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## NexusTours Becomes Leading Destination Management Company in Cuba

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This month, NexusTours secured its spot as a destination management leader in Cuba with the signing of a strategic agreement with Grupo Gaviota.

Grupo Gaviota is currently the most established travel company in Cuba as it is known for having the most experienced and skilled personnel on the island. This agreement unites the commercial experience and workforce of both companies thereby ensuring NexusTours clients in Cuba receive the highest quality service.

"Achieving this alliance between NexusTours and Gaviota is a proud moment," said Ruben Gutierrez, Managing Director of NexusTours. "Gaviota's recognition of our company as a principal operator means continued growth and better services for clients in Cuba."

NexusTours enjoys a strong operational infrastructure in Cuba, which includes its own office and nearly 150 employees who are ready to service the country's nine major destinations as well as the nearly 800,000 passengers expected to arrive next year.

By securing this deal, NexusTours will hold 30 percent share of the destination management service market on the island.

Currently, NexusTours is the official representative of Sunwing Vacations and Signature Vacations, and has an exclusive agreement with TUI for European travelers.

Through these agreements NexusTours provides transportation services, excursions and more than 9,000 guest rooms in all Royalton, Memories and Starfish resorts. NexusTours is a full service destination management company and part of the Sunwing Travel Group.

The company operates in 34 destinations spanning 13 countries and employs a multicultural staff of over 1,000 local experts. With 20 years of experience in offering both safe excursion experiences and reliable transportation at competitive prices, more than two million chose NexusTours over the past year.

For 2015, the company expanded its portfolio to more than two thousand products from over 400 suppliers and launched its own Group and MICE department to cater to both corporate and leisure groups of 10 or more guests.

Cuban company Grupo Gaviota, is the leader of Cuba's tourism sector offering important and essential services for travellers in destination. With over 20 years of experience as the most trusted provider, Gaviota provides a wide variety of products and services including: travel agencies; marine support; transportation services with a fleet that spans more than 3,500 modern vehicles; and hotel accommodations of more than 25,000 rooms.

Gaviota employs over 30,000 people across Cuba managing roles such as vendors, airport personnel, and professional drivers. Perhaps most importantly, Gaviota provides over 300 travel guides who inform travellers in over eleven different languages.

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