

HAVANATOUR Looks Future at Buenos Aires Tourism Fair



Buenos Aires, September 26 (PL-RHC)-- Havanatur, main travel agency in Cuba, will establish its promotion work at the International Tourism Fair, FIT 2015, in Buenos Aires, the largest in Latin America starting on Saturday in La Rural.

The fairground at the Buenos Aires neighborhood of Palermo will host representatives of the tourism industry across the continent, with Venezuela this year in its 20th anniversary as a guest of honor.

In addition, each of the country's provinces also shows its benefits in keeping with the policy of the State to promote domestic tourism.

Adalberto Gonzalez, manager of Havanatur delegation in Argentina, told Prensa Latina the agency will use this opportunity to promote Cuba destination and strengthen working relationships with customers and service providers.

Another Havanatur's objective, which is the wholesaler of the Cuban tourism products in Argentina, is to strengthen what was developed throughout this year in the promotion and marketing of services.

A special interest of the forthcoming high season in the island, is in promoting the Cubana de Aviacion flights, which include a second route in 2016, this one to Santa Clara, to diversify the offer the agency

sells, the executive stated.

With a fast development of tourist infrastructure in its system of keys in the north coast, Santa Clara grows as an attractive sun and beach destination, with the historic ingredient of being the city where the outstanding monument to Ernesto Che Guevara is located.

Similarly, Havanatur team will provide details on products, such as diving, tourism events, and alternatives to enjoy nature, said Gonzalez, who has already agreed a series of meetings with tour-operators.

With a special celebration to encourage Venezuela as a guest of honor, FIT 2015 will begin on the evening of Sept. 26, and this year organizers expect a growth in business rounds for which they expanded the facilities.

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