
Italian tour operators hosted by Cuban Ambassador

09/10/2019



H.E. Jose Carlo Rodriguez Ruiz, Cuban Ambassador to the Italian Republic, hosted a delegation of Italian tour operators. This delegation represented Cuba operators and the country's largest hotel chains. He hosted the event in his Roman residence at the peak of a roadshow. Meetings were scheduled in Salerno Foggia Pescara and Rome cities.

In the short welcome speech to a large audience of travel agents, the Ambassador highlighted the attractions of Cuba. He also talked about the historical values that unite Cuba with Italy. This included the architecture of some of the most famous buildings projected by Italian architects: Vittorio Garatti and Roberto Gottardi. The Italian tour operators in attendance were reminded of the celebrations of the 500th anniversary of the founding of Havana still in progress. This will end with great pomp in the coming month of November.

And the beat goes on

After all, the ambassador said, this event will be repeated in another 5 centuries!

"We have chosen to repeat this year the formula 'Cuba presents itself' for several reasons," said Madelén Gonzalez-Pardo Sanchez, Councilor of Tourism of the Embassy of Cuba in Italy in her speech. "First of all it is an appreciated format, recognized and effective, but above all it has allowed us to reach Italian cities normally outside the main roadshow circuits.

"The delegation of the roadshow that will culminate at the TTG Travel Experience in Rimini

represents a very important meeting point with the operators of the sector and the travel agents, to whom we want to give a clear message, of optimism and confidence: Cuba is there!"

Fiesta time!

Both the Ambassador and the Councilor gave brief introductory speeches which turned into a "fiesta" with songs and dances. This was accompanied by a tasting of Cuban culinary specialties and by drawing some trips offered by the Italian tour operators.

The Fiesta Cubana will continue also in Rimini on the evening of October 10. Then it will celebrate the success of the commercial promotion put in place for a greater presence of Italian tourists in Cuba.
