
Cuba to Participate in Tourism Fair in Lisbon

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A Cuban delegation will attend the 28th edition of the BTL 2017 International Tourism Fair, from March 15 to 19 in Lisbon, the Portuguese capital.

A communiqué from the Ministry of Tourism (Mintur) added Tuesday that the island delegation will be represented by Cuba's ambassador to Portugal, Johana Tablada, and specialists from the sector.

The Portuguese market continues with great importance for the Cuban tourism and last year reached a growth of 74.6 percent in its emission towards the destination Cuba.

Mintur prioritizes to achieve a greater positioning of the Island in Portugal, as well as to diversify those products and modalities to market, such as diving, nautical, nature, tours, circuits, heritage cities, events and incentives, cultural tourism and health.

The communiqué states that among other objectives at that fair, the interest in strengthening ties with Portuguese tour operators is of great importance for the tourist operation from that market to Cuba.

During the fair, the Cuban team will conduct negotiations for next year, and will update the new facilities and service openings, as well as information about new lines of business that can work with Mintur.

Participants will also be convened to attend the largest event in the tourism sector, the 37th Edition of the International Tourism Fair FITCUBA, scheduled for May 3-6 in the eastern Cuban city of Holguín.

That event will be dedicated to the circuits and Germany will be the guest country.

At the weekend, the general public that participates in the Portuguese fair will be able to have information about the main Cuban destinations such as Havana, Varadero, Trinidad, Los Cayos del Norte de Villa Clara, Coco and

Guillermo, Holguin and Santiago de Cuba.
