



**SAHIC Cuba SCHEDULED FOR MAY 15-16, 2017;  
REGISTRATION NOW OPEN**

**EARLY BIRD RATES THROUGH JANUARY 31<sup>st</sup>, 2017**

**Buenos Aires, Argentina (December 1<sup>st</sup>, 2016).**- SAHIC President and Founder Arturo García Rosa proudly announced yesterday that the very first hospitality investment conference for Cuba will be held in Havana, with the inaugural **SAHIC Cuba**. Scheduled for *May 15-16, 2017* at the Melia Cohiba Hotel in the Vedado neighborhood of Havana, SAHIC Cuba is anticipated to draw great interest from among the international hospitality community.

“This is a first-of-its kind hospitality investment conference and an incredible opportunity for those with potential interests to learn how to work within the parameters of Cuba,” says García Rosa. “This inaugural conference is intended to share with hotel and hospitality operators how the industry is practiced in Cuba today. With policies and regulations continuously evolving, this is also a way for attendees to understand if future projects are a good fit for the destination.”

Jonathan Worsley, Chairman of **Bench Events** and partner of the **SAHIC conferences** adds, “As the world shows great fascination for the enormous potential of Cuba, we encourage those interested in potential hospitality opportunities to participate with us because the only way to understand business in Cuba is to actually go and visit.”

Cuba has already witnessed fast-paced progress in the hotel development market, particularly since the December 2014 easing of relations with the United States. “The country is determined to improve hospitality services in general - rooms and amenities, communication, and more,” adds Garcia Rosa. “SAHIC Cuba will provide a tremendous opportunity to meet and establish relationships with local authorities and entrepreneurs who want to be instrumental players in this hospitality progress.”

The Caribbean enjoys strong performance of existing hotels, increasing levels of demand and direct air access from numerous international source markets. Hospitality development in Cuba opens more opportunities for those with continued investment and operations interests in the region.

In 2015, Cuba welcomed approximately **3,524,779 visitors**, a figure which represents a **17.4% increase** from the prior year. The current hotel development pipeline anticipates **134,300** new rooms by 2030, with an expected potential of



273,500 rooms if tourism continues to grow exponentially. By the end of 2016, 14,000 new rooms are expected to enter the market.

Information about SAHIC Cuba and travel arrangements to the Conference will be forthcoming. For more information, visit [www.sahiccuba.com](http://www.sahiccuba.com)

## **ABOUT SAHIC and SAHIC Cuba**

SAHIC, the premier Latin American hotel and tourism investment conference organizer promotes business and related real-estate projects in the region. In June 2016, SAHIC announced a joint venture relationship with London-based Bench Events, a hospitality investment conference organizer of the premier events held in Europe, the Middle East and Africa, and whose network includes investors located throughout Europe, the Middle East and Asia.

The inaugural SAHIC Cuba, scheduled for May 15-16, 2017 will be the must-attend event, designed to promote the hotel, tourism and related real estate businesses in Cuba. The Conference is destined to be ‘the’ place to meet and network with the leading industry players in the island nation: hotel chains and groups, investors, banks, mutual funds, developers, architects, and interior designers, regional government representatives and other decision makers of the industry.

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