



Sunny Varadero Set to Become Better Than Ever in 2020

Toronto, January 15, 2020 – Fresh off the heels of a record-breaking 2019, Cuba is heading into the new year with a slate of major developments planned for one of its primary destinations. The Cuba Tourist Board is pleased to share that increased investment into the beautiful beachfront resort town of Varadero will yield a plethora of exciting new excursions, an expanded portfolio of cultural attractions, and a host of new property openings from some of the country's finest hoteliers.

The ever-popular Varadero remained a favourite with travellers to Cuba in 2019, welcoming over one million foreign visitors for the eleventh consecutive year. The white sand splendour of the Hicacos Peninsula proved to be a hit with guests of the idyllic island nation, with Varadero receiving honours as the second-best beach in the world in the 2019 Traveler's Choice Awards.

As Varadero heads into 2020, tourism officials look forward to the debut of new luxury properties and the return of an old favourite. The [Meliá Internacional Varadero Hotel](#) will stand out with a distinctly intimate yet avant garde aesthetic, contrasted with the most modern technology to offer an experience of absolute comfort and convenience. The [Hotel Sol Varadero Beach Hotel](#) with 354 modern rooms exclusively for adults officially reopened in December offering a rich range of gastronomic diversity with the best of Italian, Mexican, Creole and international cuisine on site. Other notable openings include:

- [The Grand Aston Varadero Resort](#), with 438 rooms.
- The Cayo Buba, a hotel with more than 500 luxury rooms, scheduled for completion in 2021.
- The Continental Cabaret, an icon of the Varadero nightlife, which will entertain guests with a daily offering of authentic Cuban rhythm. Constructed in homage to the original Cabaret inaugurated on December 24, 1950, which has welcomed artists such as Omara Portuondo, Nat King Cole, Massiel, Chucho Valdés, and Rosa Fornés, to name only a few.

2020 will also see a renewal and expansion of Varadero's portfolio of excursions, guaranteeing diversity in the destination's offering and connecting visitors to Cuba's nature, culture, and heritage. In the immediate future, Varadero will welcome the Beer House Factory 43, where thirsty travellers can sample traditional Cuban beer and learn about the brewing process as they take in live Cuban music. Adult guests of Varadero will also undoubtedly appreciate the House of Rum, where they can taste over 14 different varieties of Cuba's emblematic export and see how it's made up close.

Varadero will host the 2020 edition of FitCuba in May, the country's largest professional tourism event, with the Russian Federation as the guest of honour. Ahead of the event, Varadero will seek to complete a number of renovation projects, including the Boulevard de Varadero and a redesign of the Plaza América Convention Center. Infrastructure improvements in the town are ongoing, with new roads and sidewalks and increased lighting and signage in common areas expected to elevate the tourism experience to new heights.

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About the Cuba Tourist Board

The Cuba Tourist Board represents Cuba internationally as a vacation destination. Known for the warmth and friendliness of its people, spectacular beaches and reliable climate, the Cuba Tourist Board is responsible for providing leadership and awareness of Cuba's extensive tourism offerings. Not only does Cuba have some of the most spectacular beaches in the Caribbean but it is a destination rich in culture, history and leisure activities. The Cuba Tourist Board showcases the spirit of Cuba and the wonderful opportunities the country has to offer. For more information, visit www.GoCuba.ca.