WHY TRAVEL TO CUBA WITH Go Next?

SINCE 2013, Go Next travelers have embarked on outstanding people-to-people trips, each helping the dream of experiencing Cuba transform into reality. Now it’s your turn. Journey with Go Next, the leader in alumni travel to this island nation, and watch your vision of Cuba come to vivid life. Let us show you the best of this long-forbidden country—its authentic glory, fascinating culture, and architectural majesty—while enhancing your adventure with these benefits of traveling with Go Next:

- Privileged access to the premier hotels, motor coaches, and seasoned local guides
- Enriching and informative program, thoughtfully crafted to include an ideal mix of renowned attractions and off-the-beaten-path sites
- Smaller group size, allowing for a more rewarding, intimate experience
- On-location Go Next Program Manager to provide exceptional concierge support throughout your journey
- Special activities including private studio visits and expert-led tours
- Pre-trip assistance and information including an orientation guide, book and film list, and more
- All the details are covered; we obtain the Cuban visa and provide all documentation
- Discover Cuba with a like-minded group of fellow Go Next travelers

People-to-people travel dictates that all participants follow a full-time schedule focusing on educational opportunities and genuine cross-cultural connections.
HAVANA
• Enjoy a panoramic sightseeing tour and walking tour of Old Havana, a UNESCO World Heritage Site, filled with timeless Spanish colonial buildings, churches, and palm-fringed plazas.
• Embark on a guided campus tour of the University of Havana*, Cuba’s oldest university and one of the first established in the Americas, and discuss the Cuban higher education system.
• Meet with an official representative of the Office of the City Historian who will describe various aspects of Old Havana’s sustainable development, current urban planning practices, and unique historic preservation program.
• Gain insight into Cuba’s film industry and culture at the Cuban Institute of Cinematographic Art and Industry, created in 1959 to improve the quality of Cuban films—focusing on education and artistic expression.
• Experience a panoramic tour of the District of Alamar, a 1970s social housing project of Soviet-style concrete apartments—that today is home to thousands of Cubans.
• Chat with locals about organic farming at Organopónico Vivero Alamar, one of Havana’s largest and most successful cooperative urban gardens.
• See how art can transform a neighborhood at Muraleando, a vibrant community outreach project founded by local residents.
• Travel south of Havana to Las Terrazas, a self-sustaining community and UNESCO Biosphere Reserve, surrounded by lush, forested hills.
– Get a rare glimpse into rural Cuba’s medical services at a local clinic.
– Sample coffee at Café Maria, where the owner and her family welcome visitors and explain the role of coffee in Cuba’s culture.
– Visit the lakeside studio of Lester Campa, a celebrated landscape artist whose pieces reflect political and environmental themes, or stop at the workshop of local artist Ariel Gato Miranda to view his unique paper recycling process.
• Visit the home of renowned ceramicist and painter José Rodríguez Fuster, known as the “Picasso of the Caribbean.” See how his creative vision has transformed the local neighborhood into a colorful, artistic landscape.
• Head to the fishing village of Cojimar, the setting for Ernest Hemingway’s book The Old Man and the Sea, and visit Finca Vigía, the mansion where he lived from 1939 to 1960.
• Explore the artist studio project La Lavanderia and meet with a local artist to learn about traditional art in Cuba.
• At several dinners held in privately owned restaurants or private homes known as paladares, hear firsthand from the owners about the entrepreneurial climate in Cuba.

CIENFUEGOS
• Admire the colonial architecture of Cienfuegos, a UNESCO World Heritage Site known as the “Pearl of the South,” and see the Punta Gorda Peninsula.
• Meet with a local choir or visit an art school to discuss the role of art and music in Cuban society.
• Visit a ration store where the store manager will explain rationing, the dual-currency system, and the difference between ration stores, Cuban peso stores, and CUC stores.

TRINIDAD
• Take in the centuries-old charms of Trinidad, a Spanish colonial gem and UNESCO World Heritage Site.
• Learn about traditional ceramic techniques at the Casa del Alfarero, a pottery house founded and operated by the Santander family for generations.
• Tour a bed and breakfast where you will learn about this new entrepreneurial opportunity for Cubans, a business typically operated by the state.
• Join a Santeria practioner at the Templo de Yemaya, and delve into the history and basic principles of this Afro-Cuban religion.

SANCTI SPIRITUS
• See the picturesque town of Sancti Spiritus, one of the original seven Cuban cities founded by the Spanish.
• Witness how a variety of produce, meat, and local products are displayed and sold with visits to an outdoor food market and industrial goods market.

SANTA CLARA
• Enjoy dance, theater, and music performances by the students at the Santa Clara Music and Performing Arts School, and hear how the performing arts have influenced Cuban life.
• Stop at the Museum and Mausoleum of Che Guevara (time permitting).

The features listed above are samples of the activities travelers may participate in. Travelers will receive a detailed daily itinerary approximately 14 days prior to departure. While unlikely, slight changes to the itinerary and accommodations may occur due to Cuban government directives. *In the event a school or other venue is closed, an alternate people-to-people exchange will be scheduled.

PARTICIPANTS SHOULD BE IN GOOD PHYSICAL CONDITION. This program involves motor coach and walking tours with more than a moderate amount of walking on cobblestone streets, stairs, and uneven ground. The daily tours can include moderate to strenuous walking, primarily over natural and uneven surfaces. There are numerous steps and inclines to negotiate and many sites do not have elevators.