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Havana, January 18 (RHC) Cuba will carry out promotional actions during the 44th International Tourism Fair (FITUR) in Madrid, which will take place from January 24 to 28.

According to Niurka Pérez Denis, Cuba's Tourism CEO for Spain and Portugal, the island will give visibility to a traditional event in Jardines del Rey, one of its natural paradises. This event is the International Tourism Fair of Cuba scheduled from May 2 to 5, which will be dedicated to Latin America and the Caribbean.

The Cuban delegation at FITUR will have a wide presence of hotel chains, airlines, tour operators and representatives of the varied range of offers from the largest of the Antilles.

Headed by the Minister of Tourism of Cuba, Juan Carlos García Granda, the delegation will include the hotel chains Cubanacan, Grupo Gaviota, Gran Caribe, Islazul, Meliá Hoteles, Iberostar, Blue Diamond, among others.

Pérez indicated that a range of tourist products that are no longer based only on sun and sand, the wealth and ecological and cultural attractions will be shown, in addition to other varieties such as health tourism.

She commented that at the Cuban stand there will also be a great cultural presence, of artisans, the Cuban mojito, the best tobacco in the world, gastronomy and the Canchánchara, already recognized in Guinness records.

Other countries participating in the fair are Peru, Türkiye, Ecuador, Mexico, Dominican Republic and Brazil. (Source: PL)

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