

Buen Viaje to Cuba

Tourist and Cultural Magazine
Year 2023, No. 2

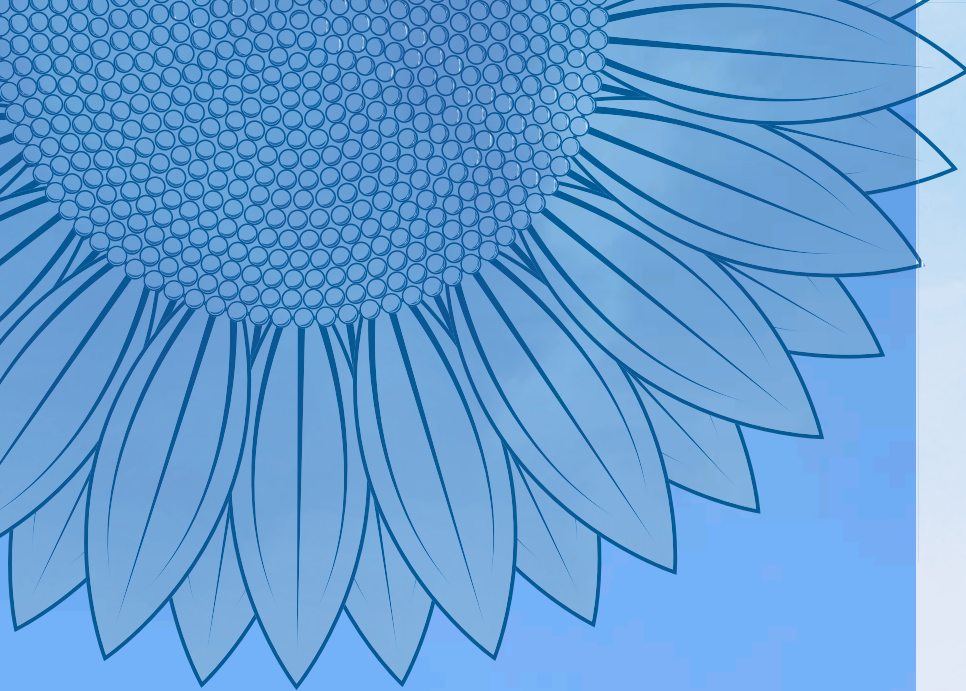


LA HABANA
JIBACOA
CAYO LARGO
TRINIDAD
VARADERO
CAYO SANTA MARÍA
CAYO COCO
CAYO GUILLERMO
HOLGUÍN

CUBA



For the enjoyment of all customer segments, **38** hotel products with more than **11 000** rooms in the most important tourist destinations in the country.



Hi friends,

We are still with you, sharing the good reasons to travel to Cuba.

This edition is dedicated to the FITCUBA International Tourism Fair, which had Havana as its venue and was dedicated to Culture and Heritage. We approached two hotels in the capital that will surely capture the attention of those attending the event: the Gran Muthu Habana, recently inaugurated, and the Hotel Nacional de Cuba, a hotel with history, awarded on multiple occasions for its elegance and the excellence of its services.

The flights of Cubana de Aviación, Cuba's flagship company, are growing, and from our pages we are announcing to professionals and travelers their connections between Argentina and the Jardines del Rey and Havana destinations.

We are presenting a new section, dedicated to Business Opportunities aimed at foreign investment. CUBASOL opens the doors of this new space in our magazine, in which we also receive the Cubanacán Group, with two interesting proposals.

Discover Cuba from our pages.

www.buenviajeacuba.com



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Gran Muthu Habana Hotel

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PRINTING:

Cubaimagen S.A.

Publicado por Lugares de América S.L.

Director: Alfredo González Montero



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1963 - 2023

Gran Muthu Habana opens its doors in Cuba's capital

Havana grows with tourism, and the recent opening of the Gran Muthu Habana Hotel, very close to the intersection of 3rd and 70th streets, in the Miramar neighborhood, is proof of this. This is a building that is destined to become an icon and an architectural benchmark of the capital, which has opened its doors facing the sea.

Managed by the hotel chain MGM Muthu Hotels, in collaboration with the Gaviota Tourism Group, the Gran Muthu Habana is a hotel whose location stands out for its proximity to event venues, companies and embassies, while being only 20 minutes away from the Historic Center of the city.



With a 5-star category, it has 497 standard rooms, 16 junior suites and 5 suites, equipped with the greatest comfort. Many of these rooms enjoy a spectacular view of the sea, and all share the elegance of their design and the modern conception of their spaces. Every detail has been thought to achieve the greatest satisfaction of guests. To all this will be added a service of excellence and attention to everything visitors may need.

The property stands out as a promising venue for events in the city, since it has a conference and meeting room, with audiovisual equipment and a staff that will attend this activity. Other hotel

spaces, such as the pool area and terraces, could become perfect sites for product presentations, specialized lectures and cultural activities. The hotel will also offer services for celebrations, banquets, weddings and any other social gathering.

The gastronomy at the Gran Muthu Habana Hotel includes several specialized restaurants, among which stands out the one that will be the first dedicated to Indian cuisine in the city. It also has several bars in the large pool, the lobby and other spaces. A complete wellness area with a gym, Casa del Habano, a shopping gallery and various transportation services will complement your stay at this magnificent hotel.

Gran Muthu Habana is now available for reservation, through the website <https://www.muthuhotelsmgm.com/es/gran-muthu-habana> or by consulting its team's email Sales.cuba@muthuhotelsmgm.com or on the hotel's Facebook page.



39 CONGRESO
cocal
VARADERO, CUBA

4 AL 6 DE JULIO, 2023.



COCAL 2023 Congress

From July 4 to 6, the Meliá Internacional Varadero Hotel will host a congress of the Federation of Congress Organizing Entities of Latin America (COCAL).

This is a key event for the meetings industry in Latin America, where leaders and professionals will meet to exchange ideas and collaborate on future projects. COCAL 2023 will bring together hotel representatives, tourist destinations, tourist offices and airlines from numerous Latin American countries.

The first COCAL congress was held in Lima in 1980 and the second edition was held in Medellín in 1984. Since then, the event rotates among the nations of the area, in order to generate opportunities for training and exchange of knowledge and experiences, in addition to serve as a platform to promote destinations and strengthen contact networks among professionals related to events.

The venue of the COCAL 2023 Congress in Cuba, the Meliá Internacional Varadero, is a 5-star All-Inclusive hotel, located on an excellent stretch of the beach in this beach resort. Its rooms have been conceived with an avant-garde design and have the highest technology; its exclusive The Level/The Level Adults Only floor stands out for its added services and facilities. The hotel has a modern Convention Center, which offers facilities for events, congresses and business meetings, in 8 spaces and terraces, direct entrance, offices, Business Center and alternative locations in the pool and gardens. This area for events can accommodate almost a thousand people.

As the host of COCAL 2023, Cuba reaffirms its position as an attractive destination for travel events and conventions, showing Latin American companies and professionals the benefits of its infrastructure, services and complementary attractions.

#THE MEMORABLE #IS SHARED

MEMORABLE HAVANA

City hotels
The historic ones in Havana
Cultural and heritage values
Cuban and international gastronomy
Nightspots

Cubana de Aviación resumes flights between Cuba and Argentina

Cubana de Aviación S.A. announced the restart of flights between the largest of the Caribbean islands and Argentina, as of this May. As reported by the company, operations between Havana and Buenos Aires began on May 2, with a weekly frequency and departure every Wednesday. The return covers the route from Buenos Aires to Cayo Coco, a flight that then continues to Havana.

The range of connections between the countries of the Southern Cone and Cuba is thus being expanded, a fact that should encourage a greater influx of visitors from this Latin American region. The hotel development in the Jardines del Rey destination offers visitors an interesting variety of facilities, all with attractive proposals for accommodation, gastronomy and entertainment.

Travel agencies and tour operators will be able to expand their vacation proposals and participation in events in Cuba will also be increased.

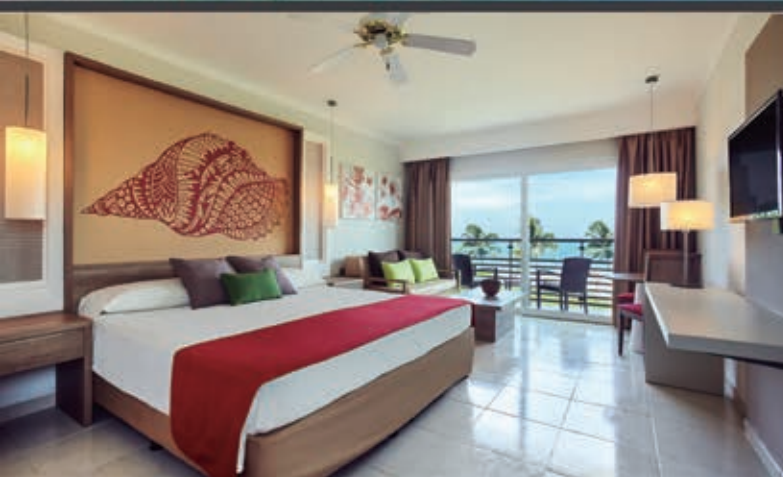
Argentina is an important issuing market for Cuban tourism. Destinations such as Havana, Varadero, Cayo Largo and Jardines del Rey have historically enjoyed the preference of these travelers.

Recently, Cubana de Aviación reported other novelties: the flight from Barcelona to Havana and its new self-check-in service through digital platforms. Available from any mobile device, the option allows you to confirm the acceptance of the flight, complete the travel document data, select seats and download the electronic boarding pass.

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A different tour of Cuba



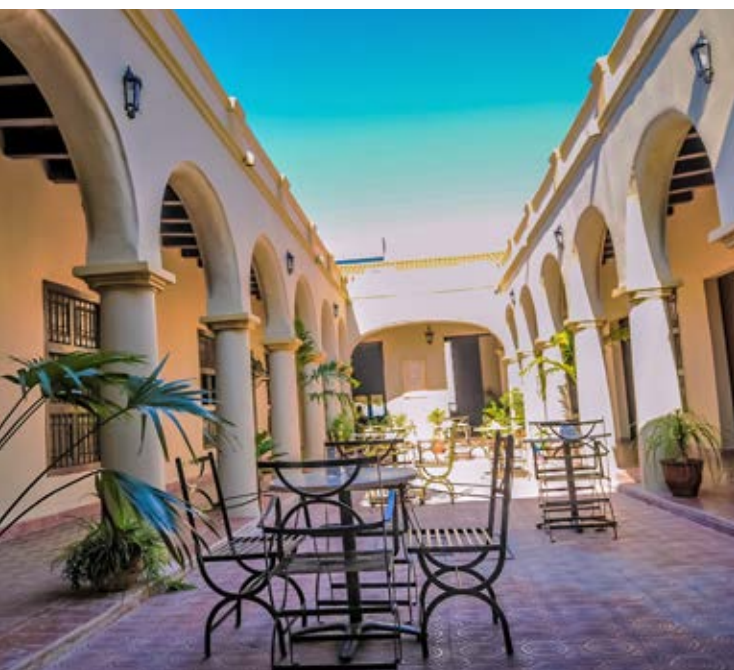
Get to know Cubanacán's E Hotels

If you want to take a different tour of Cuba, whether with your family, on a trip with friends or as a special gift for your couple, you should visit Cubanacán's E Hotels. They are located in the main heritage cities of the country, in buildings with historical and cultural values, which have been rescued over time, in which today tradition and modernity are combined. In them you will receive customized and excellent attention.

We invite you to take a journey that begins on our pages, and that will show you the E Hotels of the Cubanacán Group. We start in Pinar del Río, Cuba's westernmost province, where we find the Hotel E Central Viñales, located in the center of the town of Viñales, in front of the main square, the Parish Church and other places of interest. To explore Viñales Valley and enjoy its beauty, this Hotel E is an ideal option.

In Matanzas we will find two hotels, excellent for a stay in the so-called Athens of Cuba, which could be combined with a visit to Varadero beach or an excursion to Ciénaga de Zapata. We are talking about the Hotel E Velasco, and the Hotel E Louvre, located in the center of the city, in front of the Plaza de la Libertad, and a few steps from the oldest French pharmacy in Cuba, today a beautiful museum that you should undoubtedly visit.

Continuing our tour we arrive at the province of Villa Clara, which treasures several of the E Hotels best recommended by travelers. In the city of Santa Clara there is the Hotel E Central Villa Clara, with facilities for people with special needs and in the city of Remedios, famous for its parrandas, we will find other hotels, all attractive, that will make it very difficult for you to decide which one to choose.



San Juan de los Remedios, a township declared a National Monument for the excellent conservation of its 17th century colonial architecture, deserves more than one visit as there is much to discover in its streets full of tradition and Cubanness. In its historic center we find the Hotel E Barcelona, the Hotel E Mascotte, the Hotel E Camino del Príncipe, the Hotel E Real, the Hotel E Leyenda and the Hotel E Casa Bausá.

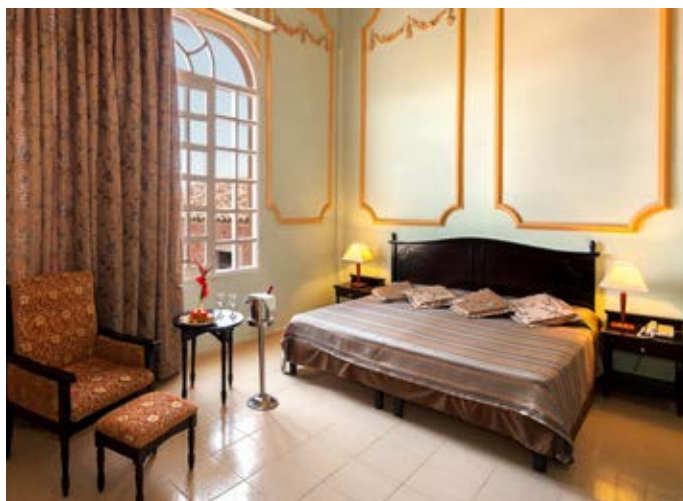
A few kilometers from there another city with history awaits you, Sagua la Grande, where you can stay at the Hotel E Sagua, is located in a 1925 building that was an example of luxury in its time, and the Hotel E Palacio Arenas.

We continue our journey and arrive in Trinidad and in its historic center we find the Hotel E Mesón del Regidor, the Hotel E La Ronda and the Hotel E La Calesa, which has 12 rooms and



a swimming pool. Once in the city of Ciego de Ávila we can stay at the Hotel E La Rueda, which is located in a 1920 building on the city's central boulevard.

And in our desire to tour all of Cuba, we move on to Camagüey, another privileged city when talking about E Hotels. In the center of the city we find the Hotel E La Avellaneda, the Hotel E Santa María, very close to the Convention Center, the Hotel E La Sevillana, the Hotel E Colonial, a few meters from the Plaza de la Soledad, the Hotel E Camino de Hierro, and the Hotel E El Marqués, a few meters from the Cathedral and Agramonte Park.



It's impossible to not visit Holguín, the city of parks, where we can choose between the Hotel E Caballeriza, located in a building from 1810, the Hotel E Esmeralda, in the historic center, and the Hotel E Saratoga, close to museums, churches and art galleries, with 12 rooms. Also in Holguín,

but in the coastal city of Gibara, we have other hotels: Hotel E Ordoño, one of the best known, Hotel E Arsenita, located in the historic center, Hotel E Bahía del Almirante, and Hotel E Plaza Colón, with facilities for people with special needs.

Our journey ends in the city of Santiago de Cuba, the most Caribbean in Cuba, where we propose several hotels on the famous Enramadas Street: the Hotel E San Félix, the Hotel E Imperial and the Hotel E Enramadas. To them is added one of the best known, the Hotel E San Basilio, a few meters from Céspedes Park, and in the heart of the town of El Cobre, about 500 meters from the Sanctuary of Our Lady of Charity of El Cobre, Cuba's patron saint, is the Hotel E El Cobre.



As you can see, there are several tours that can be organized, having as accommodation Cubanacán's E Hotels. Enjoying the heritage cities in which they are located and getting to know the culture, traditions and natural beauties of any of the country's regions can stop being a dream and become a wonderful experience. Learn more about these hotels on the Cubanacán Group's website and start organizing your next trip to Cuba.



www.hotelescubanacan.com |

Iberostar welcomes you to Cuba

Iberostar Cuba presented its new Bienvenido advertising campaign at FitCuba 2023, a concept that seeks to convey the essence of the island's charisma and encourage travelers to enjoy the unique mix it offers: cities with more than 500 years of history and paradisiacal beaches. Bienvenido is more than a hotel campaign, as it is dedicated to celebrating the 30 years of presence in Cuba of the company of Majorcan origin.



If you prefer the city, Bienvenido

The colonial cities are one of the main attractions of the destination, and Iberostar Cuba is present in Havana and Trinidad. In Havana, in 2023 it is celebrating the 25th anniversary of the Iberostar Parque Central, and invites you to visit the Iberostar Grand Packard, reaffirming that elegance does not go out of style. In Trinidad, it has the Iberostar Gran Trinidad, a 5-star oasis with 40 rooms in the center of the city founded more than 500 years ago.

But if you prefer the beach, Bienvenido

Iberostar has six hotels on one of the best beaches in the world, according to the renowned TripAdvisor opinion portal: Iberostar Selection Varadero, endorsed as one of the best hotels in the destination; Iberostar Bella Vista Varadero, with 817 rooms and a panoramic restaurant on the highest point of the beach resort; Iberostar Laguna Azul, the perfect place for unlimited family fun; Iberostar Playa Alameda, for the adults-only segment; Iberostar Taínos, capable of satisfying all tastes; and Iberostar Bella Costa, to enjoy Varadero without worries.



In the center of Cuba, it welcomes you at the Iberostar Selection Ensenachos and Iberostar Coral Ensenachos. Further east, in Cayo Guillermo, two authentic hotels await: Iberostar Playa Pilar, very close to the emblematic beach, and Iberostar Daiquirí, for those seeking more daring adventures.

The most recent star presented by the brand is the Iberostar Selection Esmeralda, located in Cayo Cruz, a 5-star family hotel with 3 pools and a beach. For its part, the Iberostar Coral Esmeralda is the ideal adults-only hotel for romantic getaways. Finally, Iberostar Selection Holguín and Iberostar Coral Holguín, located in Playa Pesquero, welcome you to Cuba's eastern region.

Diving into the crystal-clear water, discovering the centuries-old secrets in the streets and its people, touring a destination full of unique experiences has never been so easy with Iberostar, which welcomes you to Cuba, a country that promises unforgettable travel experiences.

If you prefer the city and the beach, Bienvenido to Iberostar Cuba

IBEROSTAR CUBA 
HOTELS & RESORTS

Villa San José de los Lagos, a treasure to discover in the center of Cuba



The Islazul Hotel Group has facilities in sun and beach destinations, in the main cities of the country and in nature environments, where a vacation trip can become an adventure of discovery, together with unparalleled natural beauties.

Discovering a treasure in the center of the country is what we're proposing in this edition. We are talking about the Villa de San José de Los Lagos, in the north of the province of Sancti Spiritus, where nature is the protagonist and where you can enjoy a truly pleasant stay.

This Islazul Villa has 74 air-conditioned rooms with private bathroom, hot and cold water, telephone and satellite TV. Its gastronomic proposal includes restaurants, bars and a cafeteria; and for recreation it has a swimming pool for children and adults and a passive games room. To enjoy walks around the town's lake, there is the possibility of renting nautical equipment.

From Villa San José de Los Lagos you can visit Rancho Querete, some 20 km away, as part of excursions organized to enjoy the natural beauties of the place. At the Rancho there are two trails,

inspired by interesting karstic formations produced by the action of water: the trail to discover the Cueva de Valdés and the one that will take you to Solapas de Genaro, both with a low degree of difficulty and easy for visitors of all ages. We especially recommend enjoying a dip in its pools, with small waterfalls. During the walks you will be able to observe the typical flora and fauna of the place. This Rancho is located in a Protected Area of Jobo Rosado managed resources.

Another place that you can visit from Villa San José de Los Lagos is the Caguanes National Park, declared a Biosphere Reserve by UNESCO, which is located 16 km from the Villa. Caguanes has a large, well-preserved cave system, with large colonies of bats and cave paintings by ancient indigenous communities that inhabited this area.

This archaeological beauty can be appreciated through a 900-meter-long path, designed to be carried out in 2 hours and with a medium degree of difficulty.

In Villa San José de Los Lagos itself we will find an artificial lake where fish such as trout abound, as well as snapper, red flamingo and at certain times of the year migratory birds, such as Florida ducks. The boat ride on said lake is one of the favorite activities of those who stay at the Villa.

However, an attraction of great value is the presence in the area of mineral-medicinal springs, which fill 3 pools within the Villa and are a must if you want to enjoy a relaxing soak with many health benefits. In the Villa there is a Spa that offers Quality of Life and Anti-Stress programs, with qualified medical personnel to provide these treatments.



Don't wait any longer to get to know this place of Cuba's geography, where Islazul proposes being in contact with nature, Villa San Losé de Los Lagos.

For more details, make reservations:

arodriguez@islazulssp.tur.cu |

ISLAZUL
GRUPO HOTELERO

Habaguanex Hotels, an invitation to rediscover Havana

Enjoying the particular beauty of the historic center of Havana, in an environment where the culture, history and present of the city meet, is possible thanks to Habaguanex Hotels, belonging to the Gaviota S.A. Tourism Group.



The Habaguanex Hotels are located in rehabilitated historic buildings, some conceived with that function and others that have been converted to assume their new life as accommodation. Many are small, customized and always comfortable, displaying the eclectic architecture of the city in which interior patios and terraces mix with more modern styles. Others, instead of colonial mansions, are buildings from past centuries in which the interior has been modernized, but the heritage values of facades and other sections have been preserved, always based on knowledge of history, materials used and yesteryear's ways of doing.

Currently, 9 of the 21 facilities that make up the Habaguanex Hotels are in operation. In the surroundings of the Plaza de San Francisco de Asís we find the Hotel Palacio de los Corredores, the Marqués de Cárdenas de Montehermoso, and the Palace of the Marqués de San Felipe and Santiago de Bejucal. Next to the Plaza de Armas and to one side of the Templete we find the Santa Isabel Hotel, while next to the so-called Plaza Vieja we have the Palacio Cueto Hotel. Very close to there are the Raquel, the Los Frailes

and the Beltrán de Santa Cruz hotels. And if we walk towards Avenida del Puerto, we will find the Armadores de Santander Hotel.

The Ambos Mundos and Park View hotels will soon reopen their doors, after a comprehensive investment process, which has renovated and improved the comfort of their facilities. The rest of the hotels are currently under construction and are expected to open gradually over the coming months.

The interesting cultural life of the Historic Center, the presence of museums, galleries, squares and spaces dedicated to culture, make the perfect complement to enjoy the Habaguanex Hotels on your next stay in Havana.



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ASISTUR S.A. Mercantile Company reaches its 30th anniversary in 2021. It belongs to the CAUDAL S.A. Group and offers assistance services for personal coverage and insurance sales to individuals and legal entities. It has highly qualified personnel with proven experience throughout the country.

**Don't worry,
ASISTUR takes care**

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Travel Agency San Cristóbal

The San Cristóbal Travel Agency is promoting the historical and patrimonial values of Destination Cuba, through highly specialized tourist products, where elements of the patrimonial heritage of the Cuban capital are combined with the rest of the patrimonial cities of the country. As the national and official travel agency of the Network of Historian and Conservator Offices, and with 28 years of experience, San Cristóbal reaffirms the work with this Network to promote the protection and enhancement of heritage in each of the townships that integrate it.

In Havana, the agency proposes interesting visits and excursions, which we present here:

Casa Eusebio Leal Route: A tour of the Historic Center led by specialized guides, who will bring you closer to the figure and work of the eternal City Historian, Eusebio Leal Spengler. It includes visits to

Templete, Plaza de Armas, Palace of the Captains General, San Gerónimo University and institutions on Mercaderes Street. The itinerary culminates with a visit to Leal's last place of residence on Amargura Street and the cemetery where his remains rest, in the Mother Teresa of Calcutta garden. It is a tour of approximately two hours that takes place from Monday to Friday.

National Capitol: The visit to this iconic building in Havana, which is currently the seat of the National Parliament, will allow you to walk through its halls and corridors with specialized guides. You will learn about the history and values of this site, and the restoration work, promoted by the Office of the City Historian, which restored all its beauty to this property. It takes place from Tuesday to Saturday, at various times, taking care that the number of visitors is adequate for the conservation of this jewel of the city.



Martí's Havana: This tour follows in the footsteps of Cuba's National Hero, José Martí, through Havana from the years of his childhood and youth. It begins at the Birthplace of the National Hero of Cuba, on Paula Street (today Leonor Pérez in honor of his mother) and will take the visitor to those places that influenced the future of Martí as a poet and fervent defender of the independence of Cuba. The trail of the most universal of all Cubans will lead the traveler through the houses of personalities who shared time with Martí and will be able to experience the city through the eyes of his most illustrious son. It takes place from Tuesday to Saturday and lasts approximately 2 hours.



tour, visitors have an apk that will allow them to discover the magic of the Historic Center in four routes suggested by the program. It takes place from Monday to Sunday and is undoubtedly of great value, due to the importance of accessibility.

Historian's Office: patrimonial rehabilitation and social work: This proposal emphasizes the relevance of the heritage rehabilitation and the social work of the Office of the City Historian, the governing institution of the city's conservation effort with its various branches and fields of action. It includes panoramic tours to communities of the Historic Center and institutions where local development projects are located. Visitors will be able to visit the Nuestra Señora de Belén Convent, subsidized housing projects, Workshop Schools and the Senén Casas Regueiro Rehabilitation Center for children with motor disabilities. It takes place from Monday to Friday.

Audio guides are available for all these visits, allowing the entire group to enjoy the information that the specialized guides offer. Although they are designed to be offered in Spanish and English, at the client's request and according to availability, there will be guides in Russian, Italian, German and French.



Camino Leal: This is a unique accessibility proposal, to walk relevant sites marked by the work of Eusebio Leal. The visit leads the traveler through monuments, squares and institutions that witnessed the intense effort of the City Historian in the recovery of its patrimonial values. In addition to the guided



To these visits in Havana are added those that are organized in other heritage cities. Currently, the San Cristóbal Travel Agency has offices in Havana, Santa Clara and Camagüey, and will soon open representations in Santiago de Cuba and Viñales.

Hotel Nacional de Cuba, always Memorable

Choosing the Hotel Nacional de Cuba for your stay in Havana will undoubtedly be a memorable experience. Staying in one of its historic rooms, walking through its gardens, enjoying dinner in the distinguished Aguiar Dining Room and applauding at night when you see the famous Cabaret Parisien show will make you feel what great personalities who stayed there for over more than 90 years have experienced. And it is that the magic that surrounds this emblematic hotel is unique, and the excellence of its facilities and services, a reality.

This year, the Hotel Nacional de Cuba, belonging to the Gran Caribe Group, hosted the FitCuba 2023 International Tourism Fair with an air of renewal, in which the rescue of the architectural values of the facility and the creation of new spaces and services are mixed.

Buen Viaje a Cuba spoke with Luis Miguel Díaz Sánchez, General Manager of the Hotel, an executive with extensive experience in the tourism sector, who offered us details of the work carried out in this jewel of the Cuban hotel industry.





As for the rooms, the renewing airs are perceived as soon as you reach the desired floor and walk through its corridors. The replacement of all mattresses with high comfort, linen, mirrors and hair dryers, added furniture, decoration, and improvements in air conditioning and lighting, are a reflection that all details have been taken into account. This is confirmed by the general manager of the hotel, who tells us:

"Within the framework of the fair, the new La Barraca Cuban food restaurant and the Capablanca Sky Bar were reopened on the terrace on the top floor of the Hotel, two new spaces that we hope will be well received by guests and other visitors."

Professionalism continues to be raised in the services provided by its workers, raising their labor skills through different courses and training, and incorporating innovation.

Finally, we learned that there are also new developments in the technological area, since in addition to the design of its



"Since visitors arrive at the hotel, they begin to enjoy these improvements and renovations, since in the Lobby all the exterior carpentry was replaced and new and comfortable furniture was placed. A new space was created: the Habanos Lounge, which has been well received by lovers of Havana cigars, but that is only the beginning."

We also learned that in the main pool area the perimeter fence was rescued and the general repair of the barbecue area was carried out, so appreciated by the guests. To this is added the acquisition of teak wood loungers with their waterproof mattress and Balinese beds. The Spa has also received improvements in all its areas, incorporating two new saunas and relaxation beds. On the other hand, the actions for the capital repair of the historic pool have already begun. Its reopening is scheduled for next August.

own Chat for clients and the development of a platform for managing the operation of the hotel, there is an application that will allow booking and paying for accommodation services, reservations for cabaret and other optional installation offers. All the information needed to enjoy to the fullest the stay at this emblematic accommodation can be found in the hotel's updated website.

From our pages we invite you to the Hotel Nacional de Cuba. Its privileged location will be the starting point to get to know Havana, visit its historic center and learn about its culture and history. An experience that, we can assure you, will be Memorable.



CUBASOL S.A.

Interesting proposals for foreign investment



The business opportunities portfolio for foreign investment presented by Grupo Empresarial Cubasol S.A. has a total of 12 projects, 7 of them in the modality of joint ventures and 5 under the model of administration and commercialization of services contracts. These are related to the repair, expansion and/or remodeling of existing facilities, such as tourist marinas and facilities that sell and manage carrying out prestigious international events.

Exceptionally and as part of the recent proposal to modify the general principles and Tourism Sector Policy for foreign investment, Cubasol S.A. will assess the possibility of signing service management contracts, with or without financing, for the gastronomy activity, as well as the possibility of developing lease and concession contracts in the case of marinas.

There is also joint work with Cuban Medical Services to increase the level of wellness and



as the Loma Linda real estate project and the Adventure and Nature Park in Bahía de Naranjo, both in Holguín. Likewise, investment actions are being increased in the non-hotel network, health tourism, wellness and quality of life, nature and nautical tourism with the creation of new products throughout the country.

In the 2023-2024 period, two new projects will be developed, one for the expansion and conversion of the Ancón Nautical Base, in



quality of life, in the facilities that are part of the Cubasol S.A. Non-hotel Group.

The planned projects are concentrated within the main tourist destinations. Among them are: the La Altura real estate project, in Artemisa; Water Park and Marinas and Naval Workshops in Havana; Water Park, Plaza América Complex and Expansion of the Marina Dársena in Varadero; Project in Boca de Camarioca, in Matanzas; La Tatagua in Cienfuegos; as well



Trinidad, and another with the same category in Siguanea, Isla de la Juventud. In this way, the Marinas and Nautical Company Marlin S.A. will promote a total of 4 projects in the Portfolio.

Beyond these new projects, the Cubasol S.A. group has an attractive structure for foreign investment, due to the work diversity carried out by the six companies that make it up, which are leaders in the provision of services related to the activity of each of them, many of which have four decades of operations in the country.

The main objective of the group is the integration and diversification of the tourist products offered by its companies, to raise the quality of the services they provide to tourism and promote new experiences for travelers.

Promoting foreign investment in areas that have experienced sustained growth and doing so in the main tourist destinations will mean complementing the accommodation activity, strengthening the attractions of those destinations and promoting the development of the leisure industry in Cuba.

Meliá Cuba announces golf events for 2023



Meliá Hotels International Cuba is pleased to announce its traditional golf tournaments in Varadero, which will take place in the renowned golf course of this town and the Meliá Las Américas as host hotel.

The Meliá Las Américas Golf Cup will be held from May 17 to 20. Fans with a handicap less than or equal to 36 (ladies) and less than or equal to 26 (gentlemen) may participate with practice rounds and competition in various categories. Attendees will have 100% of the green fees included in the program, as well as an upgrade to the exclusive The Level section of Meliá Las Américas.

The calendar will continue with two Golf Weeks, from June 14 to 21 and September 20 to 27 respectively. These weeks will feature practice rounds, competitions with multiple prizes, days of exchange with local golfers and excursions to destinations near Varadero. Competitors will be offered a free upgrade to a superior room at the hotel, as well as the option of booking single rooms without a supplement.

Finally, from October 18 to 21, the Meliá Cuba Golf Cup will take place, an event with various categories of participation that will include competitions for both sexes. During the awards gala, a raffle will be drawn among the participants for a one-week stay for two people in one of the hotels managed by Meliá in Varadero.

The Varadero Golf Club is a professional 18-hole course with approximately 60 hectares, an accessible course for amateur players, and a challenging complexity for expert golfers. Internationally recognized figures such as the Australian Greg Norman or the Spanish Miguel Ángel Jiménez have played its 18 holes and recognized the beauty of its design and its special location by the sea.

For more information, we recommend visiting the official website of these events and contacting the organizers through Facebook or by email:

meliagolf@meliacuba.com |



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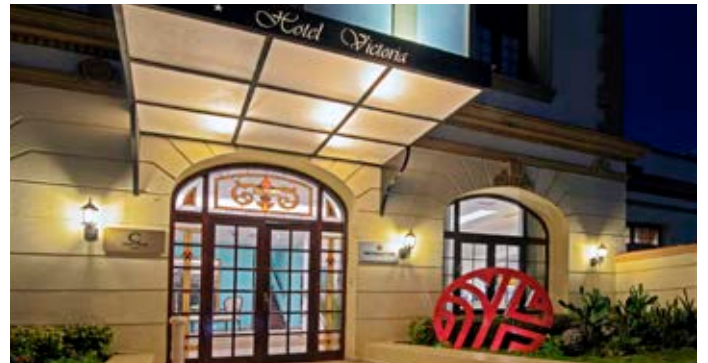


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CUBANACAN GROUP:

Two proposals from its business opportunities portfolio



Cubanacán has consolidated its business design, and in its Business Opportunities Portfolio with Foreign Investment it proposes 16 hotel facilities for the Hotel Management and Marketing Contracts modality and 14 projects for the Joint Venture modality. Within the proposals for Hotel Management and Marketing Contracts, we present to you those of the Marea del Portillo Tourist Complex and the Segundo Frente Hotel.

The Marea del Portillo Tourist Complex is located in Granma province, in an environment where the mountains and the sea combine in a unique way, in the midst of a wide variety of well-preserved ecosystems. The 3-star, 283-room hotel is located at kilometer 12 1/2 of the Granma highway, which joins the municipalities of Guamá in Santiago de Cuba and Pílon, in Granma.

The facility faces the Caribbean Sea, next to Marea del Portillo beach, which is shaped like a shell and borders the inlet of the same name, approximately 3km long. This facilitates the development of nautical activities such as diving, snorkeling and fishing, along with mountain activities such as hiking, climbing, trekking and bird watching.

The Horizontes Segundo Frente Hotel stands in a very special setting, in the Sierra Cristal mountain range, in the Segundo Frente municipality, which gives it its name. Located 60 kilometers north of the city of Santiago de Cuba, the hotel was built in harmony with the natural environment and in a privileged position within the mountain range. It is also very close to the monument that treasures the mortal remains of the fallen combatants in the Frank País Second Eastern Front.

The 4-star, 49-room facility is located a few kilometers from the center of the town of Mayarí Arriba, the municipal seat. The Los Pinos area, where the hotel was built, is located on the slope of a promontory, surrounded by an intricate forest. For those who practice hiking there are multiple proposals, including a visit to Loma de Mícará, which has become a natural lookout point. This is the first hotel for nature tourism in this Santiago municipality, also ideal for lovers of history, rest and respect for the environment.

For more information:



vicemixtas@cubanacan.tur.cu
dirmixtas@cubanacan.tur.cu
negocios3@cubanacan.tur.cu

Cuba's Western Region has invaluable natural views. Viñales stands out for its attractive mogotes, Soroa for its spectacular flora and Las Terrazas for the variety of its landscapes. Cubanacan invites you to discover the natural beauty of these sites, to live a real and extraordinary experience.

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Rancho San Vicente en Viñales



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en Las Terrazas



Valle
de Viñales



Salto
de Soroa



Create your experiences with Amistur

Amistur is the specialized tourism agency that organizes trips for those who are interested in getting to know the Cuban reality, the social and economic projects that are carried out throughout the country and who wish to exchange with the protagonists of these projects.

For years, Amistur has received solidarity groups and brigades that arrive in Cuba through the Cuban Institute of Friendship with the Peoples, the Associations of Friendship with Cuba in the world and foreign travel agencies, which increasingly are interested in tourism that goes beyond sun and beach destinations. Amistur provides an excellent incoming service, tailored and with customized assistance, which guarantees high visitor satisfaction.

The programs and excursions organized by Amistur promote people-to-people bridges and make it possible to enjoy experiences that will remain in the memory of visitors for a lifetime. The Art, Culture and Architecture Program proposes tours of different architectural monuments in Havana, such as the José Martí Memorial and the Colón Cemetery. It also organizes meetings with specialists from the Office of the City Historian and with members of the Union of Writers and Artists of Cuba (UNEAC), visits to Art Schools and exchanges with students and teachers.

The Environment and Sustainable Development Program in Cuba invites you to learn about the work of the Ministry of Science, Technology and the Environment, and includes visits to the Antonio Núñez Jiménez Foundation for Nature and Man and the Cleaning of the Bay of Havana Project. It also proposes tours of Las Terrazas Community and the Ciénaga de Zapata National Park.

To find out about other programs and excursions organized by Amistur, we suggest visiting its pages on its social media. Contact its specialists via email:

comercial@amistur.cu |





www.grupocubasol.com



Three Marinas Marlin events in 2023

The company Marinas Marlin S.A. organizes three important nautical events in Cuba, specially designed for adventure and nature lovers.

The first of these is the Ernest Hemingway International Marlin Fishing Tournament, whose 71st edition will take place from June 12 to 17; the next one is the Big Game Trolling International Sport Fishing Tournament, scheduled for October 25-30 in Jardines del Rey; and the Fotosub 2023 underwater photography contest, which will arrive from December 1 to 5.

As usual, the Ernest Hemingway Tournament is governed by the rules of the International Game Fish Association (IGFA) and will be held under the catch and release modality. The



duration of the event is four days of fishing and one day of rest, and the champion is decided by points based on the number of marlins caught and released. Other species such as wahoo, dorado and tuna also compete.

For its part, the Big Game Trolling Tournament takes advantage of the potential offered by the northern zone of Cayo Coco and Cayo Guillermo. The fishing area includes up to five miles to the north-northeast between the



aforementioned keys, and pelagic and billfish species such as wahoo, white and fan marlins, and dorados abound.

Experts report that October to December is the period of greatest transit of these species off the Cuban keys, particularly the fan marlin, also called veil fish. The selection of the event date guarantees the presence of large and beautiful fish, pleasing competitors and other participants. As in previous editions, the

competition will be governed by the rules of the International Game Fish Association through the mark and release system in order to protect the marine environment.

Finally, the Fotosub 2023 underwater photography contest is focused on certified divers, and contestants from Cuba and other countries will participate. It will take place in Cayo Largo del Sur, a resort internationally recognized for the beauty of its coasts and seabed, ideal for diving, snorkeling and underwater exploration. The competition days will consist of dives that will be mainly in the morning, and there will also be options not included such as parties on the beach or night diving. It is a very special opportunity that every year allows for showing the world Cuba's underwater beauty.

For more information, event registration and other details about these events, we share here the contacts of their organizers:

dircomercial@marlin.tur.cu
esp.promociones@marlin.tur.cu
esp.comunicacion@marlin.tur.cu



Roc Barlovento's Singles Week in June



A program full of fun, dynamic activities and excursions that will allow you to meet friends in a healthy and safe environment. That is the proposal of the Roc Barlovento Hotel, which from June 5 to 12 will celebrate its Singles Week next to the crystal-clear waters of Varadero.

The program that Roc Hotels Cuba has prepared includes days of games and competitions, parties on the beach, dinners, a secret friend mailbox and other activities based on Cuban music and dance. A tour of the city of Matanzas, known as the Athens of Cuba for its cultural and literary development, will also be offered, and spaces can be reserved for other excursions. Singles Week participants must be over 16 years of age and book a minimum of 6 consecutive nights on those dates.

Roc Barlovento is an adults-only hotel with 4-star services and a privileged location on the beachfront, surrounded by tropical gardens. Modern and typically Caribbean in style, it has 287 double rooms, some of them connected and adapted with a cozy, relaxed and highly functional design.



Designed for couples and groups of friends, it combines relaxation and fun: 3 swimming pools, 4 restaurants (buffet and 3 à la carte), 24-hour bars and entertainment with live music and live shows. Of course, its guests can enjoy the beautiful beach, which is accessed directly from the gardens.

Those who wish to enjoy a vacation full of fun and exchange with other travelers will find this proposal by Roc Hotels Cuba very tempting. For more information and reservations, the email is available:

barlovento@roc-hotels.com |

Events Calendar
Marinas Marlin 2023



**71st edition
Ernest Hemingway
Marlin Fishing
Tournament**

June 12-17



**10th edition
Big Game Trolling
Fishing Tournament**

October 25-30



Fotosub 2023

December 1-5

ECOTUR: events and experiences on its new website



The specialized tourism agency Ecotur S.A, promoter of this modality par excellence in Cuba, already has a renovated website. From a very inspiring design and adaptable to mobile devices, the new version reorganizes the contents and presents them in a more attractive way for those who visit it.

From its first page and following its motivating phrase, We Create Adventures, it is possible to approach the products offered by the agency: excursions departing from various Cuban destinations, among which the well-known Jeep Safaris and buggy tours, which reach places like Viñales, Canimar, El Yunque de Baracoa and other spectacular scenes of Cuban nature.

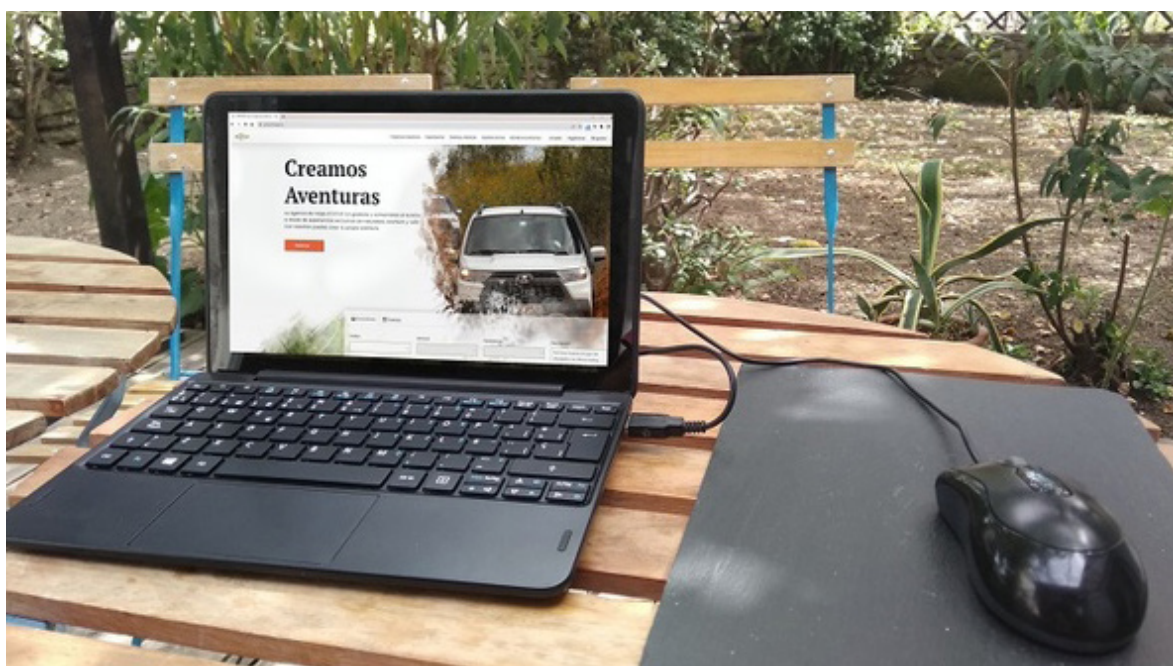
This website presents the *Events* organized by Ecotur, such as the Workshop on Biological Diversity and Tourism, Biotur 2023, which will take place from July 17 to 21 in the eastern region of Cuba; and Turnat 2024, scheduled for September of next year, which the agency is already calling.

The section *Catalog of Experiences* is very attractive, presenting us with a list of the different activities that travelers can do together with Ecotur: snorkeling, fishing, horseback riding, trekking, diving, agrotourism, cycling and bird watching, among others.

In the *News* block, users will know all the news about Ecotur, both at its headquarters and at the branches distributed throughout Cuba. Precisely, the section *Where to find* us details the location, hours and telephone numbers of these branches and points of sale.

After a quick and validated registration by email, users will be able to book excursions and events, making the payment on the same platform.

With the presentation of this website, which has versions in Spanish and English, the Ecotur travel agency reaffirms its strategy of staying in line with current tourism trends worldwide and in Cuba, adding one more channel for communication with its clients, and the promotion and sale of its services.



meliagolf@meliacuba.com |



SANTIAGO-HAVANA EXPRESS a TRANSTUR and CUBATUR offer



The Cubatur Travel Agency and the Transtur Tourist Transport Company are promoting offers for transfers between several of the main cities in Cuba.

As reported by the Cubatur Santiago de Cuba branch, the Santiago-Havana Express itinerary includes pick-up at the Meliá Santiago de Cuba, Pernik Holguín, Hotel Camagüey and Hotel Ciego de Ávila hotels. Upon arrival in the Cuban capital, it will stop at the Armadores de Santander, Iberostar Parque Central, Iberostar Grand Packard, Tryp Habana Libre, Hotel Nacional de Cuba, Grand Aston Habana, Meliá Habana and Memories Miramar facilities. The route leaves on Tuesdays, Thursdays and Saturdays at 7:00 am; the return is on Monday, Thursday and Sunday with the same stopovers.

This tour is added to the already existing Expresso Viñales and Expresso Trinidad that connect Havana

with both tourist destinations in western and central Cuba. The Viñales Express includes pick-up at the Armadores de Santander, Iberostar Parque Central, Iberostar Grand Packard, Tryp Habana Libre, Hotel Nacional de Cuba, Grand Aston Habana, Meliá Habana and Memories Miramar hotels. After a break at the Las Barrigonas roadside inn, the route continues to this unique valley declared a World Cultural Landscape.

For its part, the Trinidad Express has departures on Tuesdays, Thursdays and Saturdays, returning the next day. It shares pick-up points at the aforementioned hotels, and follow the Playa Larga-Playa Girón-Cienfuegos road and finally the Museum City of Cuba. Both transfers can be booked at the Cubatur offices located in the Plaza San Francisco de Asís in the Cuban capital.

www.cubatur.cu |
www.transtur.net

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