TOURISM AT THE CENTER OF CUBA´S DEVELOPMENT STRATEGY

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A hospitable and educated people
Cuba is one of the safest countries in the world
A great cultural and historical heritage
10 World Cultural Heritage sites
14 National Parks
257 National Monuments
Tourism in Cuba
MINISTERIO DE TURISMO

A crucial catalyst for local and regional development
Main markets:

- Canada
- United States
- Cuban expatriates
- Germany
International visitors

Thousand of Visitors

2016:
Total visitors: 4,035,577 (14.5% increase)
Air Connections

Cuba is connected to 60 cities around the world through 54 airlines.
Regional planning plays a crucial role

Securing the required human resources

Projecting growth in infrastructure

Identifying the peculiar attractions of each territory
Regional planning

Ensuring the environmental equilibrium

Securing a balanced ecological approach to development

Priorities when attracting foreign investment
Main tourist regions in Cuba
Varadero: 32,4%. (20 thousand 316 rooms)
La Habana: 19.3%  
(12 thousand 92 rooms)
Santa María: 11,4\%.
(7 thousand 160 rooms.)
Holguín: 8,5%. (5 thousand 351 rooms.)
The most dynamic industry: Foreign investment as a strategic decision
The expansion of hotel rooms and hotel management
Enhancing airport facilities
Building entertainment facilities
Improving promotion and advertising by maximizing our resources
Enhancing the use of the new technologies in tourism
Developing event and incentive tourism
Enhancing nature tourism
Creating the capacities to take advantage of the health tourism potential
Developing marinas and golf courses
The promotion of Cuba as a peaceful, safe and healthy destination requires:

- Careful strategic planning
- Regional development
- Foreign investment