BuenViaje to Cuba

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Artificial Intelligence: Tourism's Next Great Transformation?

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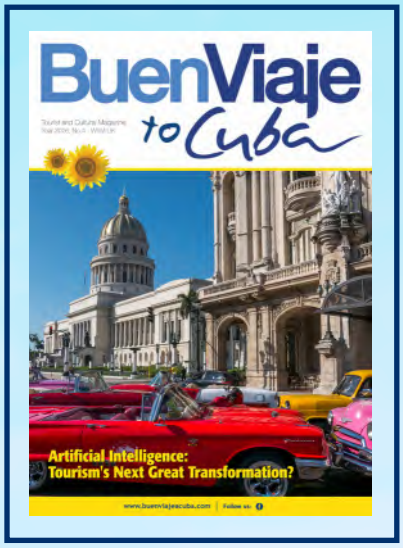
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Hi Friends,

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

Welcome to the final edition of the year, which begins with a feature on Artificial Intelligence in the travel industry — a development that global experts believe is poised to become the tourism sector's next major transformation.

Through our pages, we invite you to discover places of extraordinary beauty across Cuba, such as El Nicho in Topes de Collantes; Viñales Valley, where you can stay at hotels operated by the Cubanacán Group; and Guamá, in the Ciénaga de Zapata, home to a recreation of a Taíno village featuring life-sized sculptures that invite you to step back in time.

For those who enjoy nautical activities, we present several options offered by Marinas Marlin in Varadero beach resort. We also recently attended the reopening of the Playa Luxury Varadero — an excellent, adults-only hotel that we invite you to explore.

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

PHOTOGRAPHY COLLABORATION:
Cubanacán, Gaviota, Agencia San Cristóbal, Gran Caribe, Publicitur, Cubasol, Ecotur, Palmares, Marinas Marlin S.A, Iberostar Cuba, Damián Pérez Domínguez, Julio Larramendiy 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
Guillermo Cardó Tamez
Grafitradex GM S.R.L.

WEB COORDINATOR:
Iván Recio del Vallín

PUBLISHED BY:
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Artificial Intelligence: Tourism's Next Great Transformation?

The 2026 World Tourism Day celebrations focused on how artificial intelligence (AI) can transform the way travelers choose destinations and design their travel experiences — and even how the travel industry itself is managed.

Unlike themes from previous years, which highlighted trends that the tourism sector should leverage, this year's theme was highly evocative and direct: "Digital Agenda and Artificial Intelligence for Redesigning Tourism." It called for addressing a transformation that is already reshaping the sector in real time.

As UN Tourism points out, travelers now plan their itineraries using digital platforms and are increasingly turning directly to artificial intelligence with questions like: Where should I stay? What should I see? Where should I go?











For the first time, technology plays a daily role in determining which destinations travelers see and what information they seek when planning vacations or business trips. In the words of the organization, "tourism has always evolved through innovation, and artificial intelligence is poised to become the next great transformation."

This raises a key question: who benefits from this transformation, and who is making the decisions? The answers provided by artificial intelligence have become a commercial space; if visibility can be purchased, large brands will likely dominate access to destinations and their associated services.







As UN Secretary-General António Guterres warns, while AI can create opportunities for small businesses and improve services, it also carries the risk — if left unregulated — of concentrating tourists in the same locations and on the same platforms, while sidelining other destinations.

Cuba is advancing its AI Development Strategy through concrete projects, including:

Varadero Smart Tourist Destination (STD): An initiative comprising 28 sub-projects that monitor occupancy, mobility, and safety in real time at the country's premier sun-and-beach resort area.

Varadero Governance Office: Launched during the recent FITCuba 2026 tourism trade fair, this office enables more efficient management and anticipates visitor needs, granting autonomy to stakeholders within the destination's tourism sector.

Artificial Intelligence for Energy Efficiency: A project led by the University of Camagüey, featuring a predictive system that optimizes electricity consumption in hotels — directly contributing to the sector's sustainability.

Contextual AI System for Tourism and Heritage: Also developed in Camagüey, this system supports decision-making and improves the management of destinations with heritage value, drawing on verifiable data related to tourism activities.

Given the emergence of Artificial Intelligence and its growing prominence in the travel sector, international organizations, national tourism authorities, and key players in hotel operations are calling for sector workers, local communities, and emerging destinations to take part in shaping the future. This can only be achieved through investment in digital skills, broader access to technology, training for all tourism stakeholders, and innovation that benefits the people and places that sustain the tourism industry.



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Marinas Marlin: Gateway to Five Nautical Adventures in Varadero

Varadero, Cuba's premier beach resort, is far more than just a postcard-perfect scene of white sand and turquoise waters. It is a place where the sea serves as the primary stage for countless experiences. There, the specialized company Marinas Marlin offers a diverse range of excursions for exploring the nearby cays, mangroves, and the seabed around the Hicacos Peninsula. All these experiences — along with other options that round out their catalog — can be viewed on their official website.

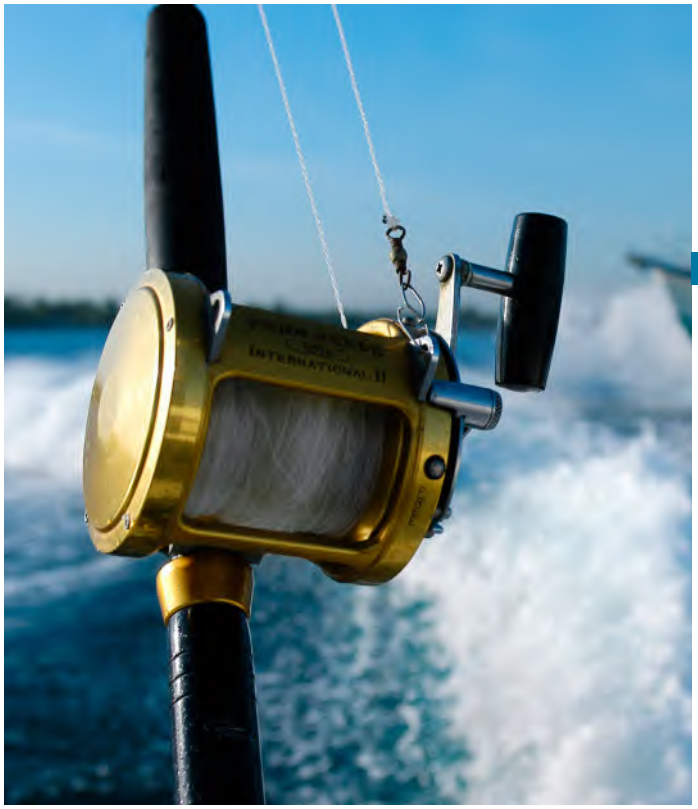




One of the most appealing proposals is the Boat Adventure + Cayo Piedra with Snorkeling. This excursion involves a boat trip to Cayo Piedra, with time set aside for snorkeling and relaxing on the beach. It runs daily, weather permitting, with two departures each day: at 9:00 a.m. and 1:00 p.m. The trip lasts three hours and includes transfers and a cocktail.

For a more comprehensive day out, the Seafari to Cayo Blanco offers a catamaran cruise through the small cays located north of Varadero. The vessels feature comfortable seating, restrooms, areas for both sun and shade, easy access to the sea, and an onboard bar service. The excursion includes hotel transfers, snorkeling among schools of fish (with equipment provided on board, weather permitting), a visit to Cayo Blanco — complete with a beach and a souvenir shop — and a lunch at a thatched-roof open-air pavilion featuring a menu of lobster, chicken, and fish, served with rice, vegetables, fruit, bread, and Cuban coffee. An open bar with soft drinks, rum, and beer is also available, along with entertainment such as volleyball, dancing, and beach activities. The excursion lasts seven hours, departing at 9:30 a.m. and returning at 4:30 p.m.

Meanwhile, the Seafari Exclusivo Plus adds a special element: interaction with dolphins. This excursion takes place on a yacht and includes all the features of the Seafari to Cayo Blanco — snorkeling, a visit to Cayo Blanco, lunch at a thatched-roof open-air pavilion, and an open bar both on the vessel and on the island. It also lasts seven hours, departing at 9:30 a.m. and returning at 4:30 p.m.







For fishing buffs, Marinas Marlin offers a seven-hour sport fishing excursion, which includes hotel transfers, an open bar (with soft drinks, rum, and domestic beers), fishing gear and licenses, and lunch. It operates daily, departing at 9:30 a.m. and returning at 4:30 p.m.

Another interesting option is the Boat Adventure, designed for groups of four, which consists of a one-hour and five-minute cruise through the mangroves surrounding Marina Chapelin. Available daily, it includes hotel transfers and a cocktail; departures take place every hour, starting at 9:00 a.m.

Marinas Marlin offers an extensive catalog of excursions and services, which visitors can explore on its website: www.marinasmarlin.com. There, you will find all the information needed to book these experiences and make the most of your stay in Varadero — a destination that is best enjoyed from the sea.

Cuba Joins the Mundo Maya Tourism Circuit

Cuba has joined the Mundo Maya tourism circuit through an agreement signed by the agencies Turismo Popular, Taíno Tours, and Prelasa Tours. This initiative will link Cuba's beaches, culture, and natural landscapes with Mexico, opening up new travel routes and experiences.

According to the news agency Prensa Latina, Aleinor Zerquera, the Tourism Counselor at the Cuban Embassy in Mexico, expressed an interest in connecting the Mundo Maya with Varadero beach resort. She added, "We also intend to include the capital, Havana, and incorporate nature-based products. In short, we plan to expand this experience by showcasing all the wealth Cuba has to offer as a tourist destination."





Erick Gómez, General Manager of Taíno Tours, emphasized that partnerships like this create "great opportunities for all three companies" and make it possible to offer "clients authentic and truly exclusive experiences in both countries."

Mario Escalona, Director of Prelasa Tours, highlighted that the agreement symbolizes mutual trust, a shared willingness to collaborate, and a commitment to further strengthening the historical ties between the two nations through tourism and culture. Finally, Jaime Morett, General Manager of Turismo Popular, added: "Signing this agreement is highly significant, as it goes beyond mere good intentions or the simple desire to develop new products and routes."

The proposal promotes multi-destination travel at a time when this model is establishing itself as one of the most dynamic trends in the region's tourism industry. It integrates cultures, landscapes, and experiences into a single trip, offering travelers more comprehensive and attractive options while strengthening cooperation between countries.

The initiative is part of the 2025–2028 Cuba-Mexico Tourism Cooperation Program, which includes joint itineraries, professional training, and binational promotional events.











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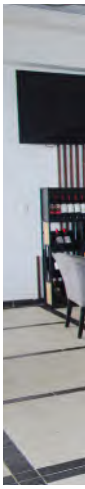
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Cubanacán Hotels in Havana: An Invitation for Cigar Aficionados.

In the capital of the largest of the Caribbean islands, the Cubanacán hotel group operates several facilities, offering travelers a wide range of options for exploring the city. The group's hotels combine prime locations with high-quality service — and a distinctive feature: they all offer outdoor spaces where guests can enjoy Cuban cigars in a pleasant setting with exceptional views.















One of the Havana hotels we recommend on these pages is the Copacabana Hotel, a three-star establishment located by the sea in the Miramar district. Its facilities include a swimming pool, restaurants, and bars, as well as outdoor terraces — ideal spots for those who wish to savor a fine cigar while gazing out at the ocean. This hotel is highly rated by travelers, thanks to the attentive service provided by its professional staff.

Also in the Miramar neighborhood, the four-star Comodoro Hotel is a complex surrounded by expansive gardens, featuring swimming pools, restaurants serving international cuisine, and bars with outdoor seating. Its terraces and open-air spaces make it a comfortable setting for cigar enthusiasts, who can enjoy the best Cuban cigars in a relaxed environment amidst lush greenery. At the hotel's specialized Caracol chain shop, guests will find a wide variety of cigar brands and vitolas, alongside iconic Cuban products such as coffee and rum.

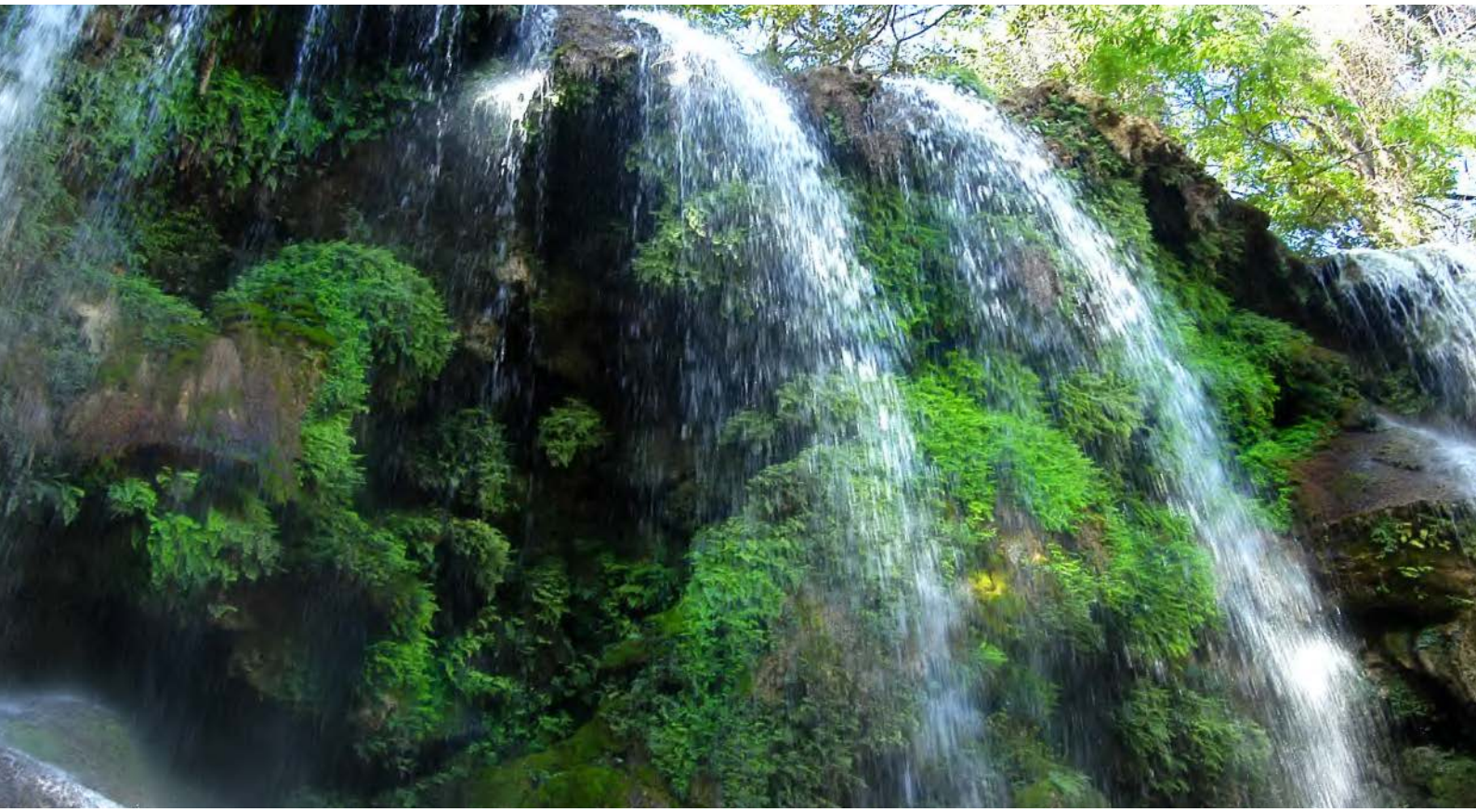
Nearby, the four-star Chateau Miramar Hotel stands out for its classic, elegant style. Situated close to commercial and diplomatic areas, this city hotel offers a gourmet restaurant and a rooftop bar with views of the capital, as well as a seaside swimming pool and an outdoor terrace where the aroma of cigar smoke mingles with the Havana breeze. The hotel also provides space for hosting events, with an experienced team on hand to manage every detail for meetings of all kinds.



Each of these hotels offers an authentic Havana experience, defined by warm Cuban hospitality and the chance to enjoy one of the island's greatest pleasures: its world-renowned cigars. For reservations, those interested can visit the website www.cubanacanhotels.com and follow their social media channels; inquiries regarding group bookings or other specific needs may also be sent via email to: info@cubanacanhotels.com.

Learn more about Cubanacan hotels if you are planning your next visit to Havana — a city that is more than just a destination; it is an experience, one in which Cuban cigars play an essential role.

El Nicho: A Paradise of Waterfalls and Forests in the Sierra del Escambray



In central Cuba, where the Guamuhaya mountain range unfolds as a blanket of dense vegetation, lies a spot that encapsulates the island's natural exuberance. El Nicho, a natural park located in the province of Cienfuegos, is one of those places that leaves an indelible mark on everyone who discovers it.

The park is situated approximately 440 meters above sea level, within the Topes de Collantes Protected Natural Landscape — a 60-square-kilometer biological corridor that is home to more than 65 endemic plant species. Its name comes from a waterfall formed by the crystal-clear waters of the Hanabanilla River, whose currents have shaped the landscape over the centuries.





Among the most frequently visited pools are the Poceta de los Enamorados, with its turquoise waters and local legends, and the Poceta de Cristal — a body of water so clear that it appears almost invisible. Along the trail, it is common to spot endemic birds such as the tocororo — Cuba's national bird — as well as bee hummingbirds and various other species. A well-preserved gallery forest accompanies hikers throughout the journey.





El Nicho is part of the Topes de Collantes Natural Park and is located approximately 30 kilometers from that mountainous area. Access is regulated, with a daily limit on the number of visitors allowed; to protect the fragile ecosystem, all visitors must be accompanied by specialized guides.

To reach the site, we recommend booking an organized excursion from Cienfuegos, Trinidad, or Topes de Collantes, which includes both transportation and a specialized guide. The trip from Cienfuegos takes about an hour and a half, with the route offering ever-changing views of mountains, valleys, and forests. At the entrance, the Los Helechos Restaurant serves traditional Cuban cuisine in a setting that allows guests to take in the awe-inspiring natural beauty of the Sierra del Escambray.

El Nicho is a destination that combines trekking, swimming in natural waters, and birdwatching within a well-preserved mountain setting. It is a stop that offers one of the most authentic experiences to be had in the Cuban interior — a place where the landscape and tranquility take center stage.

The site's main attraction is a trail known as the Reino de las Aguas — a route of approximately 1.5 kilometers that winds alongside the Hanabanilla River. Along the way, visitors encounter dozens of cascades and natural, cool, transparent pools. The most impressive waterfall is that of the El Negro stream, which plunges from a height of over 30 meters, creating a constant mist that envelops the surroundings.

Cuba Expands Tourism Offers with Reopening of Playa Luxury Varadero Hotel



The Playa Luxury Varadero Hotel has reopened its doors, presenting a high-end tourism experience designed exclusively for adults. Located on Cayo Libertad, at the tip of the Hicacos Peninsula, the resort focuses on luxury, comfort, tranquility, and personalized service.

Featuring 85 rooms and an all-inclusive service, the hotel stands out for its location — tucked away slightly apart from the rest of the Varadero beach resort area, one of Cuba's premier tourist destinations.













During the reopening ceremony, tourism sector representatives explained that the Luxury brand concept is built on anticipating guests' needs, ensuring constant attention, and providing experiences tailored to individual preferences.

As part of this service, the hotel provides transfers via comfortable internal shuttle vehicles and butler service from the moment of arrival. The staff handles the details of each guest's stay, catering to their specific tastes and requirements.

Additionally, guests can enhance their stay with exclusive discounts at Plaza Las Morlas — a commercial, dining, and leisure complex that includes restaurants, a coffee house, a bowling alley, and spa services.

Among the additional amenities is the Varadero Café, a venue inspired by the atmosphere of the 1950s, where visitors can enjoy cocktails, tapas, and evening entertainment.

A Home for Cuba's Heritage Cities

The building located at 8 Oficios Street was designated by the City of Havana Office of the Historian as the headquarters for the Network of Heritage Cities of Cuba.

This historic building — which once served as the residence of the Cepero family, one of the founding families of the former township, and later as an episcopal palace — acquired its current structure when it became the Monte de Piedad charitable institution. It was during the 19th century that the building took on the appearance it retains today, and which will now serve as the future headquarters for the Network.





Following numerous transformations, the Neoclassical style — fashionable at the time — left its mark on the façade and the flat roof, characterized by restrained lines, elegant urns, and Tuscan pilasters.

A major innovation introduced during the Age of Enlightenment was the use of iron. Thanks to the material's versatility in form, it was incorporated into this house on Obispo Street — appearing in grilles, railings, and lamps — often replacing wood.

The rehabilitation and restoration work currently underway at the building focuses on the reconstruction and repair of the roof, the wooden support structure, various technical installations, and the wall plasterwork. Master builders and apprentices from the Gaspar Melchor de Jovellanos Workshop School — part of the Office of the Historian of Havana — are working to restore several of these iron elements, which are key features contributing to the artistic and historical value of this historic house.





The process has been structured in several stages, ranging from general cleaning and maintenance and the creation of replicas to replace missing components, to corrosion protection and the final finishing touches.

The Network of Heritage Cities of Cuba was established by Dr. Eusebio Leal Spengler on December 5, 2008, as a national-level institution with its own legal status. It comprises the Office of the Historian of the City of Havana, along with the various other Offices of the Historian and the Conservator located throughout Cuba's heritage cities







The development and strengthening of the Network require it to have its own dedicated headquarters, enabling it to grow and carry out its mission with greater autonomy. This site, located on Obispo Street, will host not only institutional activities but also a range of cultural, social, and economic functions. Nearly twenty years since its founding, the words of Dr. Eusebio Leal Spengler — in which he masterfully defined the significance of the Network of Heritage Cities of Cuba — remain as relevant and compelling as ever:

"The coordinated work of the Network will yield extraordinary results for Cuban culture, as the wisdom accumulated within each of these Offices will be directed toward a great common good: the nation's living, historical legacy."



The Taíno Village in Matanzas: Journey to the Origins of Cuban Identity

Hidden in the heart of the Ciénaga de Zapata, in the western region of the island, lies a piece of Cuba's oldest history. The Taíno Village — located at the Laguna del Tesoro, about 150 kilometers southeast of Havana and 17 kilometers from Playa Larga — invites visitors to step back in time and discover how the country's first inhabitants lived.

The village stands on one of the artificial islands built within the lagoon in 1962, as part of the Montemar Great Natural Park. This territory,













designated a UNESCO Biosphere Reserve in 2001, encompasses the largest wetland in the Caribbean and serves as one of the country's richest areas for ecotourism. The park protects 30% of Cuba's native fauna, including 171 bird species —18 of which are endemic — as well as iconic animals such as the manatee, the Cuban crocodile, and the bee hummingbird, the smallest bird in the world.

The boat journey, which winds through canals surrounded by lush vegetation, serves as a prelude to an experience that blends nature, archaeology, and art. The village was conceived as part of the Guamá Tourist Complex and features the work of renowned Cuban sculptor Rita Longa. The collection of sculptures — comprising 25 life-sized figures crafted from clay and cement — depicts scenes from the daily lives of the Taíno people, including fishing, agriculture, the preparation of cassava bread, and ritual ceremonies.



The sculptures were designed by Longa in collaboration with architect Mario Girona and are arranged among replicas of thatched-roof huts, the caney (the chief's dwelling), and the tribe's ceremonial space. The work of Rita Longa — winner of the 1995 National Prize for Visual Arts — has left an indelible mark on this open-air park, which is now one of the most visited sites in the Ciénaga de Zapata.

Many of the traditions recreated in the village — such as the preparation of the cassava flatbread still consumed in the eastern part of the country and the use of medicinal plants — were passed down to Cuban rural communities over the centuries. A visit to the Taíno Village is more than just a tourist excursion; it is an opportunity to understand the legacy of a culture and its invaluable contributions to the national identity.

Excursions to the Taíno Village can be arranged through specialized agencies such as Ecotur, Cubatur, Viajes Cubanacán, Gaviota Tours, or Havanatur, all of which offer guided tours of the tourist complex and the surrounding natural attractions.

Sky Bar Capablanca: A Terrace with Views of Havana and the Sea



The Hotel Nacional de Cuba — one of Havana's most iconic buildings — features the Sky Bar Capablanca among its evening offers. Located on the hotel's rooftop terrace, the bar combines elegance and culture with panoramic views of the city.

Open on Fridays, Saturdays, and Sundays from 7:00 p.m. to 2:00 a.m., this venue has become one of the most highly recommended spots in the capital for those seeking a unique night out.













The bar's name pays homage to José Raúl Capablanca, the legendary Cuban chess player who held the title of World Chess Champion between 1921 and 1927. The decor, inspired by chess pieces, serves as a signature feature; the atmosphere is bohemian and welcoming — the perfect setting to relax and lose track of time.

From the terrace, visitors can take in panoramic views of Havana and the ocean, with the Malecón and the El Morro fortress serving as the highlights of the landscape. The experience is complemented by live music, signature cocktails, refreshing drinks, and a selection of tapas and light bites — all accompanied by attentive, high-quality service.

Sky Bar Capablanca does not require advance reservations, making it easily accessible for those who wish to enjoy an impromptu evening in one of the city's most privileged settings. With its blend of history, culture, and spectacular views, the terrace is a must-visit destination for both residents and travelers seeking a memorable night out at this iconic Havana hotel.

Gran Torre Santiago Hotel, in Eastern Cuba

At 35 years old, the Gran Torre Santiago Hotel has solidified its position as the flagship lodging in the province from which it takes its name. In addition to high-standard accommodations, the hotel offers a range of amenities beyond standard hotel services — notably dinner shows at venues like the Santiago Café, evening options at the 15th-floor Bello Bar (which boasts panoramic city views), and daytime pool access.



As the only five-star hotel in Santiago de Cuba — a city renowned for its cultural, historical, and natural richness — the establishment serves as a premier hub in eastern Cuba for congresses, large-scale events, and incentive travel.



Capable of hosting substantial groups, the hotel features six event spaces with a total capacity of over 900 people, supported by specialized catering services, including breakfasts, coffee breaks, and banquets. The variety of available spaces allows for events to be held in diverse settings — such as the banquet hall, by the pool, or at the lookout bar — further cementing the hotel's leadership in the meetings and events sector. It also offers a comprehensive range of services for weddings, quinceañera celebrations, and gala dinners.











Regarded as a landmark by both locals and visitors, the hotel's culinary offerings span Cuban, international, and gourmet cuisine. Its facilities include three outdoor swimming pools, an on-site shopping plaza, and sweeping views of the urban landscape and the Sierra Maestra mountains.

Throughout its history, the Gran Torre Santiago Hotel has hosted prominent international figures from the worlds of culture and politics, including Michel Joseph Martelly, President of the Republic of Haiti; Kgalema P. Motlanthe, Vice President of South Africa; the acclaimed French actress and director Sandrine Bonnaire; the Papal delegation and Vatican press corps during Pope Benedict XVI's visit to Cuba; and participants in events such as the annual summits of the Caribbean Community (CARICOM).

On your next trip to Santiago de Cuba, don't miss the chance to book your stay at this hotel, where you will enjoy excellent service. Thirty-five years after its opening, the hotel retains the splendor of its early days and remains a top choice for travelers from all over the world.

Viñales Valley: A Harmonious Setting for Cubanacán Hotels







Recognized as one of the most sought-after destinations for both international visitors to Cuba and domestic vacationers, the Viñales Valley is a favorite spot for those who appreciate ecotourism and adventure travel.

Located in Pinar del Río province, 178 kilometers west of Havana, Viñales was declared a National Monument of Cuba in 1978, a Protected Area in 1998, and a UNESCO World Heritage Cultural Landscape in 1999 — a testament to its exceptional scenic, social, and natural value. The beauty of the landscape is best exemplified by the unique geological formations known as mogotes (pin-head hills), which stand amidst tobacco plantations, cultivated fields, and traditional rural homes. Adding to these attractions are the area's unique flora and fauna, as well as several cave systems that rank among the most beautiful and extensive in Latin America.

In Viñales, the Cubanacán Hotel Group manages three distinct lodging properties: La Ermita, Los Jazmines, and Rancho San Vicente — all operating under the Horizontes brand standards.

Perched atop a gentle slope, the La Ermita hotel blends harmoniously into its surroundings. This three-star property offers 62 rooms — 50 standard rooms and 12 tropical rooms with balconies. Each room is equipped with air conditioning, a safe, a telephone, and satellite TV.

Additional amenities include a restaurant, bar, swimming pool with a snack bar, barbecue area, daytime and evening entertainment, a tennis court, massage services, a medical station, an excursion booking desk, a shop, and parking. Guests also have access to trails designed for observing the local flora and fauna up close, as well as opportunities to connect with local farmers who preserve authentic rural and cultural traditions. The hotel is an excellent choice for family vacations and organized tours.

Los Jazmines sits atop an elevation that offers one of the most beautiful views of the famous valley. The hotel stands out for the lush flora that surrounds it and the exquisite taste of its architecture. Thanks to its privileged location, the adjacent lookout point has become a landmark that is a must-see for anyone visiting this region.

Los Jazmines Hotel offers accommodation in 70 rooms, including 30 standard rooms, 32 tropical-style rooms, and 8 Junior Suites. Each room is equipped with air conditioning, a safe, a telephone, satellite TV, and a balcony; it is a 3-star











hotel. Dining options include a restaurant and a poolside snack bar. Additional amenities include daytime and evening entertainment, the sale of optional excursions, massage services, an on-site shop, and parking. Families, incentive travel groups, tour circuit participants, and eco-tourists will all find the ideal conditions here for a unique vacation experience.

Rancho San Vicente is the third facility offered by Cubanacán in the Viñales Valley. It is a 3-star hotel situated along the banks of a river with medicinal waters. It is notable for its proximity to the valley's mountain system, placing it close to attractive sites such as the Cueva del Indio, the Hoyo de Jaruco, and the Abra de Ancón.

The facility features 22 tropical-style rooms and 54 cabins, all of which are air-conditioned and equipped with a safe, telephone, and satellite TV. A restaurant and a snack bar round out the dining options, complemented by facilities for daytime and evening recreation. It is an excellent stop for nature lovers, as well as for those with a more adventurous spirit who wish to explore the valley's unique geological features.



Sites such as the Prehistoric Mural, the Runaway Slaves' Settlement, the Caridad Botanical Garden, the Adela Azcuy Historical Museum, and the Archaeological Museum are located in the vicinity of these hotels. They are situated at distances that allow for the organization of excursions of varying lengths throughout the valley, ensuring that none of these key landmarks are missed.

Thanks to the expertise of seasoned professionals and a high standard of service, the Cubanacán Hotel Group's facilities in Viñales will lend a unique charm to your vacation in this beautiful part of Cuba — just one of many compelling reasons to visit the largest of the Caribbean islands.

How to get there:
La Ermita: Km 1 ½, La Ermita Road, Viñales.
Los Jazmines: Km 25, Viñales Road, Viñales.
Rancho San Vicente: Km 33, Puerto Esperanza Road, Viñales

Reservations:
reserva@vinales.tur.cu











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Playa Pesquero Hotel Certifies its Quality Management System

Playa Pesquero Hotel, located in the resort area of Guardalavaca, has received a certificate from the National Bureau of Standardization of the Republic of Cuba. This recognition validates the establishment's Quality Management System and underscores its commitment to excellence in the accommodation, dining, and recreational services offered to its guests.

This certification is the result of sustained effort by the entire hotel staff, focused on standardizing processes, measuring results, and pursuing continuous improvement — enabling the identification of areas for enhancement and a more effective response to guest expectations.

The NC-ISO 9001:2015 standard is based on the international ISO 9001:2015 standard and has been adopted as an identical national standard in Cuba. Its focus centers on an organization's ability to consistently provide products and services that meet customer needs and expectations, as well as applicable legal and regulatory requirements.

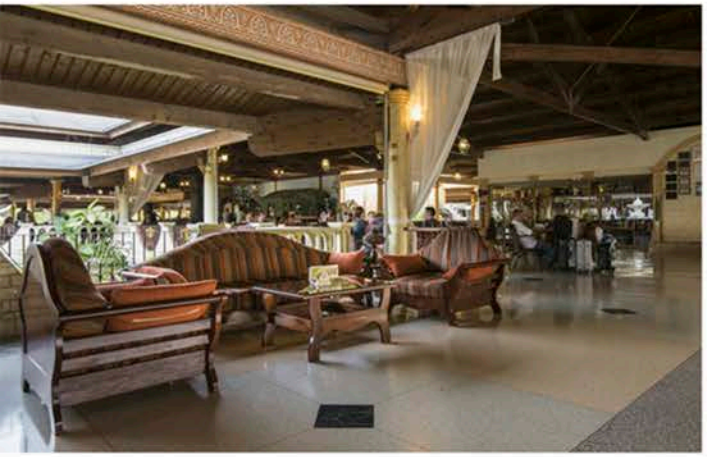
Playa Pesquero, a five-star all-inclusive hotel, is one of the premier lodging options in northern Holguín. It is situated amidst white sands and crystal-clear waters, 70 kilometers from Frank País International Airport. It is located within the Cristóbal Colón Natural Park, one of the island's most significant migratory bird corridors.





The resort features 1,000 rooms across four categories: 600 Standard, 234 Superior, 30 Luxury Family, 80 Superior Plus, 36 Playa Pesquero Premium Service rooms, and 20 Luxury Adult-only rooms. All units are equipped with double or twin beds, a balcony, telephone, satellite television, a bathroom with a shower and bathtub, air conditioning, a hairdryer, a coffee maker, a safe, and an iron with an ironing board.





Higher-category rooms include personalized services such as daily turndown service, a complimentary bottle of wine or cava upon arrival, a premium minibar, discounts on massages, and advance reservation privileges for a la carte restaurants.



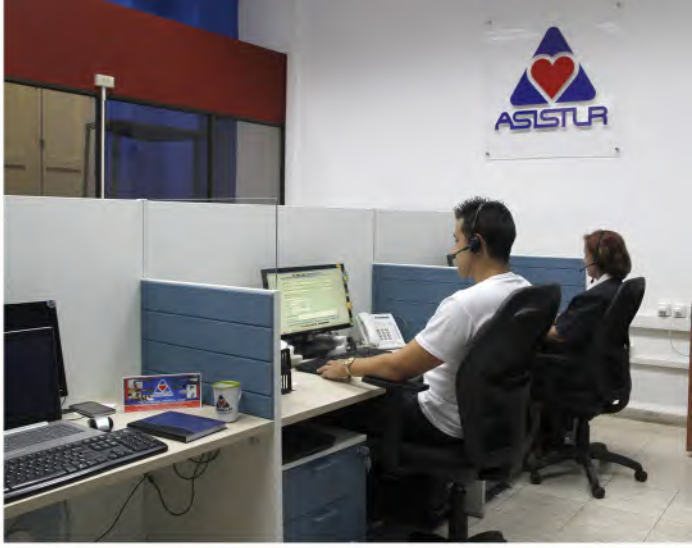
The hotel's culinary offerings range from traditional to international cuisine — including a variety of fish and seafood, Italian dishes, and Caribbean and Mediterranean specialties — complemented by seven bars serving both domestic and imported beverages.

Opened on January 21, 2003, Playa Pesquero has received numerous awards and recognitions for excellence in service and environmental stewardship, and today it is considered one of the hotels in the region that offers the best value for money.


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