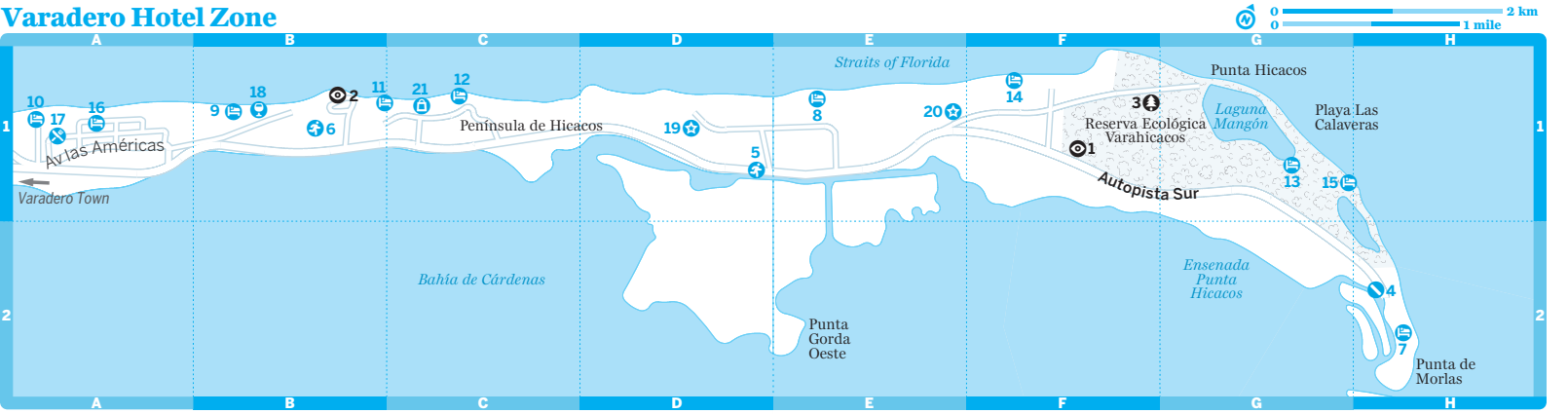Varadero Hotel Zone