

CUBA

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2019



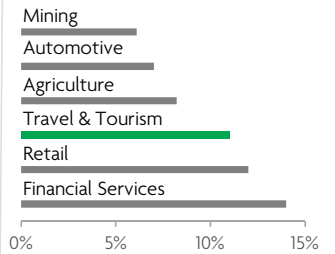
While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



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



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

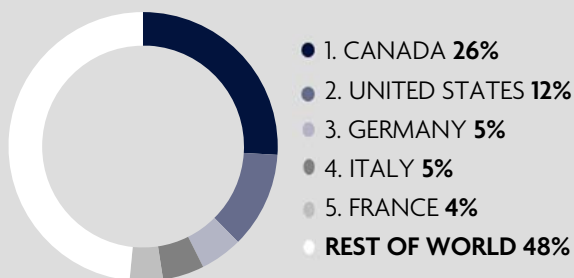
556.2 JOBS (000's)
(11.0% of total employment)



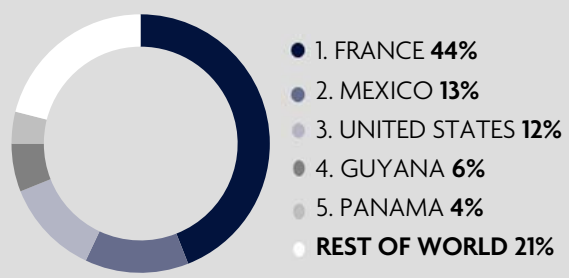
INTERNATIONAL VISITOR IMPACT

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

INBOUND ARRIVALS

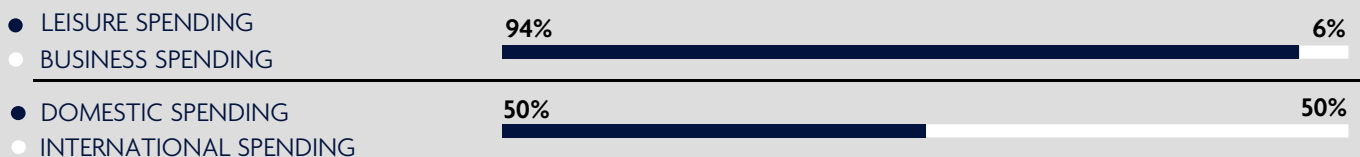


OUTBOUND DEPARTURES



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

SECTOR CHARACTERISTICS (2019)



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