

Cuba Promotes its Tourist Attractions in Portugal



Lisbon, October 15 (RHC) -- A workshop attended by over 150 tour operators at Altis Park Hotel preceded a tour of several cities in the Iberian Peninsula, as part of the campaign Autentica Cuba to promote the Islands' tourist attractions.

Presenting Cuba's touristic appeal, the Counselor of Tourism of the Cuban Embassy in Spain, Dulce Maria Sanchez, highlighted the features that make Cuba a unique destination: its culture, history, hospitality and its friendly people.

In remarks to specialized journalists, Sanchez referred to a gradual increase of tourism from Portugal, with a number of visitors last month similar to that registered in 2013.

Tour operators feel hopeful about selling the Cuban product, not only the beaches, but also the segments related to culture and nature, she said.

Meanwhile, Cuban Ambassador to Portugal, Johana Tablada, referred to significant aspects in bilateral relations, and highlighted the resumption of the exchange of high-level delegations, the opening of a local representation of Cuba's Chamber of Commerce and the signing of an agreement between the Foreign Ministries of Portugal and Cuba.

She also cited the increase of cultural exchanges, including the inauguration of a statue of Portuguese writer and poet Luis de Camoes in Old Havana and the operation of direct charter flights in the summer.

Tablada said that a business delegation will attend soon the International Fair of Havana FIHAV, where Portugal will have an over 300m2 pavilion.

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