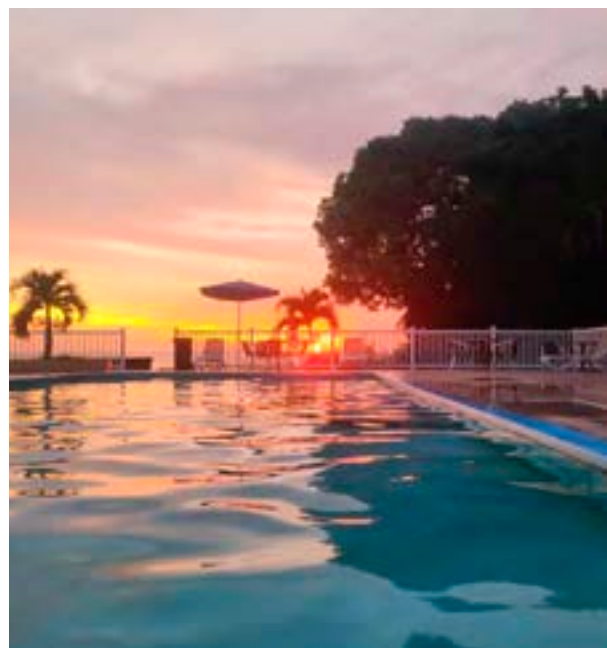
Aguas Claras villa and Dos Hermanas are located in the Vueltaabajo area, a few kilometers from the city of Pinar del Río. They are ideal for those who want to explore the Tobacco Route, explore Viñales Valley, and go hiking, horseback riding or carry out excursions in this place of great beauty.

On this tour of the island, we arrive in Havana, where La Kuka is located. This facility is an interesting option for day trips immersed in nature and rural culture. Due to its proximity to the capital, it is also ideal for hosting small-scale events, with accommodation options.





We arrive in the eastern region, where Popular Camping offers several facilities distinguished by their location and the activities that can be carried out there. In the province of Santiago de Cuba, we find Villa El Saltón, 126 km from the city of Santiago. It has 25 rooms and is ideal as an accommodation for relaxing and enjoying the emblematic flora and fauna, as well as visiting sites of great historical and cultural value. In that province, we find two other facilities: Caletón Blanco and La Mula, from which you can climb Pico Turquino, the highest peak in Cuba.



Those visiting Havana can spend a day enjoying the Río Canimar Tourist Park, located very close to the city of Matanzas, in the middle of a Protected Natural Landscape. There, they can explore an enormous natural ecosystem that was once the site of indigenous settlements and is now part of Cuba's tourism scene. The beauty of its landscapes, its diverse attractions, and the recreational activities it offers make a visit to this park a special and unique occasion.

In the central region of Cuba, on the southern coast of Cienfuegos province, lies Villa Guajimico, ideal for those who enjoy diving and other nautical activities. The beauty of its seabed makes Guajimico a must-visit for those who enjoy diving into the depths of the sea. From the Villa, you can go hiking, enjoy Cuban cuisine at La Hacienda La Vega, visit the area's cave system or visit the Cienfuegos Botanical Garden.

In Granma province we find several options: Las Coloradas campsite, which has high-standard rooms and facilities for international tourism; you can also choose El Salto de Jibacoa; or La Sierrita, ideal for those wishing to visit the highest point in Cuba, Pico Turquino. In Holguín, travelers are invited to the Playa Blanca campsite, named for its white sand and crystal-clear waters, and two other facilities: Playa Los Bajos and Playa Caletones (coming soon). In Guantánamo, travelers are invited to enjoy nature at the Duaba, Cajobabos and El Yunque facilities, the latter located very close to one of Cuba's largest rivers, which originates at the foot of El Yunque in Baracoa.

In this tour, we have included a selection of the most sought-after facilities of the Popular Camping Group, which has much to offer nature tourism lovers, inviting them to plan their next trip to Cuba now.

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The One Collection Luxury accommodations on Cayo Las Brujas

On the idyllic Cayo Las Brujas, in north-central Cuba, the Gaviota Group opened The One Collection, a luxury all-inclusive hotel for adults only. This accommodation will function as the premium section of The One Gallery Resort, an established proposal that combines visual arts, high-standard service and cultural activities.

Designed to accommodate 130 guests in its 67 rooms, 43 of which have direct ocean views, The One Collection is designed for travelers seeking to escape the conventional and immerse themselves in a world of personalized attention, where well-being and privacy are the norm in a privileged natural setting.





The true essence of the hotel is not limited to its accommodation and relaxation spaces; it also has an adjoining plaza of the same name that serves as the social heart of The One Collection experience. In this plaza, guests will find a disco, a bowling alley, a spa, exclusive shops, themed restaurants and spaces for artistic performances.



With this opening, which begins welcoming guests in November, Gaviota reinforces its commitment to sustainable, high-quality tourism development in the northern keys of Villa Clara.

The One Collection is defined, in the company's own words, as a space that celebrates elegance, authenticity and the experience of living the exceptional. More than a hotel, it is an experience of sophistication and tranquility facing one of Cuba's most beautiful beaches.

Infotur. Cuba's official tourist information network

As a tourist destination, Cuba has an institution dedicated to being the first formal point of contact for visitors: Infotur, with a network of information offices throughout the island, providing a satisfactory travel experience and reliable, up-to-date and specialized information.

Its services are designed to support visitors from the planning phase of their trip to their stay in the country. The services offered at its physical offices include the distribution of maps, brochures and promotional materials for Cuban destinations, personalized advice on attractions, tourist routes and accommodation options, as well as information on the transportation network, operating hours and service rates, in addition to making reservations as needed.



Its main platform is the website www.infotur.cu; among the main services offered by this portal are:

- A destination guide with detailed descriptions of the island's main cities and tourist hubs
- A news service on events, festivals and dates of interest
- Links to the Cuba.Travel reservation portal, which includes accommodation options, restaurants and recreational activities.

The website also provides practical and essential information on entry requirements, the monetary system, transportation and travel advice, and offers users the CubaMaps geolocation service: an interactive map of the archipelago that allows travelers to view points of interest, plan routes, calculate distances, contact different hotels or other facilities and write reviews if they wish.

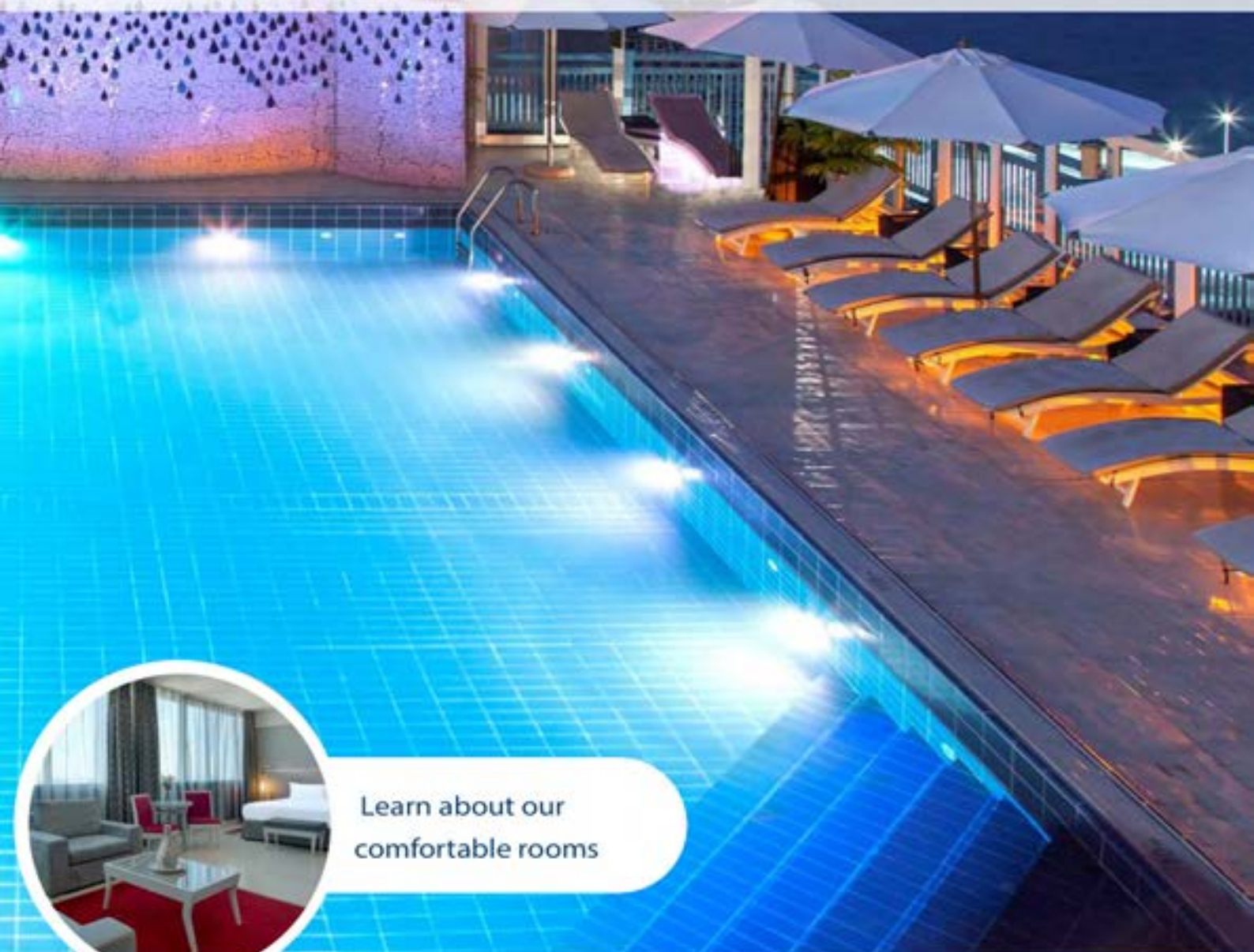
Infotur's network of offices is strategically deployed in the busiest travel areas, international airport terminals, historic city centers and tourist areas throughout the country.



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TURNAT 2026

to be held in Ciénaga de Zapata and Mayabeque

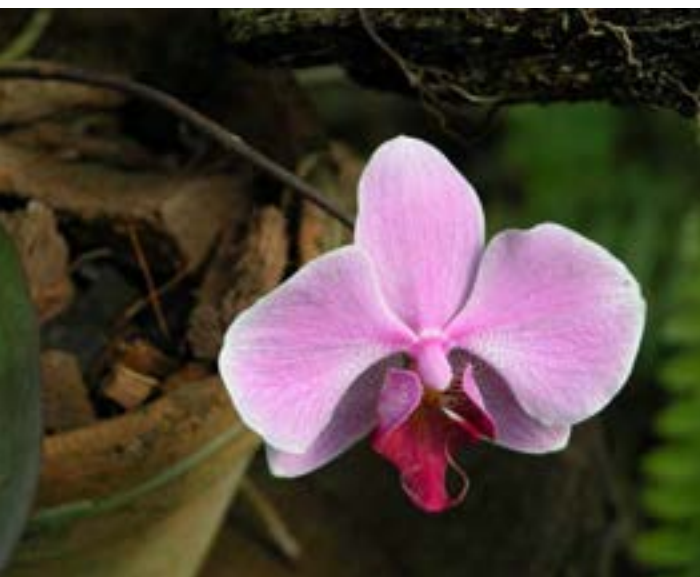


The fifteenth edition of the International Nature Tourism Event, TURNAT 2026, will be held in the Ciénaga de Zapata in Matanzas and the Cuban province of Mayabeque.

We're talking about the most important event dedicated to nature tourism in Cuba, which promotes exchanges between tour operators, travel agency leaders, clients and experts, and strengthens the commitment to a leisure industry that respects the values of nature.

TURNAT will be held from September 14 to 21, 2026, and will be a platform for establishing ties and learning about new projects that will impact the development of nature and adventure tourism in the Caribbean nation. Its interesting program of activities will show participants the potential of this type of tourism in Cuba.





Ciénaga de Zapata, one of the venues for the upcoming TURNAT 2026, is known for its rich biodiversity. It is the largest wetland in the Caribbean islands and holds the status of National Park, Biosphere Reserve and Ramsar Site. Hiking, birdwatching and contemplative diving are among the ecotourism activities offered there.

Located in the south of the western province of Matanzas, it covers 300,000 hectares, 56% of which is forested. It is estimated that there are around 900 species of flowers and the fauna is also exceptional, with around 100 bird species. Some are endemic to the region, such as the Santo Tomas gallinule and the ferminia (now protected due to their danger of extinction); others are more common, such as the small humming bird, the ciénaga cabrerito, the colilargo



hawk, the parrot and the wood pigeon, as well as a large number of migratory bird species. Among the reptiles, the Cuban and American crocodiles stand out — with special breeding farms accessible to visitors on various excursions.

Meanwhile, Mayabeque is the province where the Agrarian University of Havana is located, which has a fruitful working relationship with Ecotur, in which both institutions have drawn on the knowledge of their respective specialties. This province also has areas of great natural beauty, where hiking finds ideal settings, and has farms where rural tourism is being developed.

As in previous editions, participants will be divided into groups whose activities will focus on rural tourism and agrotourism, hiking, walking and horseback riding, nautical tourism and diving, bird and reptile watching, geotourism and accessible tourism, among others.

For more information and to coordinate your participation, we invite you to contact the organizers at the following email addresses:

esp.eventos@occ.ecotur.tur.cu ,
ope.eventos@occ.ecotur.tur.cu,
cord.eventos@occ.ecotur.tur.cu
www.ecotur.travel

Blau Varadero: two decades of unforgettable moments



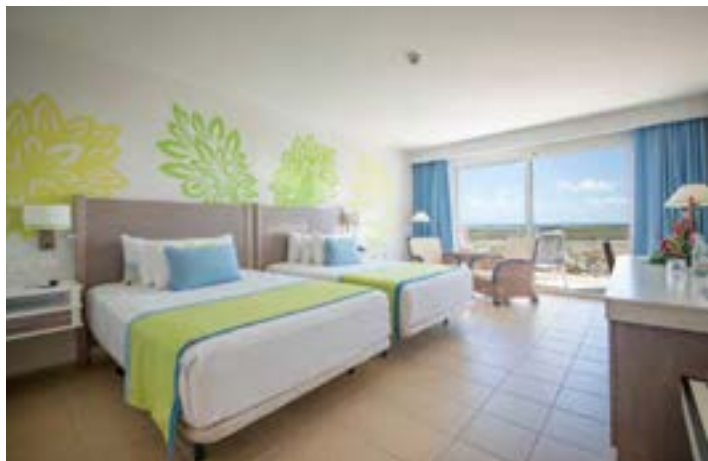
The Blau Varadero Hotel is celebrating two decades of exceptional hospitality on one of Cuba's most iconic beaches. Twenty years of unforgettable memories, with a proposal that combines comfort, adventure and authenticity.

Located on the beachfront, in a modern 13-story building, Blau Varadero offers the perfect setting to unwind and enjoy the scenery. Its adults-only concept ensures privacy, relaxation and personalized attention.

Its rooms combine spaciousness, natural light and Caribbean design. Decorated in warm tones, they offer views of the garden or the sea, as well as amenities such as a minibar, air conditioning, a safety deposit box and private terraces.

Four restaurants — Buffet Flamboyán, Grill, Palma Real and Las Adelfas — and five bars — Lobby Bar Orquídea, Piano Bar, Chill-Out Bar, Pool Bar and Beach Bar — combine tradition and creativity in each culinary offering.

Guests at Blau Varadero can enjoy water activities such as catamaran rides, sailing trips, snorkeling, pedal boats and fish feeding in crystal-clear waters.



For those looking to explore further afield, excursions to nearby cays like Cayo Blanco include sailing, lunch, an open bar and transportation in classic cars. A visit to the Casa del Ron allows you to discover the production process of this iconic drink, participate in tastings and even take home a rum bottle as a souvenir.

Blau Varadero is filled with special activities to commemorate its 20th anniversary. Themed events, unique experiences and shared moments with guests and collaborators mark this celebration.



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