

# *Cuba present at Asia's leading travel fair*

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**OTM Travel Fair is the leader of its kind in Asia**

Havana, February 8 (RHC) Cuba participates today for the first time in the OTM Travel Fair, the leader of its kind in Asia, which this year brings together 1,600 exhibitors from 60 countries.

The Cuban Tourism Minister for that region, Elizabeth Cristina Vela, explained to the Cuban press that the island has a 50 square meter stand and its main objective is to present the Única campaign and exchange opinions with tour operators in this potential market.

The Cuban travel agencies Havanatur and Cubatur will be present at this fair until next February 10.

Vela stated that the country seeks with its participation to establish alliances with tour operating, advertising and airline companies for the marketing of the Cuba destination, in addition to encouraging the presence of Indian companies in FitCuba 2024.

According to the official, the island advocates investments by Indian companies in Cuba and is part of the positive experience with the MGM Muthu group, which currently manages several hotels in the Caribbean nation.

She added that the goal is also to learn about the characteristics of the Indian market in order to develop services adapted to them.

This year OTM provides access to more than 35 thousand professional visitors and around a thousand main buyers in various sectors of the tourism industry. A parallel forum to this event brings together leading figures in the sector to engage in dialogue about trends, problems and challenges, as reported by the fair's official website.

According to the website, the number of trips abroad from India will reach 29 million in 2025, hence the Asian country is considered among the fastest growing markets in the world.

On the other hand, official data shows that Mumbai is the largest travel outbound market in India and acts as the main departure port for the western and southern markets of this nation. (Source: PL)

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