

# *New Canada chief announced for Cuba Tourist Board*

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The Cuba Tourism Board has named Lessner Gomez the new Director of the Cuba Tourist Board in Toronto.

With over 25 years of experience in the travel industry, Lessner is looking forward to working closely with all Cuba's travel partners and the continued strengthening of relationships with Canadian Tour operators, travel advisors, hotel partners and Travel Media to help achieve the mutual goal of increasing the number of Canadian visitors to Cuba.

"The Canadian market has always been very important for Cuba, but now more than ever it is a priority, my priority," said Lessner Gomez, Director, Cuba Tourist Board. "I have worked closely with this market for years and I hope from my new position to continue supporting all our associates and strengthen relations with all Travel Agencies, Tour Operators and Press to work together to increase the number of visitors from Canada to Cuba."

Born in Ciego de Avila, near the Jardines del Rey Tourist Destination, Lessner began his career in Cayo Coco after obtaining his Tourism Diploma from the Ciego de Avila University. Covering a variety of different positions at several hotels in Cayo Coco, including the entertainment team, quality control manager and sales manager, Lessner has a rich experience in the tourism industry. Within the last 5 years, Lessner has been the Deputy Minister of the Ministry of Tourism office in the Ciego de Avila

province. Working for so many years in Cayo Coco, where Canadians account for the majority of the tourist business, has allowed Lessner to familiarize himself with the needs of this market.

(Taken from TravelPulse Canada)

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