

Varadero Tourist Center Witnesses Variety of Markets



Havana, June 18 (RHC) -- The renowned Varadero tourist center, on the northern Hicacos peninsula in western Matanzas province, is witnessing a growing number of tourists from different nations, which marks a diversity of markets headed by Canada, and followed by European and Latin American nations.

Lovers of the sun-and-beach tourist modality come from Germany, in second place, followed by Russia, Chile, Argentina, France and Italy, while Spain is the tenth major source of vacationers to the tourist center and beach resort.

This diversity of markets demands more complex work in the sector due to the different likes and expectations of so many guests, who come to enjoy high quality products and services according to their culture and habits, said Ivis Fernandez, an official with the Cuban Tourism Ministry in the territory.

Other services with a direct impact on clients during their arrival and stay here are the local international airport, which receives about 40 percent of all tourists coming to Cuba, the health system, banks, communication systems, internal thoroughfare and electric infrastructure and even the agriculture sector.

By the end of the high tourist season, which runs from November to May, the large number of tourists who visited Varadero from different countries felt themselves as they expected, since surveys revealed a 90 percent satisfaction level.

Significant enough is the growing local tourism as many Cubans have begun to book Varadero hotels in different times of the year. It is precisely in the hot summer season that Varadero facilities ready to receive the local vacationers, who spare their money to spend at least some days in the resort and enjoy the white sandy shores and crystal clear blue ocean waters.

Others with less money in their pockets book a one-day excursion that includes visits to the dolphins' show, amusement parks and a nice and fresh swim.

Varadero, with over 2,350 hotel rooms, is among the most visited tourist destinations in the Caribbean area; it compares to the beaches of Jamaica, the Dominican Republic, the Maya Rivera and Cancun in Mexico.

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