

*Tourism authorities classify
FITCuba 2024 as a total success*



Havana, May 5 (RHC) -- The Cuban Minister of Tourism, Juan Carlos García, closed the 42nd International Tourism Fair, FITCuba 2024, in Cayo Paredón and called for the next edition to be held in Havana, with China as the guest country of honor. .

We can affirm that this fair ended with a total success and exceeded expectations with the participation of 1,537 foreign professionals, including 437 travel agents from 68 countries on a familiarization visit, including those from Latin America and the Caribbean.

Brazil, Mexico, Venezuela and Colombia were the nations with the greatest representation and 68 journalists from 12 countries attended the press, he stated.

FitCuba served to show the renewal of the tourism product, the digitalization of processes to improve the customer experience, the expansion of renewable energy sources, the transformation of products with greater accessibility, respectful of the environment and in line with the Objectives of Sustainable Development.

In addition, Cuba announced its adherence to the Tourist Protection Code during the 69th Meeting of the Commission for the Americas, convened by UN Tourism, prior to the fair.

In that space, UN Tourism presented the Cuban Investment Guide Project, which will open new business opportunities.

When referring to the digital transformation of the destination, the head of the sector recalled that Cuba will implement, starting in May, a new electronic visa system for tourism in order to replace the current tourist card, a way to facilitate the flow of visitors. international to the country.

Returning to the topic of China as a guest country at FITCuba 2025, Garcia announced the visa exemption for Chinese citizens holding ordinary passports.

He explained that both parties agree on the need to create more conditions and a favorable environment to strengthen relations in multiple sectors, including the development of tourism.

He also thanked President Miguel Díaz-Canel and Prime Minister Manuel Marrero for paying attention to every detail and for their presence at FITCuba 2024, a show of support and priority that the tourism sector has for the country.

FITCuba 2025, which will be held in Havana, will showcase Cuba's traditions as a product.

The closing of the Fair was attended by the country's prime minister and other personalities, as well as heads of delegations from countries of the Americas that extended their program in Cuba, after the celebration of the 69th Meeting of the Commission for the Americas, convened by UN Tourism.

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