

CITADEL – Cuba

March 8-17, 2024



About Us

Cuba Educational Travel (CET) is a leader in educational travel to Cuba. CET unlocks the best of the island country by providing access to top academics, community programs, government organizations, leading cultural figures and everyday Cubans. CET's tailor-made programs enable travelers to experience Cuba's vibrant culture and gain a deeper understanding of the island, while ensuring full compliance with all U.S. regulations.

CET has been on the frontlines of cultural collaboration, helping to bring Cubans to the U.S. and Americans to Cuba. From Yoga retreats to concerts to dance performances, CET has wide-ranging experience and contacts. Recent highlights include organizing the Diplo Major Lazer concert in Havana, which drew a crowd of over 500,000 people and bringing Liza Alfonso Dance Cuba, the country's top dance group, to perform at the Latin Grammys.

By leveraging this business expertise and curated travel capabilities, Cuba Educational Travel offers a product that is unrivaled. This combined with the beauty and intrigue of Cuba make for truly unforgettable experiences. CET has designed and executed executive retreats, board meetings, quarterly business reviews, incentive trips, industry specific investment delegations and conferences for some of the world's most respected companies and organizations.

The U.S. Government permits legal travel to Cuba under 12 different categories that range from professional meetings and sporting competitions to religious and humanitarian travel. One of the broadest and most common categories of travel is “Support for the Cuban People,” which requires travelers maintain a fulltime schedule of activities that involve meaningful interaction with individuals in Cuba and that those activities help Cubans become more independent. Another popular category of travel that is extremely popular and was just recently reinstated by the Biden Administration is “Group people to people travel”. There are many ways in which travelers can easily fulfill this requirement while having an incredible experience in Cuba and being thoughtful, respectful and kind with the many Cubans you interact with during your travels.



Cuba Educational Travel (CET) has a long history of working with entrepreneurs, cultural groups, religious organizations, community projects and families and individuals that are involved in interesting and exciting initiatives in Cuba. Our trips have always been aimed at supporting the Cuba people through connecting them with travelers visiting the island, so that all parties can benefit from the friendships and professional relationships that result. Moreover, we believe strongly in supporting innovative and impactful businesses and social and cultural initiatives and make sure there are economic benefits to our partners on the island.



Friday, March 8

- AM **Arrival** to Havana International Airport “Jose Marti” (pending flight information).
- Meet your CET travel curators** at the exit of the terminal and transfer to lunch.
- Late **Marea**, a private restaurant in the outskirts of Havana with a stunning location by the sea, Lunch great food and atmosphere. ****Optional swimming – bring a towel!****
- Afternoon **Check-in at bed and breakfasts, known as “casas particulares”, or “private homes.”** Since the 1990s Cuban families have been permitted to rent rooms out of their family homes to foreigners. Featuring comfortable accommodations and ample privacy, it’s a great way to interact with everyday Cubans.
- 6:30 pm **21st Century Cuba.** Conversation with a Cuban economist and entrepreneur **Oniel Diaz** about the new reforms and the private sector, which all play a role on what you’ll see during your time in Havana.
- 8 pm **Group welcome dinner at casas.** Enjoy a home-cooked meal prepared by your hosts.

Saturday, March 9

- 9 am **Walking tour of the Old City.** Explore the main plazas of Old Havana—Plaza de Armas, de San Francisco, Vieja, and de la Catedral—and see the imprints of foreign powers over the centuries in Cuba. Peek, too, into the side-streets and stores, for a view into the micro-realities of daily Habanero living.
- 11 am **Discussion with Carlos Alzugaray**, former Cuban diplomat and expert on U.S.-Cuba relations, to learn about the bilateral relationship and Cuban foreign policy. In Old Havana
- 1 pm **Lunch at Paladar El Café** in the heart of Old Havana.
- 2:30 pm **Visit to the Museum of the Revolution**, which holds hundreds of artifacts from pre- and post-revolutionary times, and highlights the tense relationship between the U.S. and Cuba.
- *Return to accommodations.*

Sunday, March 10

- Morning **Farm Time and Lunch at Tungasuk in Artemisa.** Spend the morning with farmhands at a local farm 15 miles to the west of Havana, in Artemisa. Explore the farm on foot and horseback and learn about local production, followed by an **organic farm-to-table meal**. Your memorable visit will help support sustainable agriculture.
- Afternoon Return to Havana.

Monday, March 11

- 10 am **Roundtable discussion with private business entrepreneurs.** Get an overview of the new reforms and the private sector from the leading entrepreneurial minds in Cuba.
- 12 pm **Light lunch of sandwiches, fruit and salad** with Cuban Entrepreneurs.
- 2 pm **Cuba's Growing Private Sector.** In small groups: visit to private businesses in various sectors of the Cuban economy, and meet with the owners to learn about their start-ups, challenges and opportunities.
- **Dador**, Havana's hottest new clothing brand with fresh fabrics and Cuban-made clothing owned by three Cuban women.
 - **Beyond Roots**, a start-up sharing Afro-Cuban culture with the world, founded by Adriana Heredia.
 - **Avangenio**, Giulio Ricci's new IT project offering services to domestic and international clientele.
 - **Tostonet**, a tech support, software development and design business run by Liber Puente Baró.

**Return to accommodations.*

Tuesday, March 12

- 10 am **Presentation by Collin Laverty, "Doing Business in Cuba."** Laverty is president of Cuba Educational Travel and a senior manager at Havana Strategies. He will also touch on current events in Cuba, such as the relationship with the U.S., political transition and how young Cubans view the future.
- 12 pm **Lunch at Paladar Atelier.** This restaurant is equally known for its atmosphere and exquisite cuisine. The lighting and textures of the house, which was home to a pre-revolutionary senator, coupled with walls adorned in modern art, create a cozy, but modern setting.
- 2 pm **Enjoy a ride in classic American cars from the 1950s.** Not only will we be riding in style, but we'll be taken care of by Nostalgic Cars, the first private car service on the island. Owners Nidialys Acosta and Julio Alvarez have taken advantage of the recent economic opening to put together a fleet of over 20 pristine *clasicos* to provide professional service to their clientele. We'll explore areas of the city we've yet to see, including a **stop at the Nostalgic Cars garage**, where they work hard to restore these beauties.

**Return to accommodations.*

Wednesday, March 13

Morning **Discussion with journalist Marc Frank.** Author of *Cuba Revelations* and one of the longest-serving foreign correspondent in Cuba, Frank writes for Reuters, the Financial Times and the Economist, and is an authority on the Cuban economy. He will offer insight into important economic, political and social issues on the island and share colorful stories about being a reporter in Cuba.

Afternoon **Cuban Art and Giving Back:** Spend the afternoon with Cuban artists, exploring trends in Cuban art and different community projects sponsored by Cuban artists. (**Lunch** included at an art studio)

**Return to accommodations.*

Thursday, March 14

Explore on your own and take part in activities that support the Cuban people, such as visiting art galleries, eating at private restaurants, speaking with artisans, or hiring private cars and bicycle taxis. CET representatives will offer guidance on ensuring legal compliance with OFAC regulations.

Friday, March 15

9:30 am **Visit the “Conservatorio Guillermo Tomas”**, a music school located in the municipality of Guanabacoa, in the outskirts of the city. This school serves over 500 students at both elementary and intermediate levels and is known for it’s high quality of teaching and graduation success.

11:30 am **Visit to La Finca Vigía.** Formerly the home of Ernest Hemingway, today it still houses his expansive collection of books. It was here where he wrote two of his most celebrated novels: *For Whom the Bell Tolls* and *The Old Man and the Sea*. The beautiful grounds and bizarre tales from Hemingway’s many years in Cuba are captivating.

1 pm **Spend the afternoon at Playas del Este** (eastern beaches), where Habaneros go to escape the city heat. Take a stroll in the white sand and a dip in the turquoise water. (Boxed lunch included)

**Return to accommodations.*

Saturday, March 16

10 am **Discussion with Raul Rodriguez,** director of the Center for the Studies of the United States at the University of Havana, about bilateral relations between the United States and Cuba.

- 12 pm **Lunch in the Luyano neighborhood** with Reyna y Real and members of the Community. **La Reyna y Real** is a female hip hop/jazz duo whose music focuses on breaking down stereotypes in Cuban society, including machismo, healthy relationships, gender relations and race.
- 3 pm **Percussion and dance time with Habana Compas.** Liliet Rivera, protege of the renowned List Alfonso Dance Company, established Habana Compas Dance in 2004 to reclaim and preserve Cuba's dance heritage from Spain and Africa.
- *Return to accommodations.*
- 7:30 pm **Farewell dinner at Paladar Yarini**, situated in the middle of Havana's new Art District, San Isidro. This bar restaurant is located on top of the **Galeria Taller Gorriá**, an art gallery and socio-cultural project created by musician Adan Perugorría, becoming a confluence space for the best of the national and international artistic avant-garde.

Sunday, March 17

- TBD Check-out and depart for airport (pending flight information).