

TOURISM AT THE CENTER OF CUBA'S DEVELOPMENT STRATEGY

March 2017







A hospitable and educated people

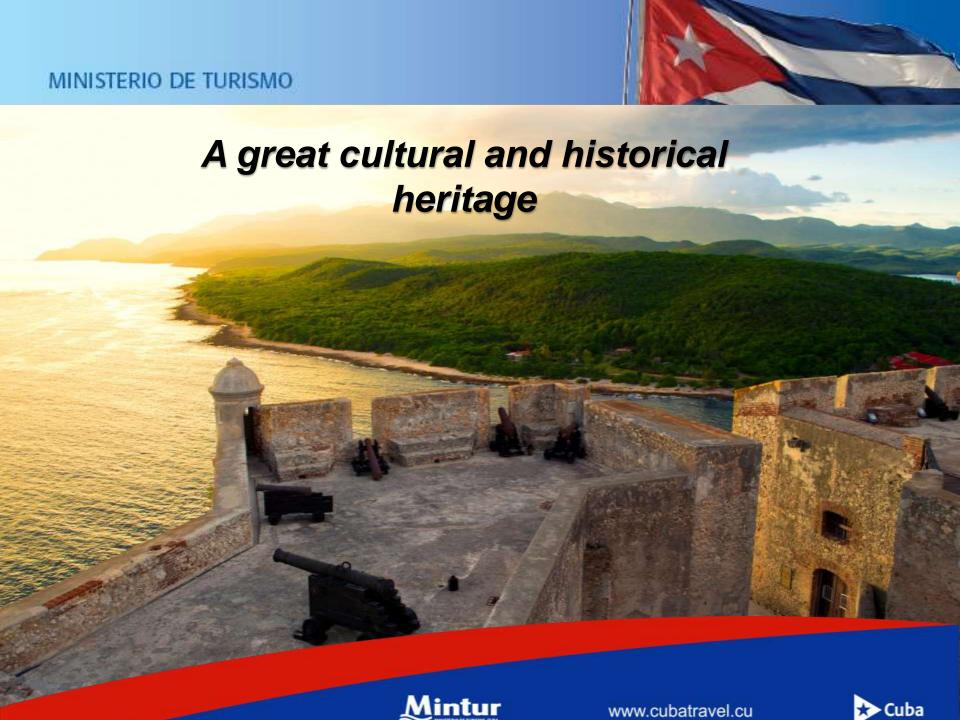






Cuba is one of the safest countries in the world







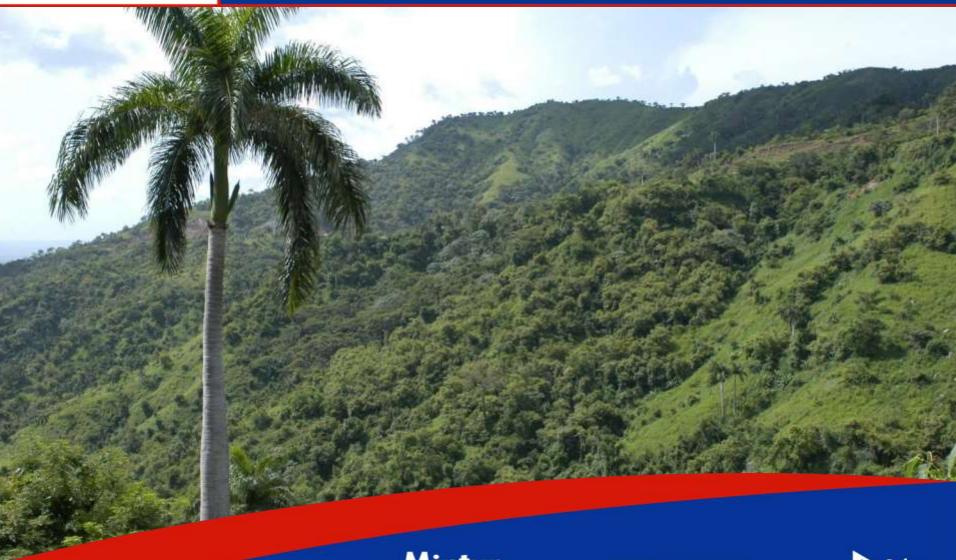
10 World Cultural Heritage sites







14 National Parks





257 National Monuments







Tourism in Cuba MINISTERIO DE TURISMO A crucial catalyst for local and regional development



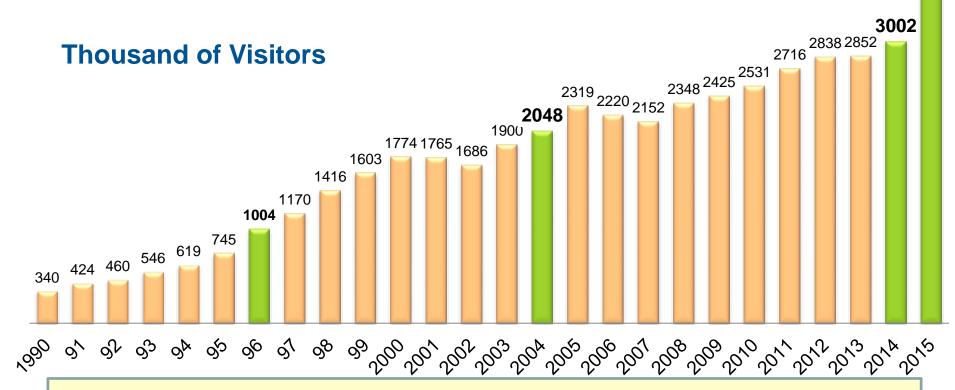
Main markets:

- ✓ Canada
- ✓ United States
- √ Cuban expatiates
- ✓ Germany



International visitors

3521



2016:

Total visitors: 4.035.577 (14,5% increase)





Air Connections









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







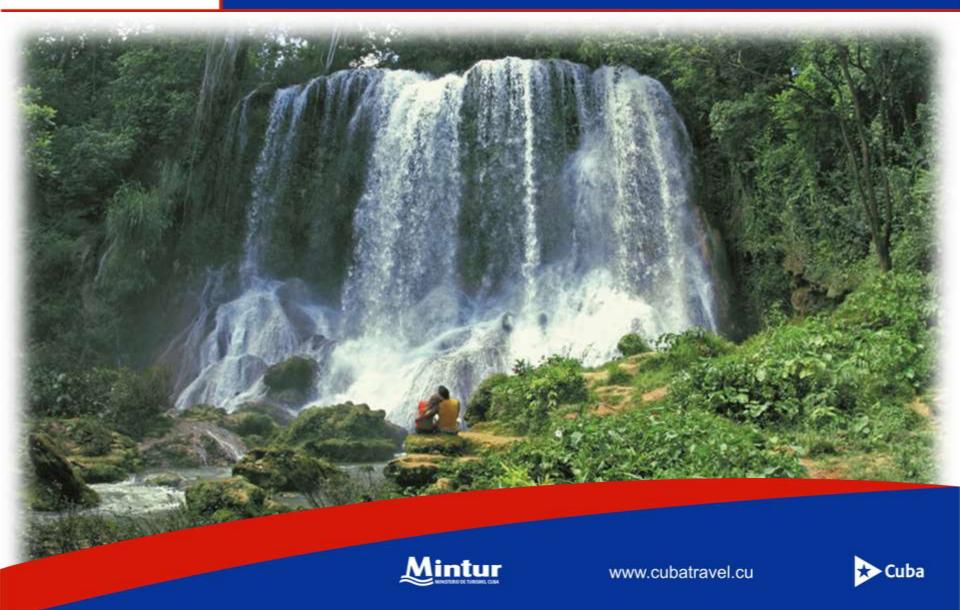


Developing event and incentive tourism





Enhancing nature tourism





Creating the capacities to take advantage of the health tourism potential









Developing marinas and golf courses





MINISTERIO DE TURISMO







