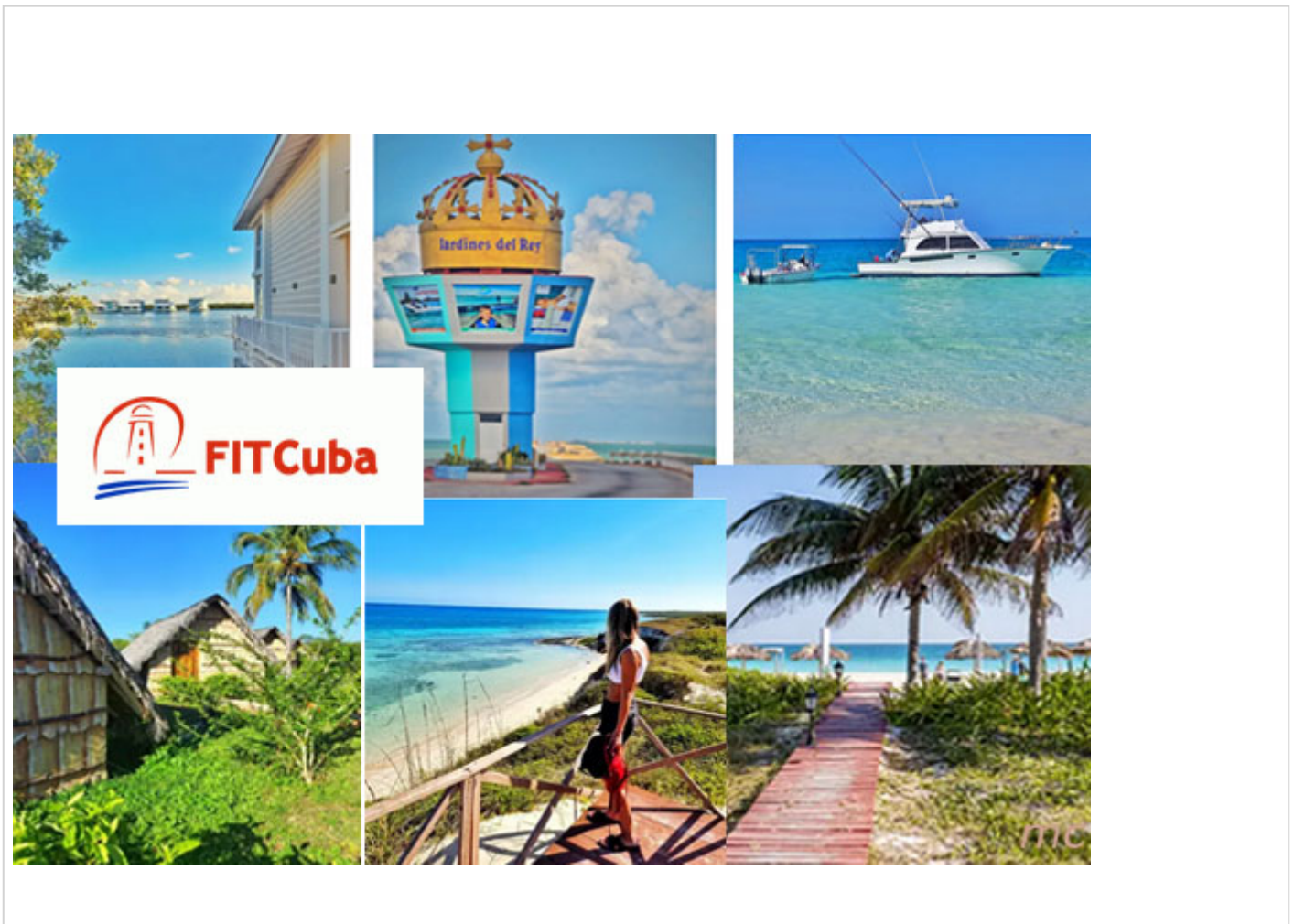


# *Favorable trends from Jardines*



By Roberto Morejón

Cuba reaffirmed the importance of tourism as a crucial industry for the economy and alleviating the country's difficulties, during its most important fair in the sector, the result of which was described as successful.

The forty-second FitCuba2024 International Tourism Fair had a setting with the best attributes, Jardines del Rey.

The pole stands majestically in the eastern region of the Sabana-Camagüey archipelago, as shown in images broadcast on television.

With the first engineering work of its kind in the country, the causeway or path on stones deposited in the sea, Jardines del Rey embodies practices, results and perspectives.

The professionals, journalists and guests participating in the exhibition, the most important in the local tourism industry, were pleasantly surprised by its meaning and the reality of Cuba in the sector.

In the opinion of Minister Juan Carlos García Granda, expectations were exceeded, and the phrase confidence in the future was heard in various expressions of diligent officials among more than 1,500 foreign professionals.

The organizers reserved news, reaffirmed encouraging news and did not spare references to the difficulties.

The Caribbean archipelago adhered to the tourist protection code and UN Tourism presented the Cuba Investment Guide.

The largest of the Antilles renews its product, reaffirmed the implementation of the new electronic visa system and digitizes processes.

It announces the reincorporation of Avianca and Air China, dedicates its next fair to the Asian giant and informs of the visa exemption for its citizens.

The receiving country highlighted its nine World Heritage sites and insisted that it can boost the arrivals of those with additional interests beyond sun and sand.

With negotiations for the future, growth projections were made known at the Fair, exemplified by the closing venue, in Cayo Paredón.

Shaped like an arrow and with an area of 8.7 square kilometers, it has extensive beaches and beautiful sea beds.

Of course, the path of this industry is not without inconveniences, the main one being the United States blockade, with pressure on businessmen and prohibitions on cruise ships and citizens from traveling to Cuba.

However, many businessmen are resisting pressure, such as Meliá, whose chain presented recent developments.

In the opinion of the President of the Republic, Miguel Díaz-Canel, although tourism in Cuba is still suffering from the impact of the pandemic and the tightening of the siege, it is taking off with favorable trends.

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