**CUBA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

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

**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%**

**INTERNATIONAL VISITOR IMPACT**

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

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

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

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

**Global GDP impact by sector (2018 data)**

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

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

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