**CUBA**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)

**Contribution of Travel & Tourism to GDP**

- 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

**CUBA 2019 KEY DATA**

- **10.3% OF TOTAL ECONOMY**
  - Total T&T GDP = CUC10,791.1MN (USD10,791.1MN)
  - 2019 Travel & Tourism GDP growth vs +0.5% real economy GDP growth
- **556.2 JOBS (000’s)** (11.0% of total employment)
- **CUC3,065.3MN** in visitor spend (22.6% of total exports) (USD3,065.3MN)

**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%

**SECTOR CHARACTERISTICS (2019)**

- LEISURE SPENDING: 94%
- BUSINESS SPENDING: 6%
- DOMESTIC SPENDING: 50%
- INTERNATIONAL SPENDING: 50%

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