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Ecuador's Tourism Minister praises CULTOUR

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In a press interview, Mr. Freddy Elhers, Minister of Tourism of Ecuador, said that “*CULTOUR was an important event, which he hopes to generate a high tourism activity from now on*”. “Tourism can do much for the world’s peace, for the understanding between humans”. The Minister believes that “a travel trade fair dedicated to cultural tourism as CULTOUR, can be suitable for a country’s greater development and it is recommended for other nations that want their culture to be a source of tourism revenue”. “It is so because cultural tourism is community, it is the vehicle of archaeology, nature, popular festivities, the one that is incentivated by travel trade fairs. CULTOUR has a great future and it will surely consolidate more and more. It is very important for us, that here in the Geographical Center of the World, in Quito, this event has joined

dozens of buyers and sellers of cultural travel packages”.



CULTOUR was just held in Quito at the end of June, coinciding with Quito as the capital of culture of the Americas 2011.

For more information, please contact: Charo Trabado, Commercial Director, gsar@gsamark.com

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