
Growing Investments in Cuban Tourism (PART III)

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Havana, Jul 13 (Prensa Latina) The information on the investment process in Cuban tourism includes an increase in 2018 that will make the country be among the main Caribbean destinations.

The general director for development at the Cuban Ministry of Tourism (MINTUR), Jose Daniel Alonso, disclosed statistics that illustrate that growth in the leisure industry.

One of the examples of growth is in cruise tourism and the arrivals of holidaymakers in that modality.

Even in November 2018, he noted, there is a possibility that a new U.S. cruise line might join the others visiting Cuba, despite the restrictions imposed by U.S. President Donald Trump.

One of the basic ideas in that regard is that Havana becomes the Port of Call for that kind of travel, as happens with the ship MSC Opera.

Cuban authorities are also promoting nautical activities in ports run by Marina Darsena in Varadero and the marina in Santiago de Cuba. On July 27, a hotel will

be inaugurated in the Segundo Frente region, a mountainous area near the city of Santiago de Cuba, to promote nature tourism.

Authorities are aware of the importance of the so-called Tarea Vida (Task Life), which is aimed at preserving the environment, as part of a plan in conjunction with the Ministry of Science, Technology and the Environment (CITMA), including the recovery and improvement of several beaches.

In that direction, sand has been poured in Varadero and Cayo Santa Maria to improve the ecological systems in those resorts.

The investment process also includes health tourism and the improvement of the quality of life, which will give a particular boost through partners in Turkey who are looking for places with thermal waters and the rescue of medicinal spas like Elguea, Lagos de Mayajigua and San Diego.

Cuban Minister of Tourism Manuel Marrero said that the country's hotels offer 69,041 rooms, including 63 percent in four- and five-star establishments and 74 percent by the beach.

Cuba has 110,415 workers in the tourism sector, 41.2 percent of whom are women and 48 percent are under 45 years of age.

Last year, the island received 4,689,896 foreign visitors, accounting for an increase of 11.6 percent, although in the eight first months of 2017, tourist arrivals rose 26 percent, but Hurricane Irma reduced the flow of holidaymakers in September.

The fastest-growing tourist-sending markets were the United States, Russia, Italy and France. Canada ranks in the first place with 1,134,225 vacationers, while Germany, Spain, France, Italy and the United Kingdom are recovering their positions as tourist-sending markets.
