

Destination Cuba welcomed in London tourism fair



London, February 3 (RHC)-- Cuba had a good reception among visitors to the Destinations, Holiday & Travel Show that concluded in the UK capital on Sunday.

Marketing specialist Isabel Jiménez told Prensa Latina that during the four-day event at the Olympia exhibition center, the Caribbean island's stand welcomed dozens of people interested in knowing about the offers of participating tour operators.

Jimenez explained that Destinations, which last year had 50 thousand visitors, is the most important and popular fair held every year in the United Kingdom.

"People come to get first-hand information about the destinations they plan to travel on their summer vacations, especially to see the special offers brought by agencies and tour operators around the world," she added.

The Ministry of Tourism, Havanatour UK, Love Cuba, Beyond the Ordinary, Cuba Direct, Travel the Unknown, Scuba in Cuba, were present at the Cuban stand.

Jiménez said the Caribbean island has great potential as a wedding and diving destination, two modalities she believes should be exploited more by tourist agencies.

Cuban tour operators are trying to attract more British tourists, especially after last year's collapse of Thomas Cook and The Holiday Place, main emitters of tourists from the UK to Cuba.

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