

# *Kite-surfing: New Modality in Cuban Tourism*

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In an attempt to diversify its tourism offer, Cuba will present at the upcoming *International Tourism Fair, FitCuba 2015*, a new modality that will appeal to lovers of water sports: kite-surfing.

This activity consisting in hydroplaning with a ski or board pulled by a kite, will be one of the innovations that the ECOTUR travel agency, local national leader in nature and adventure tourism, will promote at the Jardines del Rey destination.

Franklin Marin, commercial specialist of the company, announced that the official presentation of the new product will be jointly held with the *Cuban Enterprise Group of Nautical and Marinas* and *Gran Caribe* hotel chain.

He explained about the development of kite-surfing in Cuba that it is an activity with much potential and well received by foreign tourists, so they have already created 2 schools in Varadero and 3 others in Jardines del Rey, the chosen destination for the 35th edition of *FitCuba*.

Mr. Marin added that all those centers are run by tour operators working with ECOTUR and Marlin.

One of the schools opened at *Villa Cojimar* hotel, which will host, also in the context of the fair, the first Cuban Kite-surf festival, the specialist told local ACN news agency.

He noted that *ECOTUR* will also present in *FitCuba* several projects aimed at promoting new forms of nature and adventure such as the circuits on bikes, visit to parks and kayak programs.

The most important tourist event in the Caribbean country will open next May 5th to receive hundreds of tour operators, travel agents and journalists from some 40 nations, interested to know the attractions of the island.

According to the organizers, the novelties of this edition include 2 new spaces, one dedicated to promoting business with foreign capital, and the other, an exhibition of goods and services useful to the development of the so-called leisure industry.

The most recent data from the National Bureau of Statistics and Information on the arrival to Cuba of 1 million 136 thousand 948 international tourists from January to March this year, a figure that broke the historical record, shows the boom of tourism in Cuba for these months.

Canada continues to be the main client of Cuba destination --sending 551,773 people during the first quarter of the year; this market is followed by Germany, France, England and Italy.

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