

Cuban Tourism Product Presentation Begins in Italy

The Cuban delegation will be headed by the Tourism Deputy Minister, Luis Miguel Diaz Sanchez; the Director of Communication of the Ministry of Tourism, Dulce Maria Sanchez Morales; the Counselor of Tourism in Italy, travel agencies Cubatur and Havanatur, the hotel chains Cubanacan, Islazul and Gran Caribe, as well as the associated companies Melia, Iberostar, Muthu and Blue Diamonds.

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As part of the promotional actions previous to the beginning of the tourism high season, the "Cuba is present" days will be held in Italy, October 7-9 in the Italian cities of Rome, Salerno, Foggia, Pescara and Rimini.

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Updating tour operators and training travel agents on the Cuba Destination, with its attractions and novelties is the main goal of these meetings, as well as consolidating the positioning of the Caribbean island in the Italian market and an opportunity to boost the promotion of the country's heritage cities, especially Havana, Wonder City of the World, about to celebrate its 500th anniversary of foundation.

This will be an excellent opportunity to call participants to the 40th edition of the International Tourism Fair FITCUBA 2020, to be held May 4-9 at Plaza America, Varadero.

The invited country will be Russia and will be devoted to Sun and Beach modality, as well as calling the First International Fair of Tourism and Health, to be held in October 2020, at Las Praderas.

<http://www.juventudrebelde.cu/index.php/en/cuba/2019-10-08/cuban-tourism-product-presentation-begins-in-italy>