

Authentic Cuba Campaign in Azerbaijan

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20/03/2017



The promotion of Cuba's tourist options started on Saturday here with the presentation on social networks of 'Authentic Cuba', a communications strategy boosted by the Cuban Embassy in this country.

The campaign, carried out together with the Ministry of Tourism, includes Cuba's participation in the 16th International Tourism and Travels Fair of Azerbaijan (AITF 2017).

It also consists of meetings with local tour operators and representatives of travel agencies and airlines, the specialized media and the promotion of Cuba's tourist attractions on the Internet, among other action.

It is the first time that 'Authentic Cuba' takes place in Azerbaijan, where Cuba will be exhibited as a sun and beach tourist destination, in addition to promoting other modalities like ecotourism, cultural tourism, congresses and events, health tourism and Old Havana.

The advertising campaign 'Authentic Cuba' shows the Caribbean island's natural, cultural and architectural wealth, as well as the Cuban people's happiness and hospitality, and the high quality of hotels.

'Authentic Cuba' in Baku is taking place in the framework of the 25th anniversary of diplomatic relations between Cuba and Azerbaijan.

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