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Iberostar used for the first time Olé hotels brand in Cuba

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Its CEO, Juan Diego Fortin Abascal, said Ole Playa Blanca, category four stars, is opened to the world market since November first with attractive offers for those who prefer to spend their family vacation at affordable prices in the modality of all inclusive.

Fortin said the rebranding will enable them to achieve higher levels of employment and access to other markets such as Russia, Argentina and Germany as main source today is Canada.

He also said that was an appeal to the Iberostar group Olé excellent beaches of the island, two of them Paradise and Mermaid are among the 10 most beautiful in the world, and the natural environment and the quiet.