

BuenViaje to Cuba

Tourist and Cultural Magazine
Year 2022, WTM London



Rethinking tourism

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to visit in Caribbean**

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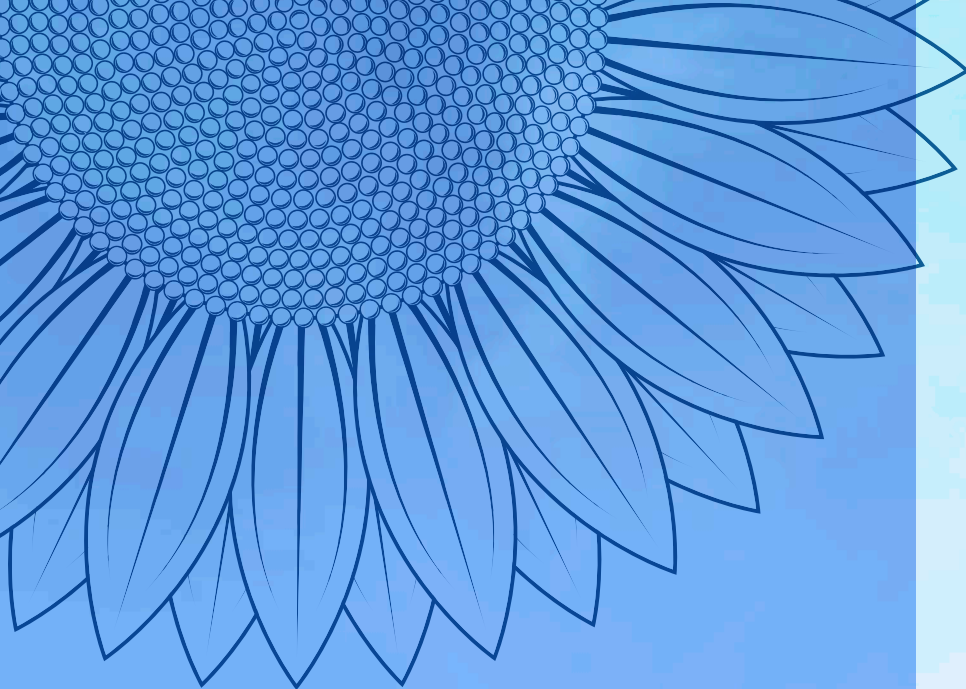


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Hi friends,

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

In this edition we make our own the call of the UNWTO to Rethink Tourism. This was the theme for the celebration of World Tourism Day in 2022 and in the new reality that we live in after Covid 19 it is essential to take a new look at the travel industry.

We share the results of a survey carried out by a prestigious British newspaper, which points to Cuba as the best destination in the Caribbean, and we announce the decision of the Cuban authorities to extend the duration of the tourist visa.

Together with the Cuba Ron company, we celebrate the first hundred years of its emblematic Bodega Don Pancho, also known as the Cathedral of Cuban Rum, and we announce that Blue Diamond and Gran Caribe are reopening the first hotels in the Cayo Largo del Sur destination. You will find this and more in our latest edition this year.

Discover Cuba from our pages.

www.buenviajeacuba.com



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Rethinking TOURISM

The World Tourism Organization has made an invitation to rethink the way the so-called travel industry works. It is a call to put at the center of the debate the need to take advantage of the experiences of the difficult stage that has marked us since the beginning of 2020.

The fact that this was the theme of this year's celebration of World Tourism Day speaks volumes about the urgency we have to focus on the future, but this time putting people and the planet first. To achieve this, tourism authorities and actors in all countries must walk together, putting projects





on the table that benefit both companies and local communities.

It is about working for a more sustainable tourism, respectful of the environment and biodiversity, and above all, inclusive.

The tourism sector is clearly recovering, because according to information released by the UNWTO, international tourist arrivals at the beginning of this year doubled the level registered in 2021. This international organization has ensured that, in several regions of the world, arrivals already have not only reached pre-Covid-19 pandemic levels, but in some cases those levels have been exceeded.



When rethinking tourism, we must consider the realities of this moment, in which the last travel restrictions that are still in force in some countries are being lifted. The increase in consumer confidence, measurable in the increase in reservations and trips in and out of the main source countries, will be an important engine that drives the recovery of the sector.

This is not only good news for families, companies and societies, it is also a sign of hope for many millions of people around the world, in terms of employment and opportunities.



There is a very interesting data: in May 2022, a special debate on tourism was held for the first time in the United Nations General Assembly, a fact that marks a milestone in the history of the sector and illustrates its importance at this time. This also means, and this is what the UNWTO expresses, that tourism is now on the agenda of governments and international organizations in all regions of the world.

Rethinking tourism is a call to proactively adapt to the challenges and responsibilities towards the

care of our planet, because the impact of human activity has threatened more than once the tourism resources of many nations of the world. A step in the right direction is the UNWTO-led Glasgow Declaration on Climate Action in Tourism, which was signed by a large number of countries.

In its 42nd edition, World Tourism Day was celebrated in Bali, Indonesia, a destination that sets the pace when it comes to re-conceptualizing tourism as a pillar of development. With three questions, a debate was opened that goes beyond a celebration or a date: where is tourism going? Where do we want to go? And how are we going to get there?

Discover from our pages how Cuba intends to rethink tourism with sustainable, inclusive and innovative proposals, in heritage cities, beautiful beaches or natural settings.





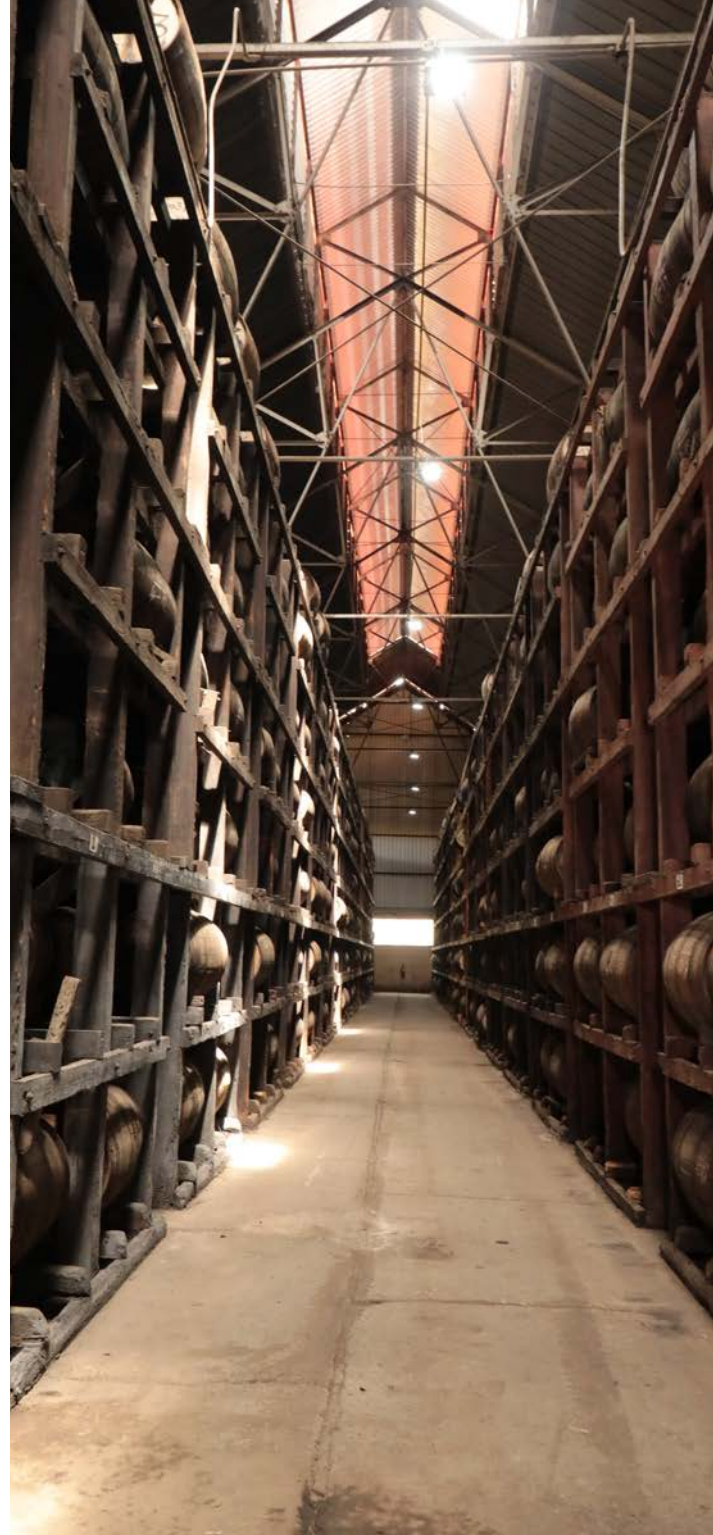
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★★★★★



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Bodega Don Pancho, the cathedral of Cuban rum



Visiting Bodega Don Pancho in Santiago de Cuba is like traveling back in time to the origins of Cuban light rum. It is entering a true cathedral, full of the most precious treasures and the most amazing stories. Where the knowledge of eight generations is combined to give life to incredible blends, coming from well-preserved barrels and from the minds of rum masters dedicated body and soul to creating, to seducing with new flavors and textures.

According to official documents, the facility was built to function as a sugar warehouse. Its location, its size and the conditions of the construction itself were perfect components for this activity, since it was located near the port of Santiago and also in front of the building itself there is a railway connection, which made the transfer of merchandise easier.

In 1921, the warehouse came into the hands of Don Emilio Bacardí Moreau and changed its destiny, as it began to be used as a space for the aging of rum bases, in American white oak

barrels. With the transfer of ownership and purpose, Mr. Francisco Savigne Lombard, whom everyone called "Don Pancho," was appointed as the first administrator, and as you might imagine, the bodega began to be known as the place where he could be found and over time simply the Bodega or Nave Don Pancho.

The aging bodega located the first barrels in 1922 and since then the spirit of the time sleeps

there. Emilio Bacardí was the president of the rum company, and until 1960 Cuban light rum was produced there under the Bacardí label. With the triumph of January 1959 and the abandonment of the national territory by the family that owned the industry, production continued in the then Ron Caney factories. Masters and apprentices took charge of the rum production process, from its conception to the end of the process, maintaining not only the presence of Cuban rum in the country



and the world, but also its authenticity and tradition.

Bodega Don Pancho is celebrating its first hundred years of life in 2022 and since the end of last year it has received tribute from rum lovers around the world. All kinds of tributes have been promoted, as part of the communication campaign "In favor of time," a message that summarizes the purpose of the bodega itself, which still has foundational barrels with mixtures of almost a century of life and has withstood earthquakes and hurricanes.

In "the Cathedral of Cuban Rum," as connoisseurs have called it, the largest volumes of that spirit are treasured. Thanks to what is preserved there, it is possible to produce limited editions, with great quality and a high degree of aging, highly valued by collectors and people with exquisite palates.

There are several myths surrounding Bodega Don Pancho. One of them is that the Santiago climate itself, one of the hottest in the country, exerts a



of the Chinese trumpet makes the earth move where the Bodega is located. One thing is certain, the true secret of Cuban rums is the accumulated knowledge of several generations of rum masters and the dedication and care of the workers in its factories.

For this reason, just as there are many people who upon arriving in Santiago de Cuba wish to go to El Cobre, to visit the sanctuary of Cuba's Patron saint, the connoisseurs of rum and its history also wish to visit this other cathedral, that of the Cuban Rum, the one that is turning 100 these days.

special action on the rums stored there. Another has to do with the movement of the earth itself, since Santiago de Cuba is located in the eastern zone, where the largest number of earthquakes in the country is recorded. And since there is also a railway line in front of the Bodega, through which trains pass with some frequency, it is said that the rums inside the barrels never sleep.

The last of the myths is of a humorous nature and has to do with music, as many affirm that the barrels resound when the Santiago conga passes during the carnival. They say that the sound of the drums, the energetic dance of the people from Santiago and the sharp sound





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Cuba pointed out as best destination to visit in Caribbean



The British newspaper *The Telegraph* distinguished Cuba as the best destination to visit in the Caribbean, after making a comparison between the main countries in the area, according to the most representative publications on tourism, nature and culture.

According to *The Telegraph*, the methodology included evaluation of aspects divided into three categories: Natural Wonders, Experience and Environment, and Amenities.

For the *Natural Wonders* category, points were awarded to each country based on its number of bird species (according to avibase.bsc-eoc.org), its national parks, World Heritage sites (both approved and proposed), award-winning beaches (according to [TripAdvisor](http://TripAdvisor.com) and worlds50beaches.com) and the world's leading dive sites (according to sportdiver.com and scubamagazine.co.uk). The percentage of forests in each country (according to ourworldindata.org), its highest point, and its



biodiversity (according to the ranking in epi.yale.edu) were also considered.

In the *Experience and Environment* category, destinations were judged on their average annual rainfall, hurricane threat, population density, sustainability efforts (according to the Environmental Performance Index), homicide rate, and other indicators.

Finally, the *Amenities* category gave credit for the number of five-star hotels per square mile

651, which placed it third in the Natural Wonders category, first in Experience and Environment, and 24th in Amenities.

In its review, *The Telegraph* highlighted that the largest country in the Caribbean has nine World Heritage sites, in addition to three others on the UNESCO provisional list, which is by far the largest tally in the region.

“This is one of the reasons it has come to the top of our survey as well as the fact that it tops



(according to Booking.com, and for Cuba, whose hotels are not listed on this U.S. website, according to Trivago), top-rated restaurants (according to caribjournal.com) and golf courses (according to top100golfcourses.com). With only three criteria, this category was worth fewer points than the previous ones.

In this selection, bonus points were awarded according to the popularity of each island on Instagram and its position in the last Telegraph Travel Awards, held in 2019.

Cuba was crowned the winning Caribbean destination in the survey, with a total score of



the highly contested Experience & Environment category. Cuba has an atmosphere like nowhere else, reflected in its gleaming vintage cars, alluring music, and the grandeur of its colonial cities. Cuba is also safe, with one of the lowest crime rates, and along its 750 miles of length it offers plenty to enjoy Havana’s nightlife, go horseback riding in Viñales and diving in the crystal-clear waters of the Isla de la Juventud,” details the publication.

The Bahamas, the Dominican Republic, Barbados and Jamaica were placed after the largest of the Caribbean islands, in a close ranking that showed travelers from the United Kingdom the incredible attractions of the Caribbean and in particular of these hospitable islands.

Cuba Golf Grand Tournament successfully concludes in Varadero



The 2022 edition of the Cuba Golf Grand Tournament, which took place from October 26 to 29 in Varadero beach resort, was described as successful by its organizers and participants.

The tournament was attended by 50 players from 10 countries, mainly from Canada, which also contributed the bulk of the contest winners.

The winner in Category I was the Canadian Peter Whitehead, while in Category II the award went to his countryman Pierre Lemay. Among the ladies, the top prize went to another Canadian competitor, Marie-Josée Couture. As for the Gross category (which refers to the total number of strokes), the award went to Cuban Yanet Méndez, also second among the ladies.





Cuba Golf
2022



The prestigious Varadero Golf Club is the venue for the competition and its organizers received the participants after the two-year break due to Covid-19. The course has 18 holes, par 72 and has an area of 6,269 square meters, where its proximity to the sea and beautiful landscape stands out. The Xanadú Mansion draws attention when arriving at the place, due to its excellent location and its impeccable presence and degree of conservation, being a construction that dates back to 1930. It offers luxury accommodation and is complemented by services in the Club House of the Varadero Golf Club.

During the closing of the Tournament, the purpose of expanding the golf circuit in Cuba was mentioned, with the possibility of creating 19 additional courses. This is part of the strategy of the Ministry of Tourism to diversify recreational modalities.



Closing the awards, the date of the 2023 Cuba Golf Grand Tournament was announced, from October 24 to 29. It will be an opportunity to once again enjoy one of the most prestigious events in the country, which promises an increase in the number of players and attractive moments for competitors and their families and friends.

CUBANACAN invites you to Playa Guardalavaca



About 800 kilometers east of Havana, on the north coast of Holguín, is one of the most beautiful beaches in Cuba, Guardalavaca, which gives its name to one of the favorite tourist destinations in the largest of the Caribbean islands. Travelers from all over the world arrive there, and once they have gotten to know this wonderful place, with its hotels that offer All-Inclusive service, they say goodbye thinking of returning and repeating the experience.

In this beautiful point of Cuban geography, the Cubanacan Hotel Group operates the 4-star, 437-room Brisas Guardalavaca Hotel, ideal for families,





as well as for the youth segment or for long stays. In the beach area is the Eagle Ray International Diving Center, specialized in this sporting activity. The variety of gastronomic and recreation options, as well as the attention and kindness of its workers, are added values to a facility full of attractions.

The Club Amigo Guardalavaca Hotel has 747 rooms and welcomes its guests with a strong accent of Cubanness, which is felt from the moment travelers arrive and is enhanced by participatory entertainment in the pools and on the beach, with culinary delicacies and night shows. It is an ideal hotel for families, groups and also for lovers of diving.

Both hotels enjoy an excellent beach area, with very fine sand and exuberant vegetation, where you can access water sports or simply take a bath in its crystal-clear waters. You will be accompanied by music, tropical juices or delicious mojitos, and you will feel the joy of being in an emblematic beach resort in the eastern part of the country.

From Guardalavaca beach it is possible to go to the city of Holguín, the so-called City of Parks. In it, Cubanacan offers a luxury service in the Hoteles E





becomes an excellent setting for good stories and its inhabitants will make you feel at home.

Unique and unforgettable experiences await you at these Cubanacan hotels in eastern Cuba. From your arrival in Guardalavaca until the moment of departure, you will be, almost without realizing it, creating good memories...to return.



www.hotelescubanacan.com

Caballeriza, Esmeralda and Saratoga located in the main parks of the city, with about 40 rooms. These hotels allow you to enjoy the city, meet its people, discover the secrets of its squares and historic buildings. Going up to the Loma de la Cruz will allow you to have a panoramic view of the city and reaching its top will make you emulate those who carry the symbol of the city on their shoulders every year during the Romerías de Mayo festivities.

Another option may be to visit the city of Gibara, the so-called Villa Blanca, where Cubanacan has the Hoteles E Ordoño, Arsenita, Plaza Colón and Buena Vista, with a total of 57 rooms and the possibility of exploring the city, its museums and its varied gastronomic offers.

If you coincides with the celebration of the International Film Festival that bears the name of the city, then you will see how the entire town





BLUE DIAMOND begins hotel management in Cayo Largo del Sur

Following the announcement made by the Gran Caribe Group and Blue Diamond Resorts Cuba earlier this year, both companies announced that four of their eleven renovated properties in Cayo Largo del Sur will open their doors this November 4.

With an extensive series of hospitality concepts including entertainment and upgraded rooms, Memories Cayo Largo, Starfish Cayo Largo and the Villas Linda Mar and Villa Marina will be the first hotels to welcome guests to this tourist destination.

“This is the first step for a great change in the hospitality industry in this region, which confirms the strength of Blue Diamond Resorts Cuba and the destination for unique vacations,” said Mohamad Fawzi, CEO of Blue Diamond Resorts Cuba. “This project contemplates a total of 1,348 rooms, including four all-inclusive resorts and a group of seven individual villas that will open in stages and are already ready for winter.”

Travelers will be able to enjoy an all-inclusive family experience at Memories Cayo Largo, which includes 296 modern rooms, a variety of restaurants and bars, swimming pools, entertainment activities such as billiards and tennis courts, a nightclub, gym and spa with additional cost. The Starfish Cayo Largo



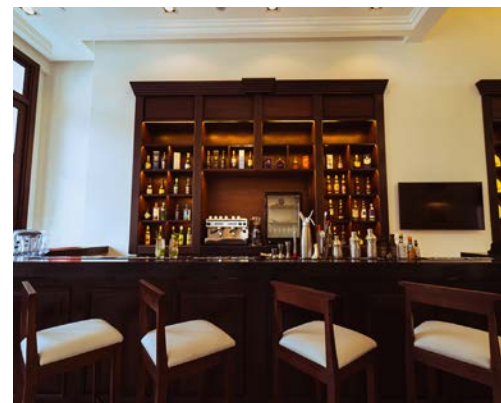
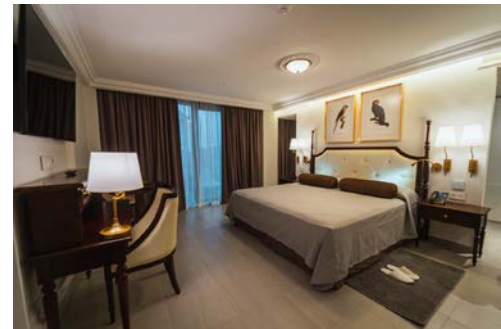
offers 307 comfortable rooms, 5 dining options, swimming pools for both adults and children, a baby club, among other amenities for the enjoyment and relaxation of its guests.

Villa Linda Mar and Villa Marina are two cozy properties where guests of all ages can relax in the privacy of cabanas or bungalows. A few minutes from the airport and very close to recreational and cultural centers, the villas become the ideal option for a quiet family vacation.

Blue Diamond Resorts Cuba, the fastest growing hotel management company, will announce the opening of the following properties in the tourist destination of Cayo Largo del Sur, as they meet the highest required standards. Blue Diamond Resorts has a portfolio of more than 45 properties, with more than 18,000 rooms in 8 countries located in the most popular Caribbean vacation destinations.

www.bluediamondresorts.com

MYSTIQUE HABANA by ROYALTON



The Blue Diamond Resorts hotel company is announcing an addition to the portfolio of the Royalton Luxury Resorts brand in Cuba: the Mystique Habana by Royalton hotel. This 61-room adults-only boutique accommodation reflects the charm of Old Havana in a privileged location, just a few steps from Parque Central.

Hotel guests will be able to enjoy the authentic Cuban cocktails in its lobby bar, and from its restaurant with views of Paseo del Prado, the classic cars driving through it. On its roof, a café-restaurant offers an impressive view of Havana's Malecón and the city.

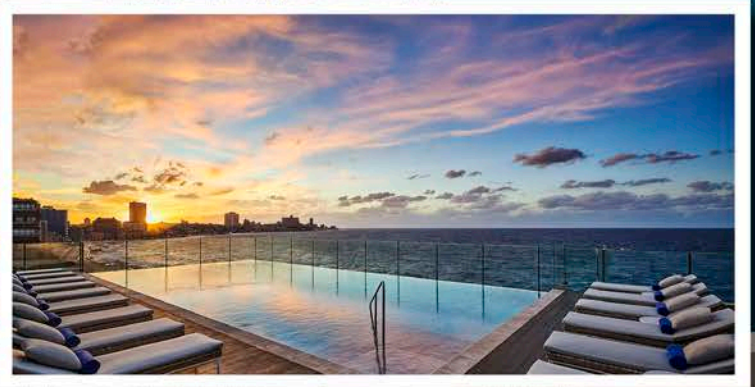
The Mystique Habana will have five room categories, where the luxury of modernity will share space with details from the 1900s. Thus, the hat hangers, lamps and canes will transport its guests to another era of the last century. Sleek soaking tubs, rain showers, and art-deco mirrors

are other touches guests will find in their rooms.

The Mystique Habana's first guests arrived from Medellín, Colombia, thanks to the Skedio tour operator. The hotel, in addition to receiving a familiarization group of tourism professionals, has already made its debut as the stage for the Puro Humo meeting, receiving very exclusive fans of the famous Havana cigars.

Blue Diamond Resorts, a Canadian company with accommodations in Varadero, Jibacoa, Trinidad, Cayo Coco, Cayo Guillermo and Cayo Santa María, has incorporated the Cayo Largo tourist destination where it will manage all its facilities in collaboration with the Gran Caribe Hotel Group. In Havana it has the hotels Montehabana, Memories Miramar, Royalton Habana and from now on the Mystique Habana by Royalton.

www.bluediamondresorts.com



Royalton

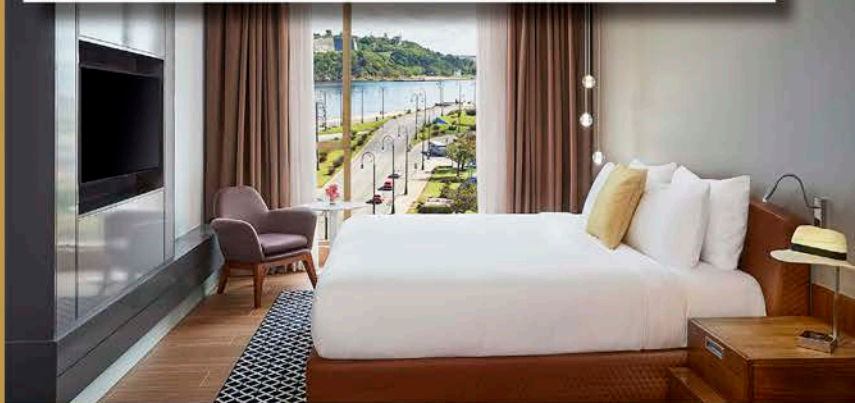
Habana

250 ROOMS WITH SPECTACULAR VIEWS OF THE MALECÓN AND OLD HAVANA

INCLUSIONS IN DIAMOND CLUB ON FLOORS 7 AND 8

ROOMS FOR EVENTS

RESTAURANT/BAR IN TERRACE-PANORAMIC LOOKOUT POINT




MYSTIQUE

HABANA

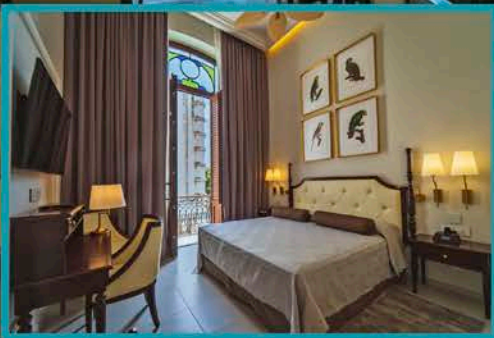
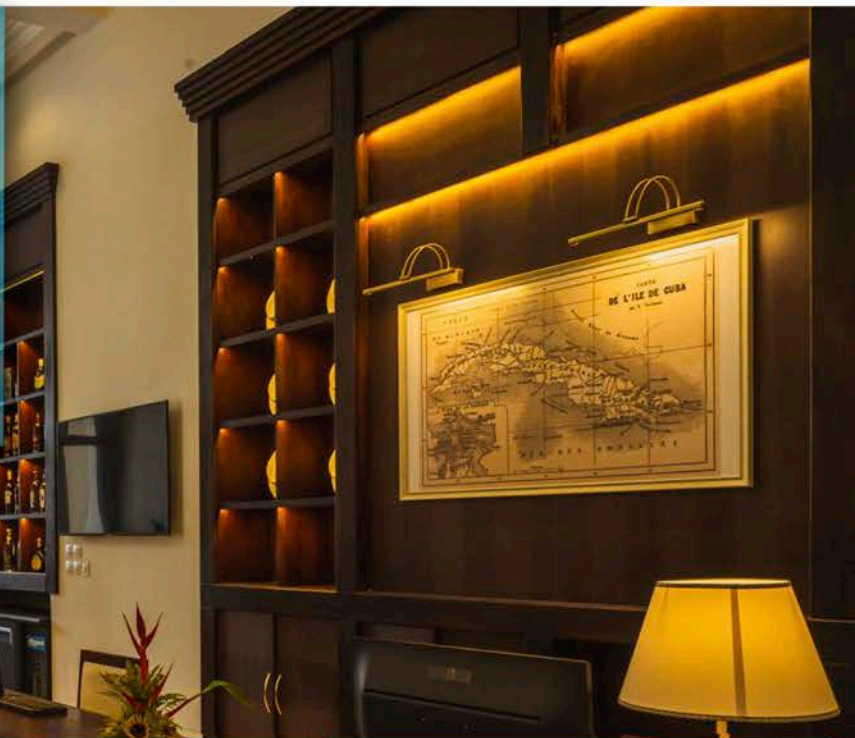
by Royalton

61 ROOMS

VIEW OF PASEO DEL PRADO

INCLUSIONS IN DIAMOND CLUB
IN SUPERIOR ROOMS

RESTAURANT/BAR IN
TERRACE-PANORAMIC LOOKOUT POINT



CUBA, sea, nature and history

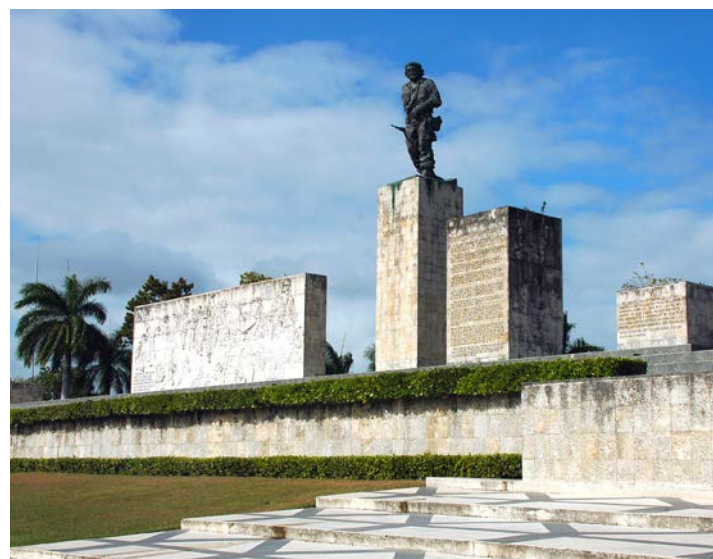


This is how the Cubatur Travel Agency has titled one of its attractive circuits, which from Havana invites you to enjoy nature and history in the center of the country, leaving a stay in Varadero beach resort to close the visit.

Cubatur, with more than 50 years of experience, has offices in all tourist destinations in the country, and a team of professionals and specialized guides who offer comprehensive assistance in various languages. From its catalog of excursions and circuits we have chosen one that we are sure you will like to know about, and then enjoy during your next trip to Cuba.

Day 1

The tour begins in Havana, with a transfer in air-conditioned buses to the city of Santa Clara. There, the Sculpture Complex dedicated to Che Guevara will be visited and then a tour of the Historical and Cultural Center of the city will be made, with a stop at the Leoncio Vidal Park and visits to the La Caridad



Theater, the Museum of Decorative Arts, the old Government Palace, the monument to the Armored Train and other places of interest. After lodging and dinner, the night is free to continue enjoying the city.



House. After enjoying lunch at a local restaurant, the group will depart for the city of Cienfuegos. Arriving at the so-called Pearl of the South, you will visit its Paseo del Prado, the boulevard and the Martí Park. Then there will be a tour of the Punta Gorda area and the Palacio del Valle, an emblematic site of the city, will be reached. After dinner the night will be free.

Day 4

The departure to Guamá, in the Ciénaga de Zapata, will take place in the morning and in transit there will be a visit to the Playa Girón Museum, to learn a little more about the history of Cuba. Next, the group will



Day 2

Early in the morning, the group will travel to Topes de Collantes in the Escambray Mountain Range. In this beautiful place, the El Cubano Park will be visited, a panoramic tour of the area will be made and after touring the Huellas de la Historia Trail and visiting the Salto de Jibara, lunch will be enjoyed at the Ranchón El Cubano.

Optional activities may be requested, not included in the tour, such as horseback riding or the Canopy tour. In the afternoon the group will travel to Trinidad, where they will stay at the chosen hotel and enjoy dinner. The night is free to explore the city, listen to good music and admire its colonial architecture.

Day 3

On this day the morning will be dedicated to touring the city of Trinidad. It will be time to go walking to visit the Plaza Mayor, the Romantic Museum, get to the Canchánchara Bar and finish the tour at the Potter's

arrive at the Crocodile Farm and the Parrot Farm, two projects of high value for the conservation of these species. An interesting moment will be the visit to the Guamá Taino Village. In a nautical tour of about 8 km, between the canals and the vegetation, you can see Cuban artist Rita Longa's sculptures, which recreate the life of the first inhabitants of the area in their fishing and hunting activities. After lunch at a local restaurant, the departure will be made to Varadero or Havana, depending on the preference of the participants.

This circuit, which is one of the most requested in the Cubatur catalog, will allow you to get to know the natural riches of central Cuba, visit emblematic cities and important places in the country's history, and put a touch of sun and beach at the end, to close a tour that everyone will enjoy.

www.cubatur.cu

PASEO HABANA Hotel



ISLAZUL
GRUPO HOTELERO

Hoteles Islazul, which recently celebrated its first 28 years, has facilities throughout the island, positioning itself in the taste of travelers who seek, in addition to Cuban beaches, nature environments or city cultural experiences. In this edition we propose that we approach one of its hotels in Havana, the country's capital and important cultural center, whose historic center was declared a World Heritage Site by UNESCO.

The **Paseo Habana Hotel** is very close to Paseo Avenue, which gives it its name and which is one of the main arteries in Havana, since it extends from the Malecón to the Plaza de la Revolución.

The hotel has 30 standard air-conditioned rooms with private bathroom and cable TV. It has the Brisas de Paseo Restaurant and its Bar 17, which

offers a wide range of cocktails and tapas. For small-format events and meetings, the hotel has a room with capacity for 25 people, air-conditioned, with TV and other technological facilities. Its wide portal is another of the hotel's favorite spaces, where you can observe city life.

Very close to the **Paseo Habana Hotel** are theaters such as the Mella, the Trianón and the National Theater; nightspots such as the Submarino Amarillo, the Jazz Café and the Fábrica de Arte, and museums such as the Decorative Arts Museum. Going down Paseo Avenue you can reach Havana's famous Malecón, go to the Historic Center of the capital, or enjoy a day under the sun in Playas del Este de La Habana.

For more details and reservations visit the Hoteles Islazul website.

Paseo Habana Hotel

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www.islazulhotels.com



Validity of tourist visa to Cuba extended

As of this November 1, Cuba is extending the validity of its tourist visas, which will be valid for a stay of 90 days in this country.

The announcement was made by Cuban Minister of Tourism Juan Carlos García Granda through the social network Twitter. The minister also explained that the new period of validity will be extendable only once, for the same period.

With this facility, foreign visitors will enjoy other possibilities when planning and enjoying their trip to the largest of the Caribbean islands. The long-stay programs offered by various travel agencies and hotel groups stand out, combining accommodation equipped for these purposes, with leisure, remote work or quality of life options.

In recent days, the Cuban National Office of Statistics and Information reported the arrival of 1,396,921 travelers between January and August of this year, which represents a significant increase compared to the same period in 2021 and ratifies the Caribbean nation's tourism recovery trend.



Iberostar Hotels & Resorts has announced in Havana the forthcoming opening of “a new star in a new destination.” It is the Iberostar Selection Esmeralda, an All-Inclusive five-star hotel located on the beachfront in Cayo Cruz.

This key, belonging to the Jardines del Rey tourist destination, currently has only two hotels in operation, a fact that makes it an almost virgin destination to enjoy with family, as a couple or with friends. It is located just 70 kilometers from Cayo Coco and is recognized for the emerald color of its waters, which gives its name to the new Iberostar hotel.

The new proposal of the Spanish hotel chain belongs to the Selection concept, with which the company offers its clients a superior experience for families in paradisiacal environments such as Cayo Cruz itself, with its more than 26 km of virgin beaches.



IBEROSTAR SELECTION ESMERALDA: a new star in CAYO CRUZ





Among Cayo Cruz's main attractions is its proximity to the main nesting site of the pink flamingo in the insular Caribbean. Facing its beach is the largest cruise corridor in the Caribbean and it is one of the main points for sport marlin fishing, in its Tag & Release modality, in which the captured specimens are returned to the sea.

The Iberostar Selection Esmeralda is specially designed to enjoy a vacation with family or friends and has 450 rooms, surrounded by tropical vegetation, overlooking the turquoise sea, in perfect harmony.

With 5 restaurants ready for the opening, this resort will offer a unique culinary experience for visitors as part of the Honest Food

initiative, which promotes the consumption of natural, fresh, dishes made with local products and homemade recipes. It is a cuisine without artificial colors, without refined sugars and low in salt, preserving the nutritional value of food. Excellent news for families and for the planet.

The company anticipates the opening of the hotel for December 1 of this year and has thus announced it on its official website. According to the Director of Marketing for Iberostar in Cuba, Alexeis Torres, the new Iberostar Selection Esmeralda will be inaugurated free of single-use plastics in its rooms, and it is committed to completely eliminating them in all its areas. This work philosophy is in accordance with the strategy of the Spanish hotel chain, a leader in responsible tourism, hand in hand with its Wave of Change initiative.



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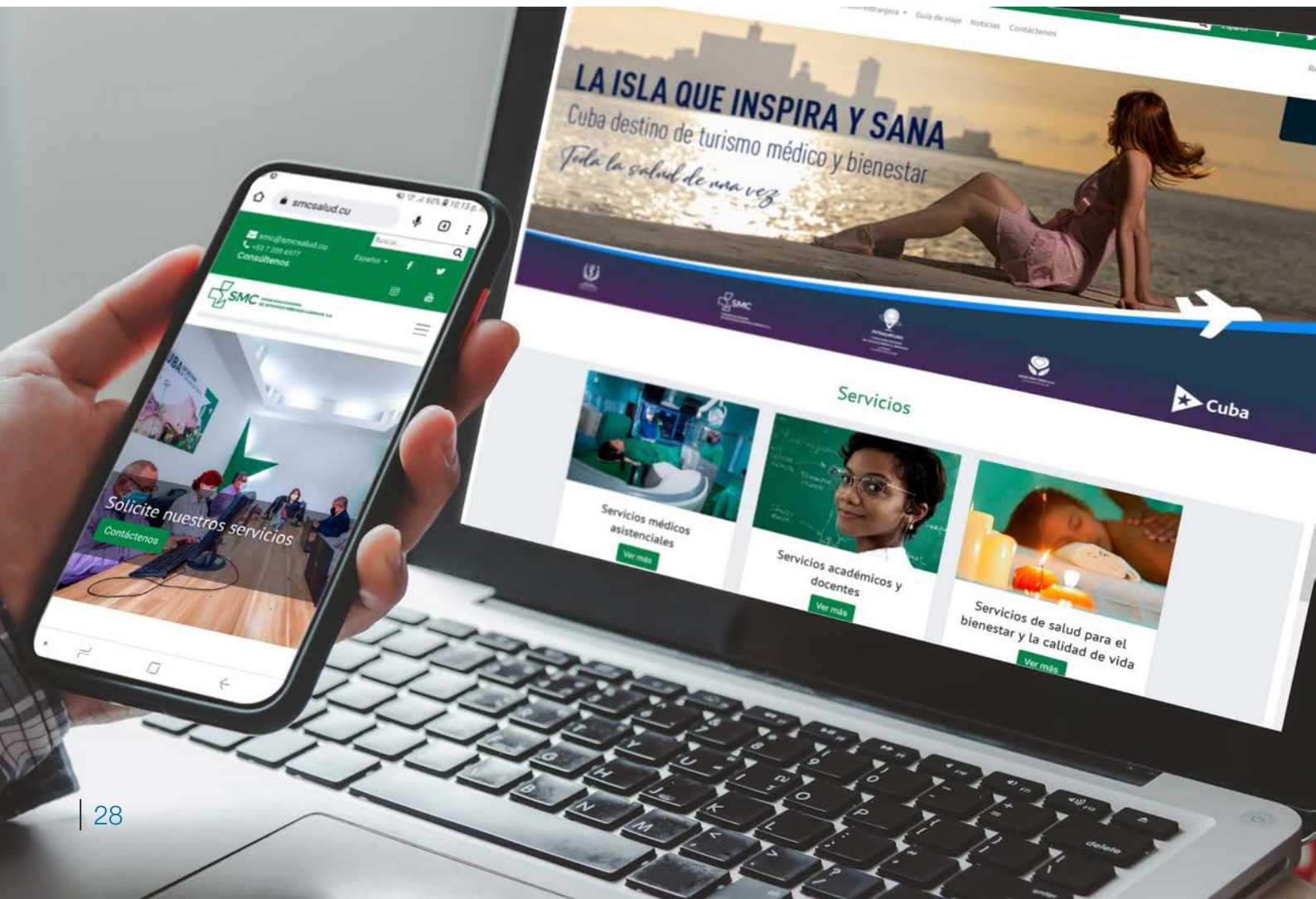
New WEBSITE for CUBAN MEDICAL SERVICES

The Comercializadora de Servicios Médicos Cubanos S.A. (CSMC) medical services company presented its new website in Havana during the International Fair on Medical and Wellness Tourism.

Those who visit the www.smcsalud.cu website will be able to find a comprehensive explanation about the company and access its catalog that includes: Medical assistance services in Cuba; Academic, teaching and scientific events on health services; Health services for wellness and quality of life in Cuba; and Professional medical and health services abroad, among others.

Companies interested in investing in the health sector in Cuba will find information on the policies and priorities of the State in this regard, advantages and guarantees for investors, legal framework and portfolio of opportunities. These opportunities include projects for the development of thermal centers, highly specialized clinics and production centers for medical technologies and equipment.

The www.smcsalud.cu website contains a Cuba travel guide, which offers practical information on climate, language and culture, as well as medical insurance and the necessary documents to travel as health students or as patients.





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Reopenings and other MELIÁ CUBA news



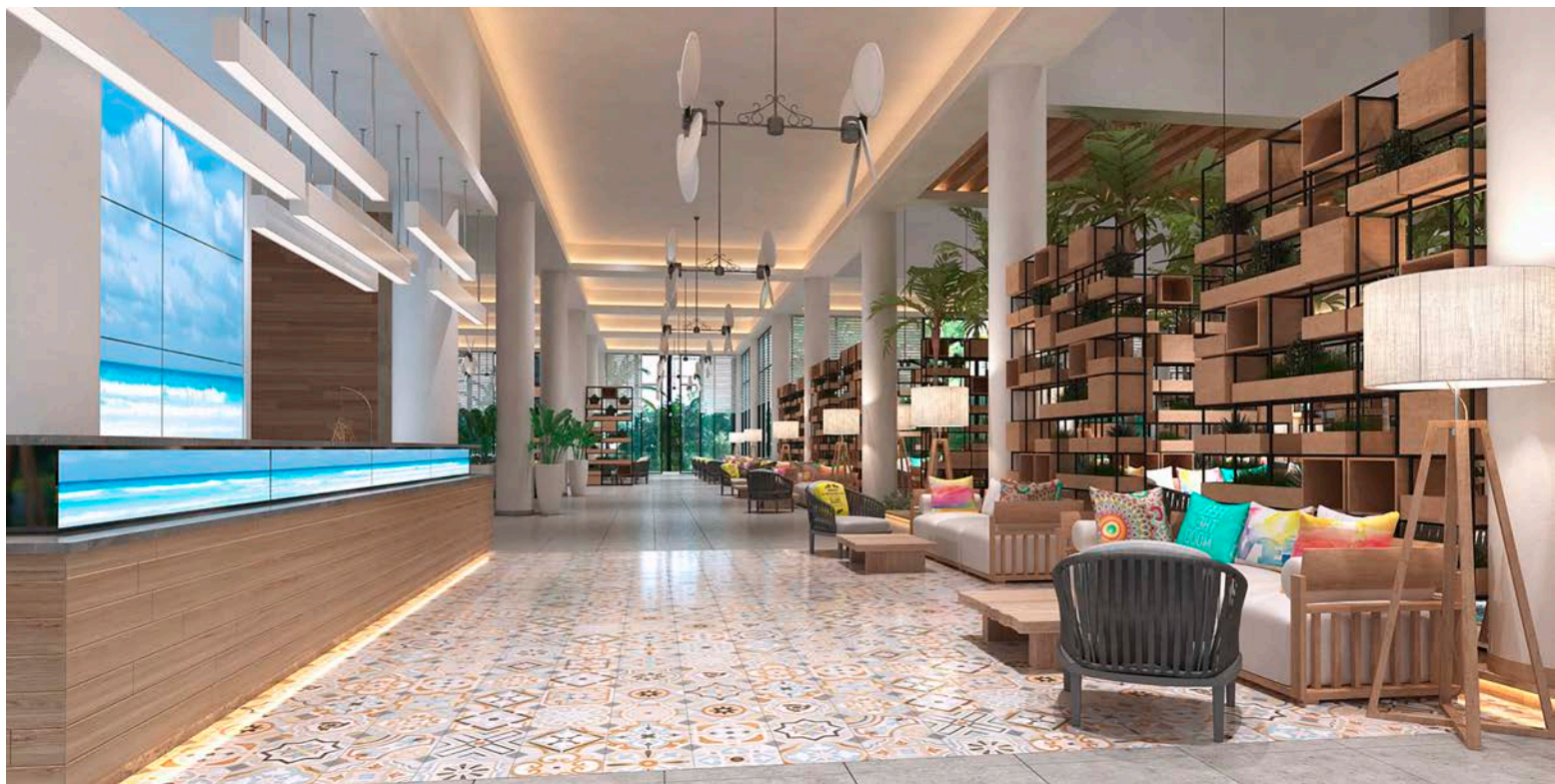
Several accommodations managed by Meliá Hotels International Cuba, all located in famous tourist destinations in this country, are reopening their doors to receive their guests as of this November.

With renovated areas and services, in addition to a strict health safety protocol, the Meliá Cohiba Hotel, in Havana, and the Meliá Marina Varadero Hotel, with its attached apartments, will start operations. Two hotels in the Cayos de Villa Clara tourist destination are also resuming their activity: the Meliá Cayo Santa María and Sol Cayo Santa María hotels, which is reopening as All

Inclusive for people over 16 years of age. On the other hand, in the Jardines del Rey destination, the Sol Cayo Coco is reopening its doors, while in Holguín the Sol Río de Luna y Mares Hotel will do so and as well as the Meliá Santiago de Cuba Hotel in the country's most Caribbean city.

As of in 2023, Sol Caribe Beach will be incorporated, a new opening that invites families to enjoy unforgettable moments in Varadero, and Meliá Trinidad Peninsula, with a privileged position between the sea and the Escambray Mountain Range, a few minutes from Cuba's so-called Museum City.

Thus, the company is boosting its development in the largest of the Caribbean islands, with hotels ready to welcome each traveler and offer wonderful experiences under the "LIVE and Period" philosophy. Once again, Meliá Cuba is committed to showing its clients the identity and charm of this country in all its extension.



When making the reservation, you can choose between Sol, Sol with Sea View, Superior rooms, Junior Suites and Suites, all equipped with comfort so that family members feel at home. In the design of these rooms, a fresh, tropical atmosphere of infinite relaxation has been achieved.

The gastronomic offer is very varied and in its seven restaurants and five bars the flavors of Cuba and the Caribbean are mixed with international cuisine. As for entertainment, we must mention the 1,200 meters of beach, in addition to the swimming

SOL CARIBE BEACH, everyone is invited

Located right in front of an excellent beach area in Varadero, the Sol Caribe Beach Hotel, with a 4-star category and All-Inclusive service, is located very close to the Plaza América Convention Center, the Varadero Golf Club, nature reserves and an international marina. Thinking of families, the hotel will offer activities for the enjoyment of adults and children, children's areas, rooms with great comfort and unlimited Internet access via Wi-Fi.

pools, the entertainment program, the offers for practicing water sports and the night shows. For the little ones, the hotel has a Baby Club and Mini Club.

We invite you to check the opening rates and book your vacation:

www.meliacuba.es

The art of ALFREDO SOSABRAVO in HAVANA

From now on, those who visit the Havana Historic Center will be able to admire two new sculptures by one of the most outstanding masters of visual arts in Cuba, Alfredo Sosabravo.

The pieces "Arlequín" and "Héroe" can be appreciated in the Castillo de la Real Fuerza, one of the best-known fortresses in the Historic Center of Havana and home to the National Museum of Contemporary Ceramics of Cuba. On the occasion of celebrating his 92nd birthday, Sosabravo presents a gift to Havana with these two works of art, which add new value to this colonial space recognized as a World Heritage Site by UNESCO.

The new sculptures will accompany one previously placed in the exterior areas of the Museum, which bears the name of "Soldadito," and they show Sosabravo's ability to perform in various spheres of contemporary creation in Cuba. The pieces "Arlequín" and "Héroe," cast in bronze using the lost-wax method, were made by Alfredo Sosabravo at the Bonvicini foundry in the Italian city of Verona.

The National Museum of Contemporary Ceramics opens its doors from Tuesday to Saturday, from 9:30 a.m. to 5:00 p.m., and on Sundays 9:00 a.m. to 1:00 p.m. Visiting it is a very interesting experience for those who visit the Historic Center of the Cuban capital.



Solways Cuba

receives important award



The renowned Solways Cuba travel agency and its Cubagrouplanner brand were winners at the World MICE Awards, in the category of Best MICE Organizer in Cuba in 2022. This is a global initiative that promotes excellence, innovation and best practices in the field of MICE tourism (Meetings, Incentives, Conventions and Exhibitions) at an international level. This award is linked to the also recognized World Travel Awards.

“We receive this recognition as an incentive to continue developing our MICE tourism management in the Cuba destination, based on total dedication and having professionalism as the main value,” said the communication released by Solways Cuba.

Cubagrouplanner is the work team at Solways Cuba dedicated to groups, congresses and incentives. It specializes in the marketing of events based in Cuba and the organization of social and corporate gatherings of any kind.

The company guarantees different services, such as: advice, design of routes and alternatives, timely pricing of the same, travel organization,



payment facilities for services and as a result, the expected and unforgettable experience of a successful event trip.

FÁBRICA de ARTE CUBANO: new options every week

In Havana, the popular Fábrica de Arte Cubano (FAC) welcomes lovers of music, dance, plastic arts and audiovisuals every week from Thursday to Sunday. This cultural project founded in 2014 by singer and composer X Alfonso defines itself as “a great laboratory of interdisciplinary creation that exhibits the best of Cuban contemporary art.”

This old oil factory has been transformed into a space that is open to exchange between the various artistic manifestations that coexist in the same building. Located in the neighborhood of El Vedado near the Almendares River, it also houses children’s workshops, exhibition spaces and concert halls.

Its innovative concept, the only one of its kind in Cuba, has earned it international recognition such as the TripAdvisor Travelers’ Choice awards, the nomination for the World Travel Awards, inclusion by Time magazine among the 100 best places in the world in 2019 and the designation as one of the 8 unforgettable bars awarded by the Travel+Leisure publication.

The Fábrica de Arte Cubano is the venue for important festivals, among which the Havana World Music, the Jazz Plaza Festival and the Festival of New Latin American Cinema stand out.

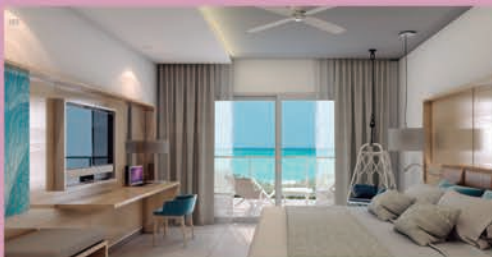


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