CUBA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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

CUBA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

10.3% OF TOTAL ECONOMY
Total T&T GDP = CUC10,791.1MN (USD10,791.1MN)

-3.1%
2019 Travel & Tourism GDP growth vs +0.5% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

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

INTERNATIONAL VISITOR IMPACT

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

INBOUND ARRIVALS

OUTBOUND DEPARTURES

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

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

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

SECTOR CHARACTERISTICS (2019)

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

330MN
Jobs globally (1 in 10 jobs)

3.5%

2.5%

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