

Cuba's attractions promoted in China and Japan

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People in China and Japan are learning about Cuba's attractions through images of emblematic sites and promotional events that are part of a tribute to the 500th anniversary of the founding of Havana.

As part of the 'Authentic Cuba' promotional campaign, several bus stops in Beijing are showing photos of Havana and Cuban beaches.

Buses are running through the cities of Shanghai and Guangzhou bearing images of the Bay of Havana, with its iconic lighthouse in the Morro Castle, Havana's Malecon (seawall) and old vehicles in Old Havana, along with diving practices and the world-famous Cuban tobacco crops.

All of them travel through busy streets, important tourist areas and business districts in Chinese cities.

Meanwhile, in the Japanese city of Osaka, similar images decorate the Cuban stand at the Japan 2019 International Tourism EXPO.

Diplomatic sources said that since its opening, the stand has received several visits from travel agents, who have expressed interest in learning about the attractions of Havana and other places in Cuba, as a growing option for Japanese holidaymakers.

Actions in China and Japan are taking place in the context of the celebration, on November 16, of the 500th anniversary of Havana, which was designated a Wonder City and was declared a

World Heritage site by the United Nations Educational, Scientific and Cultural Organization.

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