**PRESENTATION**

FITCuba is a professional fair, where technical activities such as presentations, negotiations, business workshops and public relation actions will take place on several work days, and others will be intended for familiarization tours around various tourist destinations of interest. Its main objectives are the promotion and strengthening of Cuba’s attributes as a destination before different audiences.

FITCuba 2015 will take place at Jardines del Rey, this time on the nautical product issue. In this edition, Italy is the guest of honor.

**Jardines del Rey**

In the north of the eastern Cuban province of Ciego de Avila, close to "The Old Channel of the Bahamas (one of the most important shipping lanes in this area), one of the most dynamically growing destinations in the tourism sector of Cuba can be found: Jardines del Rey. According to a legend, the exuberant nature of cays as Coco, Guillermo and Paredon Grande just made Diego Velázquez name the place in honor of Spanish King Ferdinand The Catholic.

Coco, Guillermo and Paredon Grande cays show an original beauty just bordering the extraordinary. Tropical landscapes that motivate visitors; unusual sea beds; 40 miles of fine white sand beaches of coral origin, unbreakable quietness, and exclusive services are just an express invitation to enjoy an exceptional holiday and this whole of islands and islets bordering the Atlantic.

The beaches in Cayo Guillermo, Flamenco Beach in Cayo Coco, and Los Pinos Beach in Cayo Paredon give that truly perfect image of paradise.

On the platform bordering the cays and within these islets, the beauty and variety of flora and fauna is remarkably attractive and favorable for diving, hiking and bird watching lovers -the last one represented by more than 200 species-, including one of the most important colonies of pink flamingos in the Caribbean. Because of these natural gifts, wealth and preservation, Cayo Coco and neighboring islands are part of the Buenavista Biosphere Reserve.

As well as excellent conditions for water sports, Jardines del Rey provides room for fishing and kite surfing, both practices benefited by the high conservational degree of maritime and land ecosystems.

**Fairground: Melia Jardines del Rey Hotel**

Located in Cayo Coco, this five star all-inclusive beach resort is located just facing Flamenco Beach, suitable for families, weddings and honeymoons, plus meetings and events, diving, fishing and bird watching.

Welcome to FITCUBA 2015!