

Cuba Announces Attendance of Italian Tourist Fair



Havana, February 6 (RHC) — Cuba will attend the 35th International Tourism Fair of Milan to take place February 12-14 in the interest of further strengthening links between Cuban tourism and Italian collaborators.

According to a press release by the Cuban Tourism Ministry, the island's participation in this year's Italian fair aims at promoting the fair of the Cuban tourist sector, FITCuba, which will be dedicated to Italy as honor guest.

The event will take place May 5-7 at the Jardines del Rey tourist center, on the keys to the north of central Ciego de Avila province.

A new aspect on the annual tourist event is in tune with the new Cuban Foreign Investment Law, meaning that an important part of the fair will be dedicated to business opportunities. On that occasion, Italian providers will show their catering and nautical services and products.

But as part of the participation of Cuba at the Italian fair this year is the promotion of different tourist destinations, like Havana, Cayo Largo Key, Varadero, Holguin, and the Keys to the north of the main Cuban island, which are usually visited by Italian tourists.

Italy is a major market for Cuban tourism, with a growing trend in terms of tourist visits. In 2014, over 112 thousand Italians came here, standing for a 17.3 percent increase with respect to the previous year.

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