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By HOTELS Editors

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The current visa exceptions for U.S. citizens are already proving how strong the U.S. market will become for Cuba when the embargo is lifted.

The southern part of the island features colonial cities such as 200-year old Cienfuegos, founded by the French, and 500-year old Trinidad. Combined with Havana, these cultural destinations are becoming extremely popular for circuits with U.S. tourists.



Jet Blue, Sun Country, American Airlines and Swift Air are already chartering aircrafts from Miami into Cienfuegos Airport and Trinidad's Santa Clara Airport.

In Cienfuegos German and French tour operators are feeling the squeeze and are being forced to divert clients to private houses. Operating above 90% occupancy in high season, the local hotels admit they could fill in their entire capacity just with American guests.

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