



CUBA DIRECT™ SPRING NEWS UPDATE

IN THE HEADLINES

- **Cuba Direct launches new app to improve Cuba's homestay infrastructure**
- **Cuba Direct launches a new Cuba and Costa Rica package**
- **New authentic tours that guarantee a real taste of Cuba**
- **Forthcoming events in Cuba**

WHAT'S NEW

- **Cuba Direct launches new app to improve Cuba's homestay infrastructure**

Cuba Direct has launched a new app that is designed to help casas (guest houses) in Cuba distribute the availability of their properties to tour operators in real-time, using one single application. Due to local internet connectivity problems, homestay owners have previously struggled to manage their bookings online, which is why Cuba Direct has created an app that casa owners can use on their mobile phones without needing access to the internet.

Another benefit of the app is that it stores a database of casas available and keeps it updated in real time through an sms system. The TalCasa app will not only improve the infrastructure of Cuba's homestay market, but will also increase business for the casa owners, who can now maximise their property's availability.

- **Cuba Direct launches a new Cuba and Costa Rica package**

Cuba Direct has launched a new package that combines the destinations of Cuba and Costa Rica. Tapping into the current trend for twin-country holidays, the new package offers travellers the chance to embrace Cuba's rich history and colourful culture before experiencing some of the world's most bio-diverse and unspoiled landscapes in Costa Rica. The new package is currently available for £1,289 for ten nights (two people sharing), offering a £300 discount per person if booked before 30 April 2018, making it the perfect way for travellers to maximise their time and budget! To find out more, visit www.cubadirect.co.uk

- **New authentic tours from Cuba Direct that guarantee a taste of real Cuba**

Harley Davidson – Cuba Tours

The new Harley Davidson itineraries will take customers sightseeing to different parts of the island including a visit to Old Havana (UNESCO's World Heritage), Che Guevara's Command Headquarters, Mausoleum and Armoured Train. The six-night tour covers 590 miles and the 8-night tour covers 808 miles all with an accompanying guide. The tours are organised by Che's grandson who has named the tours "La Poderosa" in honour of his grandfather Ché, who called the motorbike he used to travel through Latin America "La Poderosa", which is translated to 'The Powerful'.

Route of the Cuban Habanos Cigars

This comprehensive tour, for Cuban Cigar enthusiasts, visits the Tobacco Museum and explores the Cuban countryside to learn the origins and variety of leaves. Guests can also witness a master cigar roller rolling a proper Habano, whilst learning how to select a cigar by its strength and aroma. The tour is wrapped up with a tasting of two popular cigars, with an accompaniment of Cuban rum and coffee.

One-day experiences:

- **Tasting Cuban Habanos** – guests can witness cigar rolling and learn how to select cigars by strength and aroma
- **Rolling Havana cycling sightseeing tour** – cyclists are taken on a guided tour of the Christopher Columbus Cemetery, revolution Square, the buildings around the Plaza and the colonial area of Havana
- **Cuban Religion** – this tour visits the sites and origins of Cuba's different religious groups, from Yoruba, Santeria, Catholics, Afro Cubans, to Protestants, Orthodox, Jewish and Muslims, which all currently co-exist in Cuba. This includes visits to traditional Synagogues and Churches, as well as the Regla Religious Museum and the Religious Art Museum

For more information about any of Cuba Direct's new tour, please visit www.cubadirect.co.uk

FORTHCOMING EVENTS IN CUBA

Romerias de Mayo festival: 3 – 8 May 2018

Travellers looking for authentic insight into Cuban culture can look no further than the Romerías de Mayo festival in Holguín. This eclectic arts and culture celebration takes place every May in Holguín, a charming city set in the lush, beautiful and less-visited East of the island. The festivities are led by the Hermanos Saíz Association, a group of young Cuban artists who celebrate and share the work of local musicians, actors, writers and dancers. Concerts, art exhibitions, debates, workshops, film screenings, readings and more take place across the city with performances from Cuban heroes and international guests alike. Events close with a lively parade; colourful ribbons are tied around trees and many revellers dress up or paint their bodies in vibrant hues.

END

Keep up to date with all the latest news and information about Cuba Direct on Facebook <https://www.facebook.com/cubadirect/> or visit www.cubadirect.co.uk

For media information, please contact Cat Cambridge on 020 3375 4054 or email cat@humewhitehead.co.uk

About Cuba Direct

Cuba Direct was founded in 2002 by a Cuban family with a desire to show off the warmth, cultural wealth and sheer beauty of their homeland. The world-class team boasts more travel specialists of Cuban origin than any other UK tour operator, each dedicated to using their in-depth knowledge of the island to create bespoke holiday packages that match a client's individual requirements. An expert team on the ground and one of the country's largest portfolios of homestay accommodation means travelling with Cuba Direct promises unforgettable and unrivalled authentic experiences.

<http://www.cubadirect.co.uk>