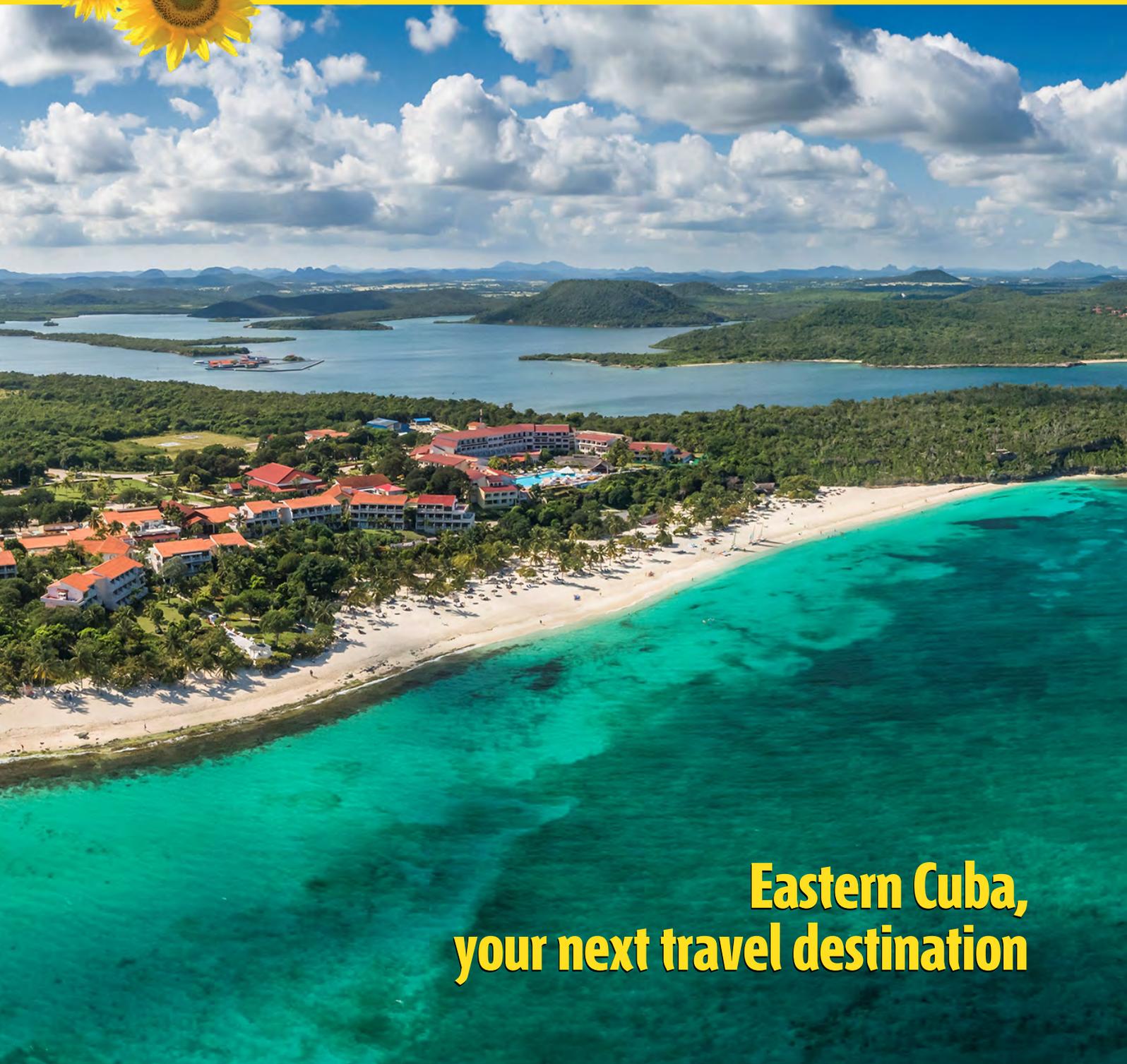


Buen Viaje to Cuba

Tourist and Cultural Magazine
Year 2023, No. 4



**Eastern Cuba,
your next travel destination**



BlueDiamond
Resorts



LA HABANA

VARADERO

JIBACOA

CAYO SANTA MARÍA

CAYO COCO

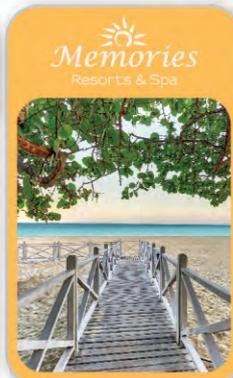
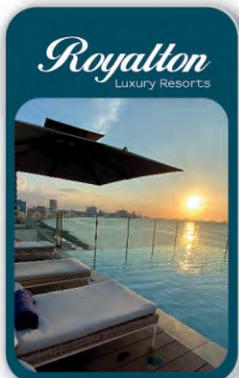
CAYO GUILLERMO

TRINIDAD

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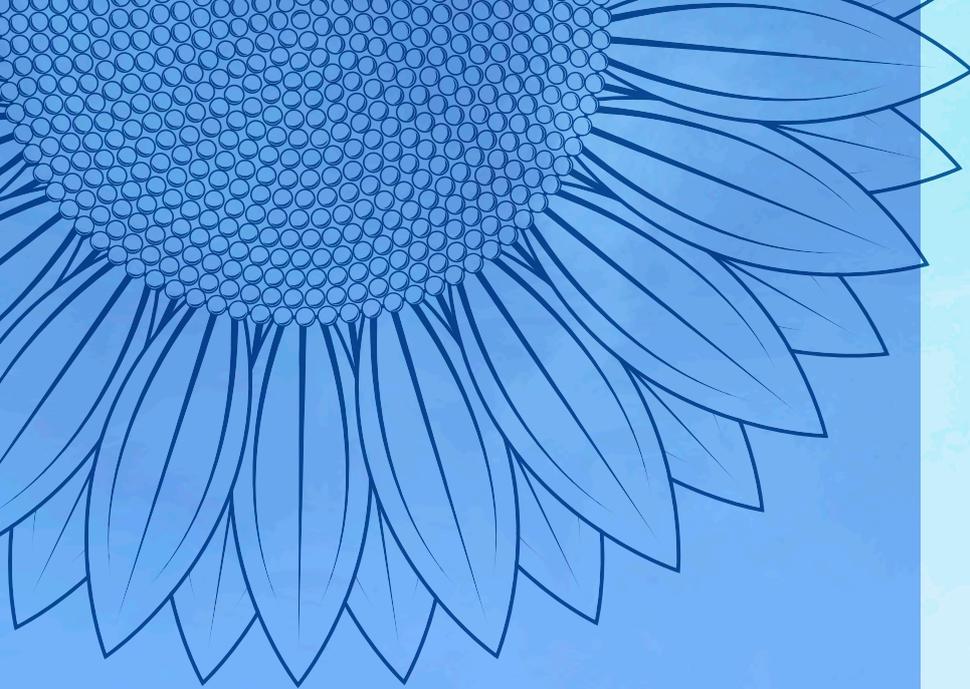
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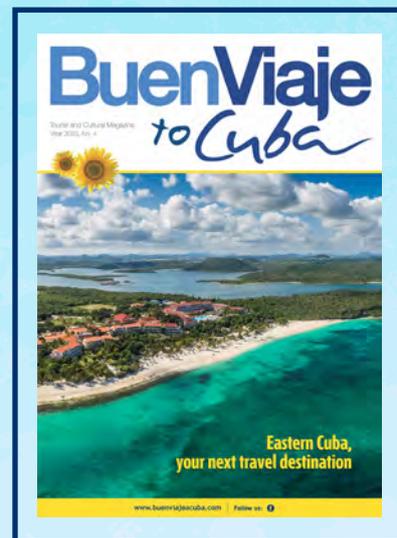
We begin this edition by dedicating our special feature to eastern Cuba, which was the region chosen by the Havanatur Group to hold MegaFam for its 45th Anniversary. We will invite you to visit places of singular beauty such as Baracoa, the city of Gibara and Cayo Saetía, with its peculiar combination of nautical and safari activities.

We will share information about emblematic Gran Caribe hotels in Havana, and about a hotel that Accor proposes to us in Jardines del Rey, the Pullman Cayo Coco. We bring news about the new brand that Blue Diamond will begin to operate in Cuba and about the services that Transtur Tourist Buses offer in the country's main destinations.

In addition, we have spaces for our regular collaborators, among them Cubasol, which offers us the Plaza America Convention Center in Varadero, and also tells us about its events in 2024.

Discover Cuba from our pages.

www.buenviajeacuba.com



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1963 - 2023

Eastern Cuba, your next travel destination

The recent Mega event organized by the Havanatur Group in eastern Cuba, an occasion in which more than 300 travel agents from several countries met in a successful commercial event from all points of view, inspires us to begin this edition by dedicating the Special Feature to “the most beautiful land human eyes have ever seen.”

customers. In this way, the enjoyment of the beauty, facilities and services in the eastern provinces of Cuba became an in situ training action for sellers. To this we add that they received first-hand information about the novelties for the 2023-2024 winter season, and that everyone was able to get together to enjoy the closing night, on the beach of the Brisas Guardalavaca



What Admiral Christopher Columbus said, upon arriving at the northern coast of the current province of Holguín, could be confirmed by the participants in the MegaFam that celebrated the 45th Anniversary of Havanatur. This event also had the peculiarity that it was not designed with a single program for the visits and tours, but rather the participating agencies had the opportunity to design their own route, according to the interests of each market and identifying products and experiences that they would later take to their





Hotel, to celebrate with live Cuban music in a true gastronomic festival on the seashore.

But why did Havanatur choose the eastern Cuba for its Mega event, inviting us to rediscover this region of Cuba? The answer lies in nature, history and culture, but above all in the vision of the future of this Cuban tour operator.

If we talk about the natural beauties that the region makes available to travelers, we can start with its beautiful beaches, where it is possible to enjoy water sports, for example, in Guardalavaca in Holguín and Covarrubias in Las Tunas. This area of Cuban geography has countless sites for diving lovers, with seabeds of surprising beauty and the presence of shipwrecks of considerable historical value. Diving centers with all the facilities, services and very well-prepared professionals await all those who wish to delve into that submerged heritage that the region can boast of.



with their museums, galleries and theaters; and rural areas, with their country festivals and celebrations. Music is part of the days and nights of this eastern region's tourist facilities, where we find groups of various formats that cultivate son, guaracha, bolero and many other Cuban musical genres. The presence of artisans and art galleries in many of the hotels is a way to learn about Cuban artistic manifestations first-hand. The gastronomy of the region is another attraction that visitors can appreciate, with dishes made from local ingredients and recipes handed down from generation to generation.



On land there is also much to see and enjoy. Eastern Cuba is known for its mountainous areas, and for the presence of several National Parks, including the Desembarco del Granma National Park – a World Heritage Site – the Turquino National Park, the Pico Cristal National Park and the Alejandro de Humboldt National Park. Cuba's National System of Protected Areas recognizes other areas where ecotourism lovers will find the wonders of Cuban nature: the Yunque de Baracoa, the Gran Piedra, the Yumurí canyon, and the Baconao Park, with its Prehistory Valley, are just some of them.

History and culture are protagonists in trips to that region of Cuba. Let's start by saying that it has several of the first cities founded in the country: Baracoa, the primate city of Cuba, in 1512; Bayamo, in 1513 and Santiago de Cuba in 1515. The architectural wealth of the various styles that have marked these cities over the centuries is one of the attractions that visitors will find. They preserve heritage buildings that today have become the E Hotels, and which offer the comfort of modernity, personalized attention and excellent services.

And there is also the presence of culture, with the best of traditions forming part of the life of the cities,

For all these reasons, the eastern Cuba can be an excellent option when planning a trip to Cuba. A trip that can become – why not – a trip to the Caribbean region, by combining stays in the largest of the Caribbean islands and other nearby destinations, with which there are air connections. Travel agencies and tour operators have various programs you can select according to your preferences. They will organize your trip and the eastern Cuba will guarantee you the best of scenarios for a unique, unforgettable experience.

Havana

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HOTEL PLAZA
★★★★

Varadero

HOTEL KAWAMA
★★★★

VILLA TORTUGA
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HOTEL VILLA CUBA
★★★★★

HOTEL LAS MORLAS
★★★★★

Jardines del Rey

HOTEL VIGIA
★★★★★

HOTEL CAMINO DEL MAR
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Air Europa to use biofuels on flights to Havana



An alliance signed with the Spanish Oil Company (CEPSA) will allow Air Europa to supply its planes with about 14.4 tons of sustainable aviation fuel (SAF). It will be the first time that two companies in Spain establish a regular supply of this type for a specific air route, for which the Madrid-Havana itinerary has been chosen. For one year, the first monthly flight between both cities will be made with this biofuel, produced from organic waste and used cooking oils.

“This agreement complies with the commitments assumed in terms of sustainability, one of the backbones of the airline’s 2023-2025 Strategic Plan. Likewise, by using this fuel on the route to Havana, the company makes visible its strategic role in air connectivity with America,” Jesús Nuño de la Rosa, CEO of Air Europa, explained.

As detailed on the official Air Europa blog, emissions from aircraft using SAF are reduced

by up to 90% compared to conventional kerosene, and waste that would otherwise end up in landfills is used. During the period of collaboration with CEPSA, the emission of nearly 50 tons of CO₂ will be avoided, the equivalent of planting 575 trees.

Thus, Air Europa takes another step in achieving its decarbonization goals through sustainable innovation, leading the regular use of SAF by its B787 Dreamliner fleet.

In Cuba, the company operates daily flights, being the only airline that connects the Caribbean nation with Spain with such frequency. Likewise, it allows for connectivity with a large number of countries in Europe and Asia. In Havana, it has commercial offices in the Miramar Business Center, where it is possible to book flights and receive all the necessary information to plan your next trip.

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Guardalavaca envisions change to Smart Tourist Destination

On the northern coast of Holguín, Guardalavaca beach resort is advancing on the path to becoming a Smart and Sustainable Tourist Destination. To this end, after agreement with the local delegation of the Ministry of Tourism, researchers from the University of Holguín are carrying out a project that takes into account world experiences and their adjustment to the Cuban context.

When we talk about a Smart Tourist Destination, we are faced with a new way of management, since not only the incorporation of technological advances is taken into account. There are four more main aspects that intervene in this trend along with technology: sustainability, governance, accessibility and innovation. We dedicate this page to accessibility and sustainability.

In one of the flagship hotels of this tourist destination, the Brisas Guardalavaca of the Cubanacán Group, a first diagnosis has already been carried out, with interesting results. One of the aspects studied was the degree of accessibility of the facility, which is currently of a medium level. Taking into account that, according to global experience, 20% of tourists who arrive at a destination have greater accessibility requirements, this must become a priority.

On the other hand, the project also identified the circular economy as a way to reuse resources and reduce the negative environmental impact based on sustainability. At Brisas Guardalavaca, work has been done on recycling containers, redirecting textiles that are no longer suitable for room use and other means that take products from the hotel to new industries.

The results of the diagnosis will be a starting point to unite wills in the tourism sector and its service providers, in order to achieve sustainability. Technology will also make its contribution, with the digitalization of processes and services that range from reservations, through the operation of the facilities and even the evaluation of customer satisfaction.

Guardalavaca and its tourist facilities envision the transformation into a Smart Tourist Destination (STD) for an increasingly near future, as Cuba has begun this path with the first project in Cayo Largo del Sur. Currently, the country is an observer of the STD Network of Spain, and is in the presentation phase of its candidacy to be a full member of the Ibero-American Network.



2024 EVENTS



72nd Ernest Hemingway International Marlin Fishing Tournament, Havana
Sport fishing (competitive)

MAY 27-JUNE 1, 2024



Cuba Ron Varadero, Matanzas.
Promotional event

SEPTEMBER 18-20, 2024



14th Varadero Gourmet International Festival, Matanzas
Gourmet gastronomy (competitive, scientific and exhibition)

SEPTEMBER 1-14, 2024



"Asia-Havana", Havana.
Promotion and enjoyment of Cuban tourist product attractions

OCTOBER 7-11, 2024



14th Cuba Golf Grand Tournament, Varadero, Matanzas
Golf Game (competitive)

OCTOBER 9-NOVEMBER 1, 2024



Jardines del Rey Big Game Trolling International Fishing Tournament, Ciego de Avila
Deep sea fishing (competitive)

OCTOBER 2024



37th "Amigos de Partagás" Meeting, Havana
Promotional event

NOVEMBER 18-23, 2024



FOTOSUB International Underwater Photography Contest, Guardalavaca
Underwater Photography (competitive)

NOVEMBER 28-DECEMBER 2, 2024



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Tourist buses: the best views of Cuba with Transtur

The Tourist Transportation Company TRANSTUR, belonging to the CUBASOL Business Group, proposes tours in its tourist buses (Bus Tour), as a comfortable, economical and safe option. The Bus Tours await travelers to offer the best views of cities full of history, world-class architectural jewels, biosphere reserves, paradisiacal beaches, and sites deservedly declared World Heritage Sites by UNESCO.

During your trip, whatever region of Cuba you have chosen, you will be able to enjoy the services of some of these Buses, which on their routes will give you the possibility of fully enjoying this tourist destination. We present the Bus Tour routes so you can select the one that fits your travel plans.

Havana Bus Tour

In the Cuban capital there are two routes that connect and run throughout the city. Buildings of various architectural styles will catch your eye on both itineraries, designed to enjoy a panoramic view of the main museums, monuments, avenues, squares and cultural centers in this city.

-Route T1: It moves from the modern sector of the city to Old Havana, whose fortresses and ancient monuments make it one of the richest colonial complexes in Latin America. Hours: 9:00 a.m. to 6:00 p.m.

-Route T2: Starting from Old Havana, it heads towards the beaches east of Havana, passing through the Morro-Cabaña fortresses, built between the 17th and 18th centuries. Hours: 9:00 a.m. to 6:00 p.m.

Viñales Bus Tour

It facilitates the enjoyment of Viñales Valley, a region that treasures cave paintings, caves, beautiful rock formations and exquisite biodiversity. All this and more, in this journey through history and the land of the best tobacco in the world. Hours: 9:00 a.m. to 6:00 p.m.

The schedules refer to the first departure of the bus from its origin (outbound route), and the last from the destination (return route).



Varadero Beach Tour

Its tour is a pleasant excursion through the main and most beautiful Cuban resort, recognized as the second best beach in the world. Along its route it stops at interesting places in the traditional Varadero area, its main hotels and other attractions of this tourist destination. Hours: 9:00 a.m. to 9:00 p.m.

Night Bus en Varadero

This excellent tour is an extension of the Varadero Beach Tour, for those who want to fully enjoy the nights on the Hicacos peninsula. Casa de la Música, Beatles Bar, Cueva del Pirata, Plaza Las Morlas, cabarets, bars and nightclubs are some of the places that can be visited comfortably without worrying about driving. Hours: 9:00 p.m. to 3:00 a.m.



Guamá Bus Tour

It offers a tour of the entire Zapata Peninsula, the largest and best-preserved wetland in the Caribbean, with rock formations and mangroves that are home to exotic fauna. On its route it passes through the crocodile farm, through the recreation of the Taino Village, and historical places such as Bay of Pigs and Playa Larga. Hours: 9:00 a.m. to 5:00 p.m.

Trinidad Bus Tour

In the so-called Museum City of the Caribbean, with more than 500 years of history, travelers also have the tourist bus, with which they can reach the best-known places in the township. From the cobblestone streets and historical relics, the route reaches Ancón beach, where beautiful natural landscapes and hotel facilities await travelers. Hours: 9:00 a.m. to 5:00 p.m.

Jardines del Rey Tour

As an ally for travelers arriving at this tourist destination, the panoramic buses guarantee transportation to the main points of this idyllic environment, made up of more than a dozen beautiful islets with paradisiacal beaches. Cayo Coco and Cayo Guillermo stand out, with their coral barriers, more than 30 sites suitable for diving, a rich endemic fauna, and various attractions in the hotel facilities. Hours: 9:00 a.m. to 6:00 p.m.

Guardalavaca Tour

Take advantage of the opportunity to visit the place where Admiral Christopher Columbus expressed: "it is the most beautiful land that human eyes have ever seen." These panoramic buses connect the 3 main hotel areas of Playa Pesquero, Playa Esmeralda and Playa Guardalavaca, allowing easy access to places such as the Chorro de Maita archaeological site, the recreation of a Taino Village, and the Dolphinarium. Hours: 8:15 a.m. to 6:00 p.m.

Holguín Bus Tour

This is a tour that will take you from the hotels on the northern coast of the province to the capital of Holguín, also called "the city of parks." The route upon reaching the city includes the emblematic and historical sites of the city. Hours: 8:15 a.m. to 6:00 p.m.

Baracoa Bus Tour

It allows you to discover Cuba's First City; in addition to other attractions of this region that stands out for its beautiful landscapes and natural parks. Hours: 9:00 a.m. to 5:00 p.m.

Contact Transtur specialists through the following email addresses:

cubacar@transtur.cu |
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Pullman Cayo Coco, a resort for elegant and authentic vacations

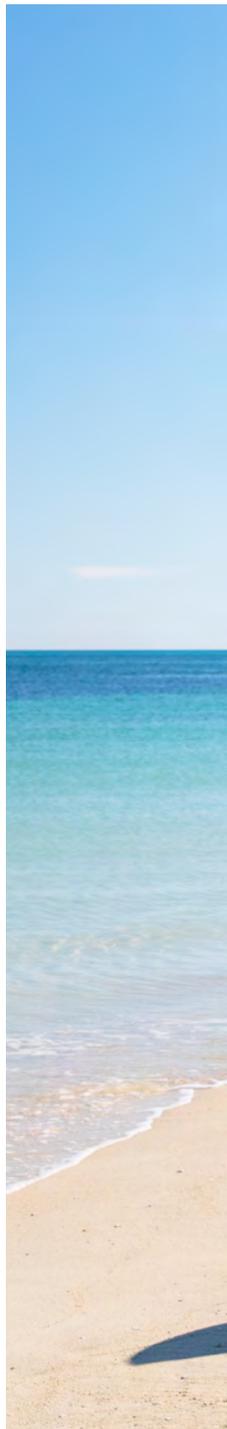


On the front line of Las Coloradas beach, the Pullman Cayo Coco Hotel invites you to enjoy a vacation marked by the sea breeze and the comfort of its facilities.

This All-Inclusive resort belongs to the Gran Caribe Group and is managed by the French hotel chain Accor. It has a 5-star category and captivates visitors with its excellent views of the ocean, which can be enjoyed from the reception area, lobby and most of the rooms.

Pullman Cayo Coco has seven restaurants and eight bars, where guests can savor the most exquisite proposals of Cuban and international cuisine and cocktails. Six swimming pools distributed throughout the hotel guarantee leisure, freshness and entertainment with games and competitions; there is also a party room, a Habanos store with a cigar bar and a mini club for the little ones.

Highly sought after are the services of the spa, whose massage palapas extend on





piles into a natural lagoon. It also has two saunas, a hydromassage tub and offers manicure, pedicure and hairdressing for women and men. Lovers of nautical activities can practice diving, fishing or take advantage of lessons from specialists at the adjacent kitesurfing school.

For those who want to celebrate weddings, special occasions, conferences and events, Pullman Cayo Coco is the ideal place. The hotel has two rooms that can accommodate up to 200 people, equipped with modern means of communication, lights and sound; the offer is complemented by personalized gastronomic service.



Special mention goes to The Collection by Pullman, an exclusive section designed for guests over 18 years of age. This area offers an intimate atmosphere with its own reception, swimming pool, lobby bar, snack bar and gourmet restaurant; other added values such as discounts at the spa, its beach bar and direct access to the beach make it a very special place.

Along with Jardines del Rey's splendid nature, Pullman Cayo Coco promises an unforgettable stay; there, Cuban authenticity is combined with the elegance that characterizes the accommodations managed by Accor Hotels. This resort currently has excellent ratings on the TripAdvisor travel website, based on the opinions of thousands of travelers.

Resonance: Blue Diamond's new hotel brand in Cuba

For its part, Resonance Blu invites you to feel a different experience of relaxation, yoga sessions, wellness, personal and spiritual growth. In addition, guests will have advice for the implementation of a healthy diet and rehabilitation with natural therapies; as well as outdoor activities such as trekking, swimming and cycling, for a better body-universe connection. These clients will be able to access the facilities and services of the Musique area.



Blue Diamond Resorts, a Canadian company that manages several hotel accommodations in Cuba, announces its new Resonance brand, which will operate in this country starting February 1, 2024.

The Resonance hotels will only receive adult guests and will have 2 different environments in the same resort with independent accesses. These concepts will be called Resonance Musique and Resonance Blu.

Resonance Musique offers the opportunity to live in a vibrant, fun atmosphere, full of energy and color with incredible parties until dawn. It will feature a special CrossFit area, as well as a weekly selection of DJs, live music and special performances.

In a press release from Blue Diamond Resorts in Cuba it was announced that, after a renovation process, the Memories Varadero Hotel will become the Resonance Varadero and the Starfish Santa María Hotel will be the Resonance Santa María. Thus, travelers who choose any of these hotels will have access to a new vacation experience, which will mix comfort and new trends with the well-known charm of Cuban beaches.





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Gaviota Destinations 2023

The 5th edition of the Gaviota Destinations Tourist Exchange was closed at the new Vila Galé Hotel in Cayo Paredón Grande, inaugurated within the framework of the event. The event functioned as an ideal space for the group's collaborators to present their products and offers. The potential of Cayo Cruz and Cayo Paredón, the new vacation scenarios of Jardines del Rey to which the meeting was dedicated, was highlighted.

Representatives of the associated hotel chains shared their novelties. Meliá, for example, unveiled its new INNSiDE brand that is already present in the country's capital; Iberostar announced the future incorporation of the Iberostar Selection Habana, in the capital's Vedado; Archipélago confirmed the upcoming opening of the Grand Aston Varadero Beach Resort; and Blue Diamond announced the birth of its new brand Resonance, in





February 2024. The workshop included in the program favored the most direct exchange between the participants, and each night was dedicated to the enjoyment of gastronomy, music and other cultural activities, together with several hosts in its hotels in that destination.

Participants were able to live first-hand the announced experiences, on tours that included hotels such as Valentin Cayo Cruz, Iberostar Selection Esmeralda, La Marina Plaza and Spa, Playa Hermosa, Grand Aston and the recently concluded Vila Galé. The enjoyment of the beach with snorkeling and the Crucero del Sol, plus paragliding,

hang gliding and skydiving flights, provided the recreational component of the days.

The event program also had an agenda of meetings and business meetings between representatives of the Gaviota Tourism Group and executives of international companies, including the Canadian Air Canada, Sunwing, Transat and HolaSun.

Gaviota Destinations 2023 marked a record of more than 1,450 participants from 43 countries, including travel agents, tour operators, representatives of hotel chains, suppliers and professionals in the tourism sector.

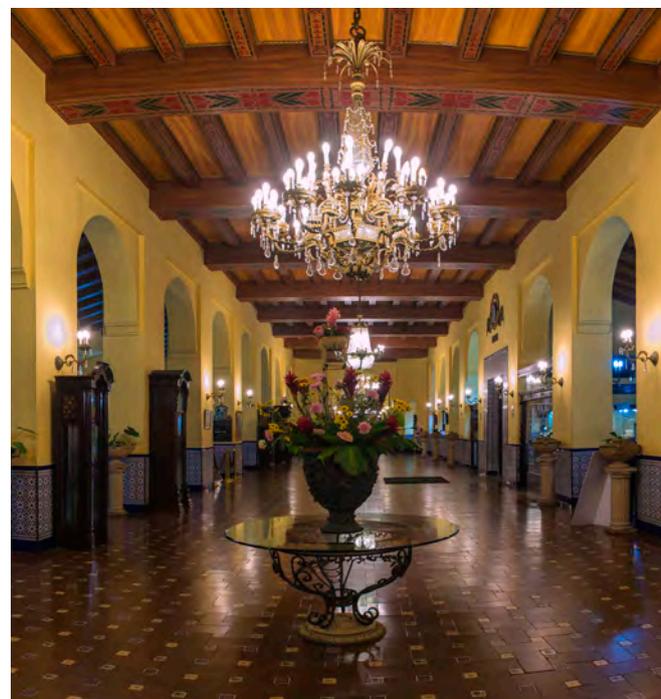


Gran Caribe invites you to get to know Havana iconic hotels

Visiting Havana, capital of all Cubans, is a magical experience. Its tropical climate, its culture, its traditions, its majestic architecture, its antique cars that defy the passage of time, the unique sensation of contemplating the horizon on its Malecón boardwalk among many other attractions, make this city one of the most popular Caribbean destinations.

Preferred by travelers from all over the world not only for its beauty and historical wealth, but also for the safety that is felt in its streets.

The enjoyment of unforgettable experiences with the Gran Caribe Hotel Group, owner of the most iconic hotels in this fascinating metropolis, will add the total satisfaction you are looking for on your trip to our unique Havana.





Plaza Hotel

The Plaza Hotel, rated 4 stars, is an emblematic eclectic-style building recognized for being one of the oldest hotels in the city. It has a cozy atmosphere and stands out for its wonderful geographical location, which invites travelers to visit Old Havana.

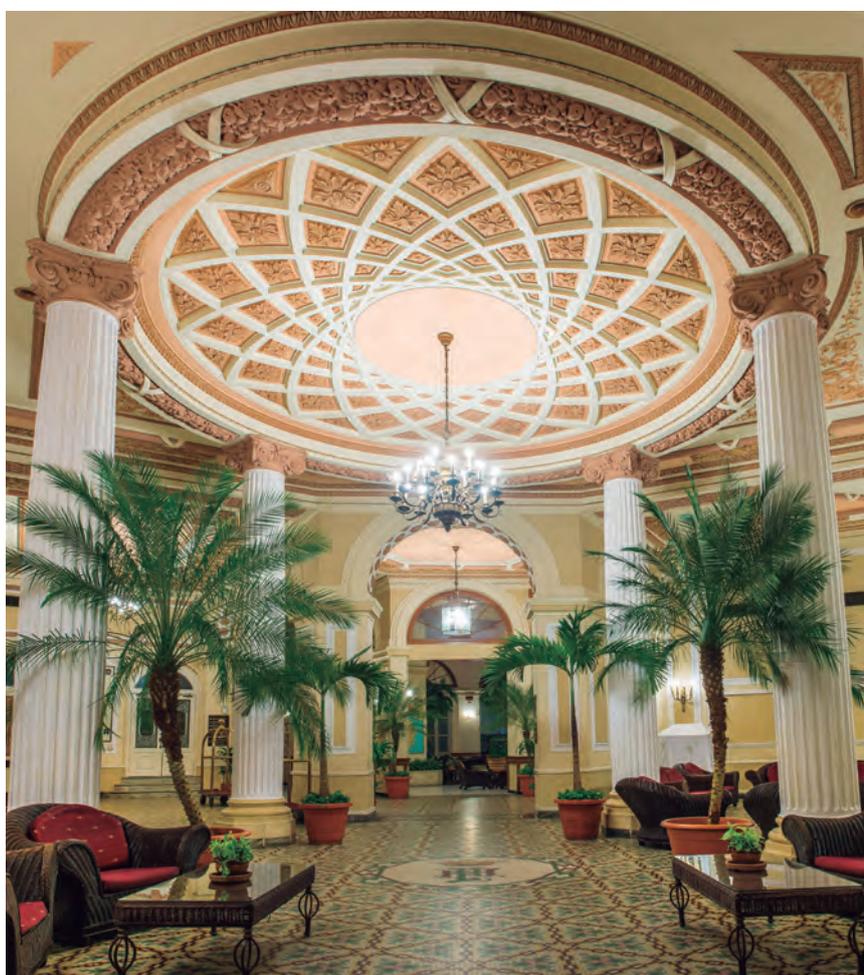
Its beautiful and luminous stained-glass windows, as well as its tiled floors, will make you travel back in time. Among the personalities who have stayed there we can mention Albert Einstein, Isadora Duncan among others who make up its extensive guest list. It has 188 rooms and is recommended for all those who like comfortable buildings, well located and rich in history.

Hotel Nacional de Cuba

Cuba's leading hotel, flagship of Cuban hospitality and tourism. It has a privileged geographical location, in the heart of Vedado, located on a hill a few meters from the Havana Malecón, offering wonderful views of the sea.

It is a magnificent construction from the 1930s in an eclectic Spanish style, declared a World Heritage Site, a National Monument and recently winner of the 2023 Travel Awards. Without a doubt one of the symbols of Cuban identity.

A 5-star category facility that has 426 rooms, ideal for business trips, events, as well as for family and couple vacations where you can also enjoy the vibrant spectacle of its Parisien Cabaret and its extravagant grand show "Habana de Fiesta."



Don't miss the opportunity to enjoy a memorable stay in Havana. All the novelties from the hotels belonging to the Gran Caribe Hotel Group through their social media pages.

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Five experiences to live the magic of Baracoa



Cuba's Baracoa is a magical place that captivates everyone who ventures to discover it. The so-called "First City" and the spaces that surround it are a true paradise of Cubanness and authenticity. We invite you to explore its charms and immerse yourself in its unique atmosphere

Located at the eastern end of the island of Cuba, Baracoa is one of those tourist destinations that you have to visit at least once in your life. This township and its surroundings impress visitors thanks to its rich history and incomparable natural beauty.

One of the main attractions of this region is its impressive natural environment, which includes areas of the Alejandro de Humboldt National Park, declared a World Heritage Site by UNESCO. There, nature lovers can admire exceptional biodiversity on guided walks along trails that pass near waterfalls and crystal-clear rivers. Species of plants such as ferns, and fauna, such as snails of the genus *Polymita*, butterflies, harmless reptiles and amphibians, are wonders that walkers will find in their path.

Another excellent way to spend the day is to visit the *Duaba* agroecological farm, an example of

sustainability and environmental conservation. It is a great opportunity to tour the cocoa crops and learn about the chocolate manufacturing process, from harvesting to making the final product. In addition, travelers can taste and purchase these delicacies.

For those interested in history and culture, Baracoa offers a number of fascinating sites.



Among them, Fuerte Matachín - built in the 18th century to protect the city from pirate attacks - is a must-visit place, as from there it is possible to enjoy panoramic views of the city and the sea. It functions as the Municipal Museum of Baracoa and offers exhibitions ranging from pre-Columbian times to the present day.

Beach lovers will also find near Baracoa an ideal place to relax and enjoy the sun and the sea. We are talking about Maguana Beach, about 20 kilometers from the urban area, and one of the most beautiful in the region. Here, vacationers can swim, snorkel, or simply relax under the shade of palm trees. Those looking for a more adventurous experience can explore Taco Bay and try water sports.



But one cannot talk about Baracoa without mentioning its delicious gastronomy. The city is known for its traditional dishes, with recipes that incorporate ingredients such as coconut, honey and banana. While in the city, we recommend exploring restaurants that offer these authentic flavors of local cuisine.

Baracoa, the first township founded in Cuba by the Spanish, continues to preserve that beauty that has captivated visitors from all over the world. Any time of the year is appropriate to visit it, which is why it is included in several tour programs offered by the main travel agencies in Cuba.

Connecting with health tourism in Cuba

The Comercializadora de Servicios Médicos Cubanos S.A. company offers connecting you with this Cuban entity's entire universe of services, health facilities, professionals, foreign investment opportunities and academic programs, by accessing its website.

All this information is available in Spanish through the link <https://www.smcsalud.cu> and the English version will be added soon. Users of the website can find there an exhaustive explanation about this company, in charge of marketing health-related and academic services to contribute to the sustainability of the Cuban National Health System while contributing to Universal Health, in permanent Commitment to Life.

By connecting to this website, you can access its types of services:

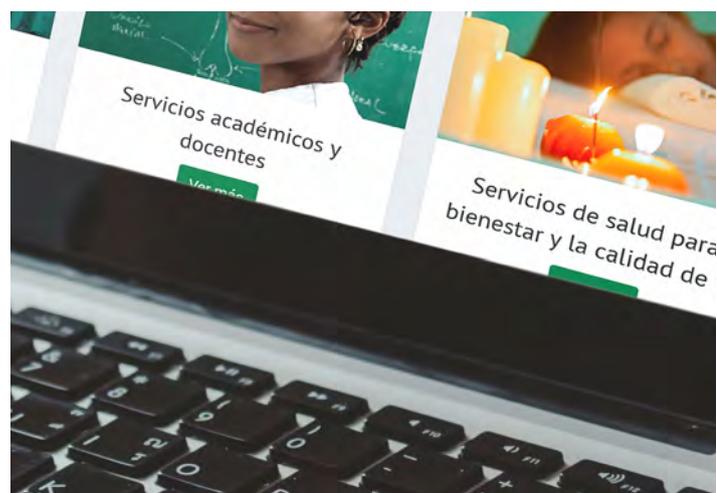
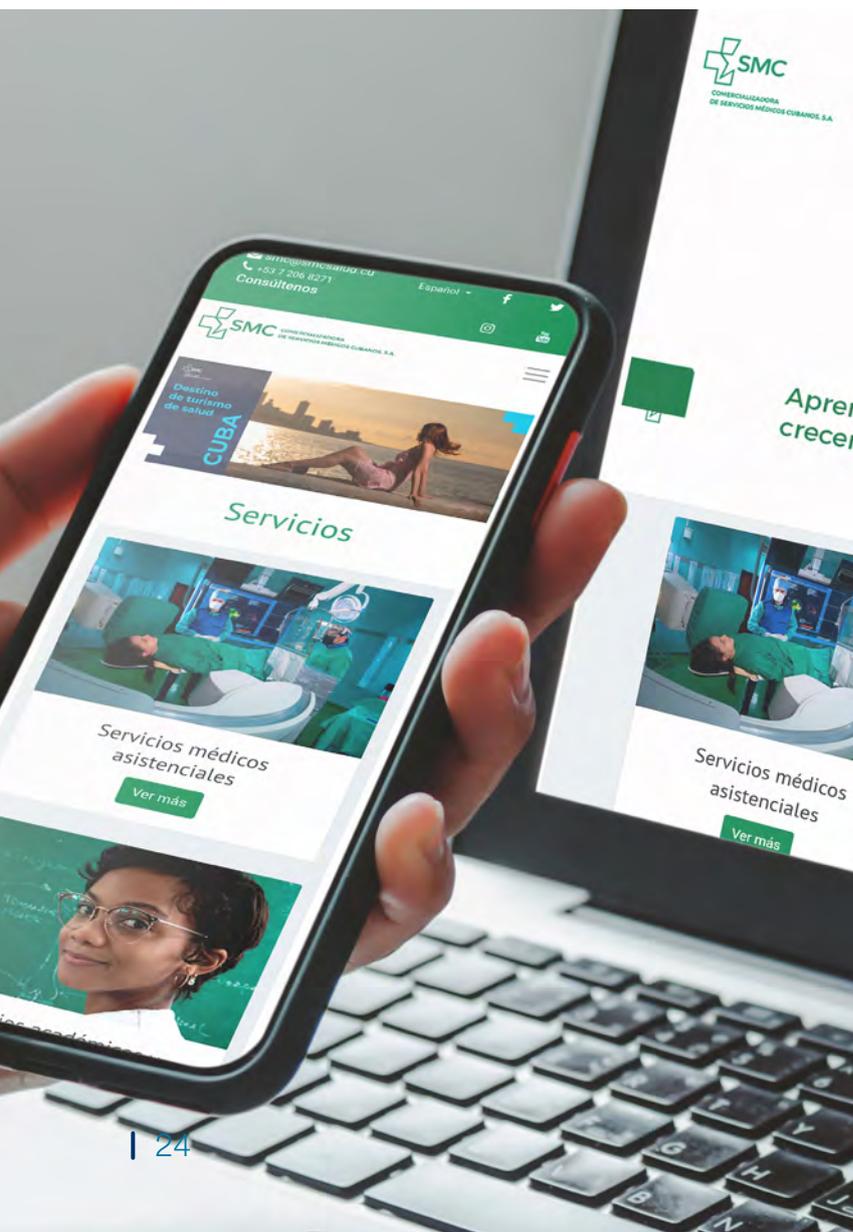
- Medical assistance services in Cuba.
- Academic, teaching and scientific event services within the health profile.
- Health services for wellness and quality of life in Cuba.
- Medical and health services at the border.
- Health services associated with optical, pharmaceutical, and natural and traditional medicine products.
- Professional medical and health services abroad.

Foreign institutions interested in investing in the health sector in Cuba will find on this website the information they will need to take into account about the policies and priorities of the Cuban State in this regard. They will also be able to learn about the advantages and guarantees for investors, the legal framework and the portfolio of opportunities. This last aspect includes projects for the development of thermal centers, international health centers, highly specialized clinics and medical technologies and equipment production centers.

As another of the website's options, thinking of those who want to "connect to Cuba," it is a complete travel guide to organize your stay in the country. It details practical information about climate, language, culture, necessary documents for those who travel as health students or as patients, and medical insurance.

Now it is much easier to access information about Comercializadora de Servicios Médicos Cubanos S.A., through this website that we invite you to visit today. And to stay updated with its news and services, we invite you to follow its publications on social media.

www.smcsalud.cu |



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



PLAZA AMERICA COMPLEX, VARADERO

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



MEETING SPACES

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



GIFTS FOR ATTENDEES

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



MUSIC-DANCE SERVICES

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



LAND TRANSPORTATION

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



RESTAURANT SERVICES

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



LEISURE AND RECREATION ACTIVITIES

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



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Gibara and its charms shine in eastern Cuba

Gibara, located about 33 kilometers from the city of Holguín in eastern Cuba, unites the preservation of heritage with its attractive geography and historical values. Such a combination makes this city an interesting destination for travelers from all over the world.

The date of its foundation is accepted as January 16, 1817, because this was the moment in which the first stone of the San Fernando Fort – current Battery of Fernando VII – was laid. Currently, fragments of the wall and the forts of this military construction, from where it is possible to enjoy charming views of the city, are conserved.



Some experts say that the name “Gibara” derives from jibá, an indigenous word that gives its name to a type of tree that is very abundant in the area; for others it comes from jíbaro, a term of Indian origin that means rustic and indomitable. However, the color of the facades of its houses, together with the presence of numerous crustaceans that wander from the forests to the neighboring sea, have earned Gibara the nickname “the White Village of Crabs.”



The city features numerous natural and urban attractions. Among the latter, its historic center was declared a National Monument in 2004 and is the most important colonial architectural complex in the province of Holguín. In addition, it has been proposed as a World Heritage Site. Likewise, Gibara was included in the Network of Heritage Cities of Cuba.

Among the must-see sites for visitors are: the Natural History Museum; the San Fulgencio church, which dates back to 1820; the neoclassical

mansion that contains the Art Museum, where a large collection of works from the 19th and 20th centuries is housed; and the Municipal History Museum, home to cultural projects, talks and activities for the community.

Near Gibara are the Caletones and Los Bajos beaches, an attraction that adds to the welcome of very hospitable people of Gibara. Ecotourism is also encouraged there with excursions to the Tanques Azules on Caletones beach, boat rides along the Cacoyugüín River to its mouth in the bay and visits to the famous Cueva de los Panaderos.

And it is impossible not to mention the International Film Festival, a cultural milestone of the city. Created by film director Humberto Solás, its first edition took place in 2003, under the name of International No-Budget Film Festival. Today, the event has changed its name, but not its original values; and continues to promote the various aspects of this audiovisual art.



National or foreign tourists will find several accommodation facilities in Gibara, including heritage hotels from the Cubanacán Group, such as the Ordoño, Arsenita and Plaza Colón, as well as family homes and cozy hostels. Numerous private restaurants, the La Loja Bar and the Siglo XX Cultural Recreation Center contribute to gastronomic and leisure life in this city marked by the breeze from its boardwalk and the echo of film showings.



AMISTUR proposes student program

Amistur is the specialized agency that organizes attractive programs for travelers who wish to discover the Cuban reality. From its catalog of programs, we present a proposal designed for students and young people in general, which ensures an interesting trip to Cuba, in which they will learn about its rich history and vibrant culture.

STUDENT PROGRAM

Day 1- Arrival in Cuba. Panoramic Tour of Modern Havana. Activity program information meeting. Welcome dinner at a local restaurant. Free night. Proposal of optional activities.

Day 2- Welcome at the headquarters of the Cuban Institute of Friendship with the Peoples (ICAP). Presentation of AMISTUR Cuba S.A. and meeting with representatives of student and youth organizations. Lunch at a local restaurant. Visit to the National Center for Sex Education (CENESEX). Visit to a community project with an educational profile.

Day 3- Guided visit to the Museum of the Revolution. Visit to the Computer Science Palace. Meeting with students. Lunch at a local restaurant. Walking tour of the Historic Center of Havana, which includes visits to the main squares and the emblematic restaurant La Bodeguita del Medio. Visit to the Grupo Retoño educational community project.

Day 4- Departure to Playa Girón, Matanzas province. Visit to the Korimakao Community Cultural Project. Meeting with young artists in training. Lunch at the Playa Girón Hotel. Guided tour of the Playa Girón Museum. Accommodation, beach afternoon and dinner at the hotel. Meeting with members of a Committee for the Defense of the Revolution (CDR), a neighborhood community organization.

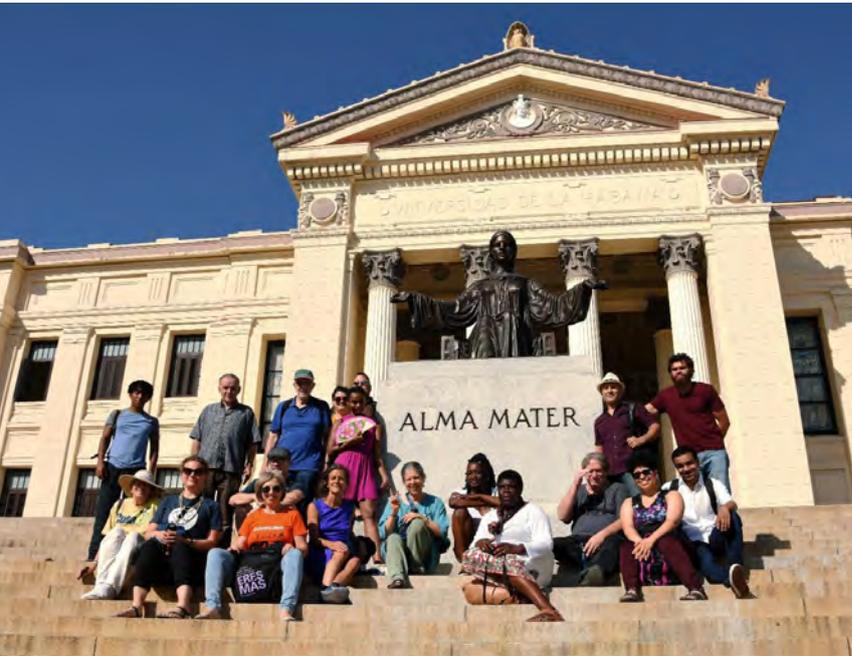
Day 5- Departure to the Province of Villa Clara, in the center of the country. Visit to the Comandante Ernesto Che Guevara Memorial Sculpture Complex. Meeting with representatives of youth organizations and the ICAP Provincial Delegation. Visit and lunch at the NaturArte Local Development Community Project. Panoramic city tour. Return to Havana at the end of the afternoon.

Day 6- Visit to the University of Havana and meeting with students. Visit to the Ciudad Libertad Educational Complex. Guided tour of the Literacy Museum. Lunch at a local restaurant. Visit to the National Botanical Garden, which includes a meeting with specialists in environmental issues and a tour of its facilities. Farewell dinner.

Day 7- Departure from the Hotel to José Martí International Airport for the return to the country of origin.

For more information, coordination and reservations, contact Amistur specialists:

comercial@amistur.cu |





AMISTUR promotes the uniqueness, beauty and humanism of the Cuban nation, from a different perspective, which smiles at life and the future in a People-to-People Bridge

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Havana Club Internacional: Innovation and tradition



In the recent edition of the Varadero Gourmet International Festival, the Havana Club International S.A. company showed the qualities of its most recent creations: the HC Smoky, HC Profundo and HC Spiced rums, which provide a unique sensory experience.

Havana Club Profundo is a Super Premium aged white rum, reminiscent of clear brandy; an exquisite and versatile drink that reveals different qualities in each sip. Its creator, the First Cuban Rum Master Juan Carlos González Delgado, achieves a perfect balance between intensity and smoothness, achieved by a unique mixture of aged rum bases with a higher proportion of spirits and a minimum of sugar.



For its part, Havana Club Cuban Spiced is a bold product inspired by the tropical nature of Cuba, which combines the famous Havana Club Añejo Especial rum with exotic flavors and warm spices. It balances the flavor of sweet vanilla and other aromatic spices with hints of juicy, ripe guava, toasted coconut and fresh pineapple, to add a new dimension and flavor profile to this complex and smooth rum.

Additionally, Havana Club loves to tread new paths and break some rules. That's what HC Cuban Smoky is all about: a dark and powerful rum with smoky notes, which was born from blends aged in warehouses at the San José distillery. Its originality comes from the unique touch given to it by the barrels that previously contained smoked Scotch whiskey, thanks to the inventiveness of Cuban Rum Master Asbel



Morales. This process gave it an elegant finish, highlighted by the subtle smoky note that allows the most demanding to define this rum as an exquisite daring.

Likewise, the company's experts continue to promote HC 7 Years rum, which continues to be the flagship product in the portfolio.

Havana Club International S.A is a joint venture created in November 1993 by the Cuban corporation Cuba Ron S.A and the French group Pernod Ricard. It is the world leader in high-quality rums and exports to more than 120 countries from Havana.



Jardines del Rey, Cuba's kitesurfing paradise



kite and allows you to move using a wakeboard-type board or ski. The beaches on the northern Cuban coast precisely meet the conditions: not many waves, a very stable breeze regime almost all year round and shallow water depth, up to almost a kilometer out to sea.

Jardines del Rey is an excellent area to enjoy nautical activities for recreational purposes, not



Anautical adventure enchants vacationers who choose the Cuban resort of Jardines del Rey: every morning, the beaches of Cayo Guillermo receive numerous kitesurfers, who take pleasure in revealing their skill in this pastime.

According to experts, this area is among the most suitable for practicing the aforementioned sport. Equipped with all safety measures, the areas have exit halls, maritime signage and buoys in the training places to avoid accidents and harm to tourists in the bathing areas. In addition, they have jet skis for the insurance service for practitioners. Travelers of various nationalities, mostly young people, are attracted by the new nautical offer to show their skills in a natural environment with unparalleled settings.

Kitesurfing is considered an extreme sport of sliding on the water, in which the wind propels a traction

only because of the quality of its beaches, but because it is a destination with a complete infrastructure. In Cayo Guillermo there is Pilar Beach, considered among the most beautiful in the world for its calm and clear turquoise blue waters, and very close to it is the second largest coral barrier in the world, with abundant vegetation and marine fauna.

Immortalized by U.S. writer Ernest Hemingway in the book *Islands in the Stream*, Jardines del Rey has many possibilities for nautical activity due to its exquisite underwater nature in Cayo Coco, Cayo Guillermo, Cayo Paredón Grande and Cayo Media Luna. The variety of hotels in this tourist destination will allow kitesurf lovers to choose the one that best suits their preferences and combine the practice of this sport with various leisure proposals, walks and excursions.

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Cayo Saetía: a natural jewel in Holguín, Cuba



Among the numerous leisure and vacation options in the eastern part of Cuba, an adventure in the exotic Cayo Saetía, on the northern coast of Holguín, stands out. The excursion invites you to spend a day in this paradise at the entrance to Nipe Bay.

With 42 square kilometers and surrounded by transparent waters, fine sand and a coast dominated by rock formations that provide a unique attraction, the key welcomes travelers who arrive by catamaran. The welcome at the beach ranchón includes a welcome cocktail with typically Cuban flavors.

Then, the safari around the islet begins. This truck ride in the prairies of the key, under the guidance of a specialized driver, can last approximately one hour and you will see exotic and endemic animals that are found in complete freedom, such as zebras, antelopes, deer, ostriches, horses and wild boars. During the tour there is also a stop at the El Manantial lookout point to enjoy the beauty of this natural landscape.

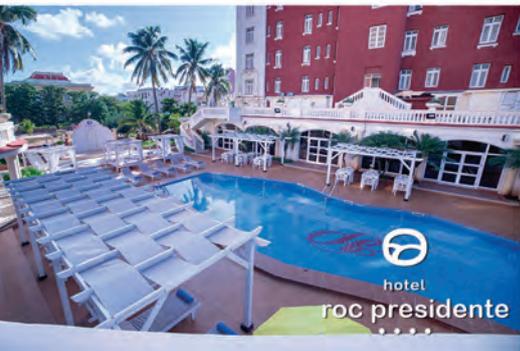
At noon, a lunch based on delicious Cuban food is planned, after which the afternoon is free to enjoy the wonderful beaches of Cayo Saetía, famous for the

turquoise hues of its waters and its fine sand. In the evening, return to the city of Holguín or to the hotels on the beaches of the northern coast.

Connected to land by a wildlife control bridge, Cayo Saetía is located in the westernmost part of the bay. Its ecosystem ranges from mangroves and swamps to evergreen forests that are home to endangered species. Those who wish to spend more than one day there can opt for accommodation in a four-star villa with 12 rooms, ideal for getting away as a couple and enjoying other activities such as diving, snorkeling and trekking.



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