

Cuba will promote the upcoming reactivation of its tourism activity in France



Paris, Sep 29 (RHC) Cuba will participate in this capital in the 42nd edition of the IFTM Top Resa fair for tourism professionals, in which it will promote the reactivation of the sector on the island, said today the official Diana Rosa Gonzalez.

In an interview with Prensa Latina, the tourism counselor of the embassy in France considered the fair scheduled for October 5 to 8 an opportunity to publicize the novelties and attractions of Cuba, which from November 15 will promote the so-called smokeless industry, after months of limitations imposed by the global impact of Covid-19.

We won't have the usual participation this year, because due to the pandemic, a delegation with high-ranking officials of the sector and representatives hotel entities won't be able to come, she explained.

According to González, the largest of the Antilles will be represented in Top Resa 2021 by the Tourism Office of the embassy in Paris and the Havanatur tour operator, with a stand of about 14 square meters.

During the show, we will reiterate to tour operators and travel agencies the reactivation of tourism in Cuba from November 15 and the characteristics of that process, particularly the sanitary protocols and the novelties of the market, she added.

The minister said that the meetings and exchanges of criteria will ratify that the Caribbean island is a very safe destination, in which tranquility is added to health safety with reinforced protocols.

With regard to the novelties, she highlighted the tourist infrastructure, with the improvement of the hotel plant and services, including wifi connectivity, restaurants, swimming pools and technological systems.

Visitors will appreciate the opening of new high-standard hotel facilities in several tourist centers of the country, such as Varadero, Trinidad and Holguin, a scenario that we will share in Top Resa, she said.

Gonzalez highlighted the efforts made in Cuba during the months of impact of the Covid-19 pandemic to improve the infrastructure and the quality of tourist services, which generates expectations in the near reactivation after the effects caused in the island and the world by the SARS-CoV-2 coronavirus outbreak.

A hard work was also done to train the staff, in view to customer satisfaction, she added in a conversation with Prensa Latina.

Addressing the characteristics of the French market, she commented that it is one of the main markets for Cuba, with around 200,000 visitors per year before the global scourge of the pandemic.

To our delight, French tourists are very attracted to the culture and daily life of the country they are visiting, which explains their interest in making itineraries or circuits, going a little bit out of the traditional, she said.

Top Resa will return after its cancellation last year due to Covid-19, and according to its organizers, this time it will promote 200 destinations and attract more than 34,000 professionals from the sector.

Before the important event, Cuban entities of the sector and French tour operators will participate tomorrow in an online forum to address the preparations for the revival scheduled for mid-November in the Caribbean country, a meeting in which the ambassador of the island in Paris, Elio Rodriguez, and the counselor Gonzalez will intervene. (PL)

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