

MINISTERIO DE TURISMO

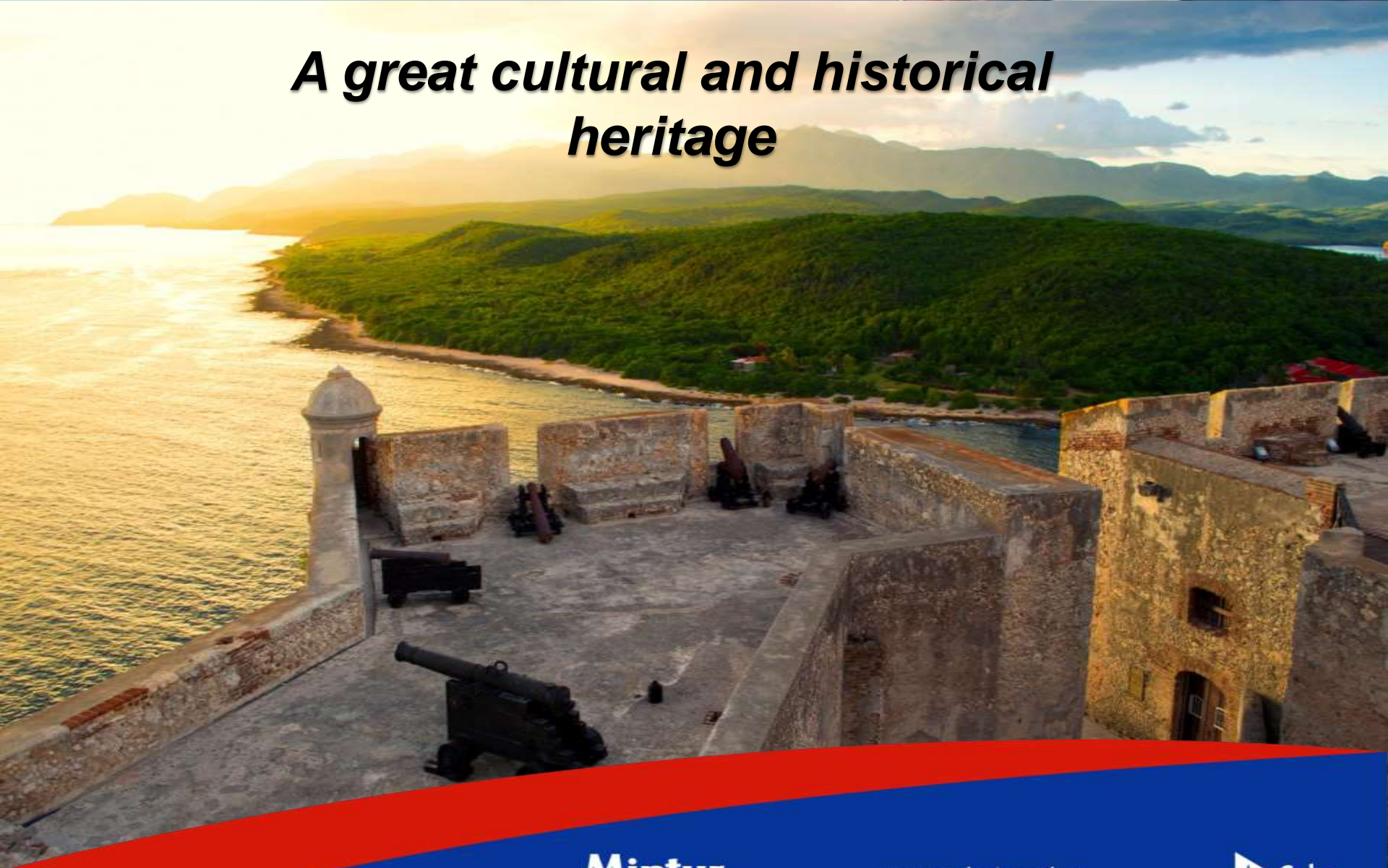
TOURISM AT THE CENTER OF CUBA'S DEVELOPMENT STRATEGY

March 2017

MINISTERIO DE TURISMO



A great cultural and historical heritage



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

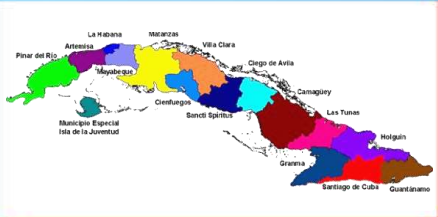
Projecting growth in infrastructure

Identifying the peculiar attractions of each territory



Main tourist regions in Cuba





Santa María: 11,4%. (7 thousand 160 rooms.)





*The most dynamic industry:
**Foreign investment
as a strategic decision***

The expansion of hotel rooms and hotel management





Enhancing airport facilities





The promotion of Cuba as a peaceful, safe and healthy destination requires:

- **Careful strategic planning**
- **Regional development**
- **Foreign investment**



