

Blue Diamond's Starfish Brand Opens Second Resort in Cuba



Havana, January 23 (RHC) — Another new resort has opened its doors in Cuba, amid expected surge in American tourism. Blue Diamond's Starfish brand has officially debuted its new resort in the Varadero area of the island.

The Starfish Cuatro Palmas is the brand's second resort on the island, with a total of 282 rooms. It is a family-targeted, all-inclusive resort property. It's the latest new Blue Diamond resort to open in Cuba. Blue Diamond's Royalton brand has been on a major expansion push on the island.

Blue Diamond is the hotel division of Canadian travel giant Sunwing Travel Group. Canada is the main tourism source country to Cuba. The development comes amid heightened enthusiasm in the travel and hospitality sector, following the opening of a process of reestablishment of diplomatic relations between the United States and Cuba and the relaxations of travel restrictions on American citizens. Two measures that could bring an increased amount of American tourists to the largest Caribbean island.

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