

Varadero aspires to be the world's best beach resort

22/11/2019



Varadero begins the high tourism season with the additional motivation to be recognized as the world's best beach resort in 2020.

In order to aspire to that title, explained Ivis Fernández Peña, Tourism Ministry representative in the province, the peninsula should be declared an environmental beach area, an internal status already achieved by more than ten of its facilities.

She recalled that last February the resort was chosen as the world's second best beach in the 2019 Traveler's Choice Awards annually published by TripAdvisor website, in which travelers provide most of the content.

The beach's natural beauty remains the main feature travelers highlight, hence the importance of achieving excellent environmental management as an added value and increasing the quality of services, she commented.

The official stated that despite the tightening of the US economic blockade, the main sun and beach destination of the country begins the tourist season with more arrivals, as compared to previous seasons, and greater diversity and quality in hotel and extra-hotel offers, as well as new flights and airlines.

Fernández noted that Varadero strengthens as destination and remains the favorite of many tourists worldwide, adding that since 2008, the resort has annually received over 1 million

travelers with high levels of satisfaction.

With a 53-hotel-and-some-22000-room infrastructure, Varadero resort seeks to add new capacities next year, undoubtedly, a good support to the International Tourism Fair and another element that, together with the new products, security rating and an excellence service, may reinforce the goal to win the world's best beach resort award.

Translated by Jorge Mesa Benjamin / CubaSi Translation Staff

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