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Cuban tourism to boast all of its virtues in Lisbon

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Cuba will present its many entertaining opportunities at the 27<sup>th</sup> Lisbon International Tourism Exhibition BTL 2016. The event will take place from March 2-6, according to a report in Havana.

The Portuguese market is paramount for the travel industry in the island, noted a press release from the Ministry of Tourism.

The number of Portuguese tourists rose 30,66 % last year, compared to 2014.

MINTUR is working hard to achieve a better positioning in Portugal. Diving, navigation, ecotourism, tours, circuits, patrimonial cities, events and cultural tourism are some of the products and/or modalities being promoted.

The Cuban delegation interest is mainly focused on strengthening links with Portuguese tour operators, as well as carrying out business activities addressed to new openings of facilities and services.

**Cubasi Translation Staff**

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