10.3% OF TOTAL ECONOMY -3.1%

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.

1 in 4 net new jobs were created by Travel & Tourism over the last five years.

Global GDP impact by sector (2018 data), Share of total economy GDP

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

Jobs globally (1 in 10 jobs)

330 MN

INBOUND ARRIVALS

1. CANADA 26%
2. UNITED STATES 12%
3. GERMANY 5%
4. ITALY 5%
5. FRANCE 4%
REST OF WORLD 48%

OUTBOUND DEPARTURES

1. FRANCE 44%
2. MEXICO 13%
3. UNITED STATES 12%
4. GUYANA 6%
5. PANAMA 4%
REST OF WORLD 21%

CUBA 2019 KEY DATA

10.3% OF TOTAL ECONOMY -3.1%

Total T&T GDP = CUC10,791.1 MN (USD10,791.1 MN)

556.2 JOBS (000's)
(11.0% of total employment)

CUC3,065.3 MN
in visitor spend (22.6% of total exports)
(USD3,065.3 MN)

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

INBOUND ARRIVALS

OUTBOUND DEPARTURES

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING
- BUSINESS SPENDING
- DOMESTIC SPENDING
- INTERNATIONAL SPENDING

94% 6%
50% 50%

1 All values are in constant 2019 prices & exchange rates
As reported in March 2020