

Iberostar Hotel Chain Keeps Expanding in Cuba

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The Spanish company Iberostar has reportedly increased its operations in Cuba and could go from 7,000 to 12,000 rooms in two years under its management.

Reportur.com webpage reported on the company's interest in increasing its operations in Cuban tourism.

Iberostar currently has 7,170 rooms in 20 hotels in Cuba, where it has 17 percent of its world plant.

This firm will add another new hotel in less than a month, since it plans to open the Iberostar Holguin on November 15, with 638 rooms, the hotel joins the Iberostar Grand Packard, opened on September 10 in Havana, with 321 rooms.

Iberostar celebrates its 25th anniversary in Cuba in 2018 and the board of directors of the hotel company reaffirmed its commitment to the archipelago in a timely manner, predicting that it will reach 12,000 rooms by 2020.

This data would represent a 68 percent growth in just two years.

On the island there are currently 27 joint ventures dedicated to opening new

hotels or other establishments dedicated to tourism.

Melia is the largest chain on the island with 29 hotels, of them three in Havana, plus another three under construction, to which will be added eight new ones announced for the cities of Cienfuegos, Trinidad and Camaguey.

Iberostar is the second largest hotel chain in Spain with 17 establishments, while Be Live, the hotel division of Globalia (total of five establishments) follows.

The list also includes Sercotel (with six stores), the Roc chain (three), while Barceló has just signed an agreement with the Cuban hotel group Gran Caribe to manage a resort in Varadero next January that will be joined by those who I already had in the area.

For its part, Sunwing revealed to be the main tourist group in trips to Cuba, and Canadians also have the second largest hotelier in Cuba, Bluediamond, with its Royalton and Memories brands.
