

TOURISM

Cienfuegos Resort Area

Cienfuegos, known as the Pearl of the South, has attractive destinations for cultural tourism, boating, nature and “sun and beach” tourism. The historical center of town, declared World Heritage Center in 2005, impresses visitors for its historical-cultural and architectural importance. It provides a good site for events with its facilities for congresses, business and working meetings complemented by a generous network of roads and the airport infrastructures.

Investment Type: **Joint Enterprise.**

Market Potential: The traditional markets attracted to this resort area come from Canada, France, Germany, the UK, Holland and Italy. We would like to increase numbers from these same countries. Developing markets are Argentina, the US, Belgium, Luxemburg and Denmark. Potential markets are Russia, Venezuela, Chile, Brazil and China.

Lots in the North Sector

	Hotel del Mar 1	Hotel del Mar 2
Estimated Investment* (M USD)	\$23,750	\$23,750
Rooms	125	125
Area (hectares)	1.0	1.0
Estimated Annual Results		
Rooms Existing Days (UNO)	45,625	45,625
Occupancy rate (%)	75	75
Rooms Days Occupied (UNO)	34,219	34,219
Occupancy density	1.9	1.9
Tourists Days (UNO)	65,016	65,016
Average Tourist Income (USD)	\$90	\$90
Tourism Income (USD)	\$5,851,406	\$5,851,406

Lots in the South Sector

	Hotel Puesta de Sol 1	Hotel Puesta de Sol 2
Estimated Investment* (M USD)	38,000	33,250
Rooms	200	175
Area (hectares)	0.75	0.75
Estimated Annual Results		
Rooms Existing Days (UNO)	73,000	63,875
Occupancy rate (%)	75	75
Rooms Days Occupied (UNO)	54,750	47,906
Occupancy density	1.9	1.9
Tourists Days (UNO)	104,025	91,022
Average Tourist Income (USD)	\$90	\$90
Tourism Income (USD)	\$9,362,250	\$8,191,969

Lots in the Pasacaballo Sector

	Hotel Punta Milpa
Estimated Investment* (M USD)	\$38,000
Rooms	200
Estimated Investment* (M USD)	1.0
Rooms Existing Days (UNO)	73,000
Occupancy rate (%)	75

Rooms Days Occupied (UNO)	54,750
Occupancy density	1.9
Tourists Days (UNO)	104,025
Average Tourist Income (USD)	\$90
Tourism Income (USD)	\$9,362,250

***Calculated on cost per room, totalling 190 M USD**

Resort Area in Las Tunas

A newcomer to the tourist scene in Cuba Las Tunas province, known as the Balcony of Oriente, provides a new area for visitors with its beautiful beaches and nature-based tourism based on the richness of its medicinal waters. It also has spots for exploring caverns. The northern coast has one of the loveliest beaches, Covarrubias; it has a comfortable hotel infrastructure protected by virgin vegetation and beaches averaging 8 meters in width. Of course there is also the 6 km long coral reef.

Investment Type: **Joint Enterprise**

Lots in the North Sector

	Villa Covarrubias	Villa Real Covarrubias
Estimated Investment* (M USD)	\$85,000	\$98,600
Rooms	500	580
Area (hectares)	8.0	9.1
Estimated Annual Results		
Rooms Existing Days (UNO)	182,500	211,700
Occupancy rate (%)	70	70
Rooms Days Occupied (UNO)	127,750	148,190
Occupancy density	1.8	1.8
Tourists Days (UNO)	229,950	266,742
Average Tourist Income (USD)	\$80	\$80
Tourism Income (USD)	\$18,396,000	\$21,339,360

***Calculated on cost per room, totalling 170 M USD**

Resort Area in Holguin (Guardalavaca)

The Holguin resort area is one of the destinations having the best service and highest satisfaction rates in the country. The eastern part of Cuba assembles a group of characteristics which, besides beautiful beaches and exuberant nature, includes a rich historical and cultural heritage, a range of mainly four and five-star hotels and well-qualified professional staffs. We offer Sun and Beach, Nature, Boating, Diving, Health, Business, Events and Cultural types of tourism. We preserve the zone where America was discovered and the archeological capital of Cuba; we are also the ideal destination for visitors looking for fun, cultural exchanges, peace and safety.

Investment Type: **Joint Enterprise**

Market potential: We are looking for the objective of consolidating already existing markets that show growth such as Canada, the UK, Holland and Italy, of recovering markets showing decreasing or steady numbers and which have air connections with this destination such as Germany and Finland and of attracting new potential markets such as Spain, Scandinavia, Russia, Mexico and South America.

Lots in the Guardalavaca North Sector

	Lot 9 Hotel	Lot 11 Villa/Bungalows	Lot 12 Villa/Bungalows
Estimated Investment* (M USD)	\$125,500	\$45,000	\$45,000
Rooms	502	180	180
Area (hectares)	8.0	9.1	
Estimated Annual Results			
Rooms Existing Days (UNO)	183,230	\$65,700	\$65,700

Occupancy rate (%)	80	80	80
Rooms Days Occupied (UNO)	146,584	52,560	52,560
Occupancy density	2.0	2.0	2.0
Tourists Days (UNO)	293,168	105,120	105,120
Average Tourist Income (USD)	\$80	\$90	\$90
Tourism Income (USD)	\$23,453,440	\$9,986,400	\$9,986,400

***Calculated on cost per room, totaling 250 M USD**

Santa Lucia Resort Area of Camaguey

Northern Camaguey province had two tourist development centers: Playa Santa Lucia and the city of Camaguey. The former caters to Sun and Beach tourism and the latter is part of the Cuba Circuit with optional Playa Santa Lucia; it has great potential for events, cultural and historical tourism because of its remarkable heritage.

Investment Type: **Joint Enterprise**

Market Potential: Canada is the largest market for Playa Santa Lucia maintaining significant growth in numbers of arrivals concentrated mainly during the high season (November to April). We would like to diversify the markets and recover the numbers for Germany, Italy and Argentina. Also, developing hotel investment projects will contribute to strengthening markets such as Mexico, Spain and Holland in the aim of getting a better position for the product by increasing arrivals to this destination.

Lots in the La Boca Sector

	Lot 36 Villa	Lot 36 Villa A	Lot 38
Estimated Investment* (M USD)	\$47,850	\$44,550	\$42,900
Rooms	290	270	260
Area (hectares)	8.97	8.28	7.91
Estimated Annual Results			
Rooms Existing Days (UNO)	105,850	98,550	94,900
Occupancy rate (%)	75	75	75
Rooms Days Occupied (UNO)	79,388	73,913	71,175
Occupancy density	1.9	1.9	1.9
Tourists Days (UNO)	150,836	140,434	135,233
Average Tourist Income (USD)	\$80	\$80	\$80
Tourism Income (USD)	\$12,066,900	\$11,234,700	\$10,818,600

Lot at Residencial Tararacos

	Lot 10 Hotel
Estimated Investment* (M USD)	\$41,250
Rooms	250
Area (hectares)	5.7
Estimated Annual Results	
Rooms Existing Days (UNO)	91,250
Occupancy rate (%)	75
Rooms Days Occupied (UNO)	68,438
Occupancy density	1.9
Tourists Days (UNO)	130,031
Average Tourist Income (USD)	\$80
Tourism Income (USD)	\$10,402,500

***Calculated on cost per room, totaling 165 M USD**

Resort Area in Sancti Spiritus

“Trinidad de Cuba” is the name under which this tourism destination is commercialized in the world and it includes the following types of tourism: city, sun and beach, ecological, cultural, health, boating, hunting and fishing, speleology and nature. It has a large array of hotel and out-of-hotel services and an infrastructure to support tourism thereby reinforcing its potential. Since it is a consolidated product it has a competitive edge on other destinations, with two colonial cities Trinidad and Sancti Spiritus, the third and fourth oldest villas founded by the Spanish in Cuba.

Investment Type: **Joint Enterprise.**

Market Potential: This investment project would be directed towards the main markets basically covered by the traditional markets studied in the Trinidad area: Canada, Germany, Russia and France. Developing potential markets are Argentina, Brazil, Uruguay, Chile, the UK, Italy, Spain, Belgium, Holland and Austria.

Lots in the North Sector

	Lot 3 Hotel	Lot 1 Hotel	Lot 9 Hotel
Estimated Investment* (M USD)	\$80,000	\$20,000	\$60,000
Rooms	400	100	300
Area (hectares)	11.3	8.5	5.1
Estimated Annual Results			
Rooms Existing Days (UNO)	146,000	36,500	109,500
Occupancy rate (%)	75	75	75
Rooms Days Occupied (UNO)	109,500	27,375	82,125
Occupancy density	1.9	1.9	1.9
Tourists Days (UNO)	208,050	52,013	156,038
Average Tourist Income (USD)	\$90	\$90	\$90
Tourism Income (USD)	\$18,724,500	\$4,681,125	\$14,043,375

Lots in the North Sector

	Lot 11 Hotel	Lot 13 Hotel	Lot 14 Hotel	Lot 17 Hotel
Estimated Investment* (M USD)	\$120,000	\$80,000	\$60,000	\$60,000
Rooms	600	400	300	300
Area (hectares)	11.5	10	7.5	3.5
Estimated Annual Results				
Rooms Existing Days (UNO)	219,000	146,000	109,500	109,500
Occupancy rate (%)	75	75	75	75
Rooms Days Occupied (UNO)	164,250	109,500	82,125	82,125
Occupancy density	1.9	1.9	1.9	1.9
Tourists Days (UNO)	312,075	208,050	156,038	156,038
Average Tourist Income (USD)	\$90	\$90	\$90	\$90
Tourism Income (USD)	\$28,086	\$18,724	\$14,043	\$14,043

***Calculated on cost per room, totaling 200 M USD**