

Prosperity

Data360 Economy Snapshot

Tourism

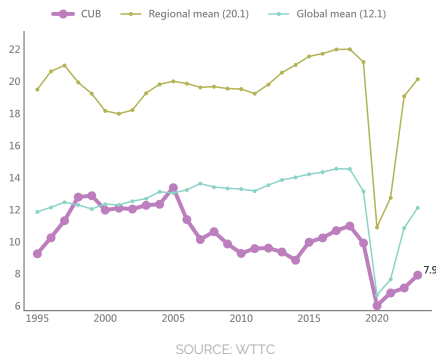
CUBA

LATIN AMERICA & CARIBBEAN (LCN) ; UPPER MIDDLE INCOME

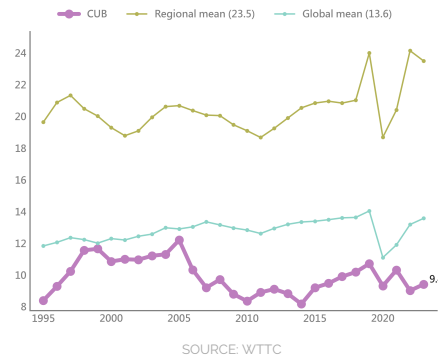
Tourism contribution to GDP (%)	<b>7.9 (2023)</b>
Tourism contribution to employment (%)	<b>9.4 (2023)</b>
International arrivals (Millions)	<b>1.09 (2020)</b>
Intl. tourism receipts (USD, Billions)	<b>1.15 (2020)</b>
T & T Development Index (Best Score=7)	Data not available
T & T Development Index Ranking	Data not available

Key Indicators

Tourism Contribution to GDP (%)



Contribution to Total Employment (%)



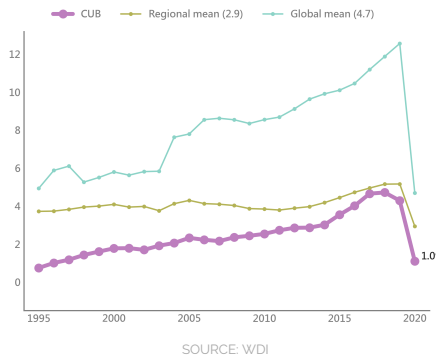
T & T Development Index (TTDI)

Indicator	CUB	S.R.	World
Score, 2024	-	-	4.0
Score, 2021	-	-	4.0
Score, 2019	-	-	3.9
Rank, 2024	-	-	60.0
Rank, 2021	-	-	60.0
Rank, 2019	-	-	60.0

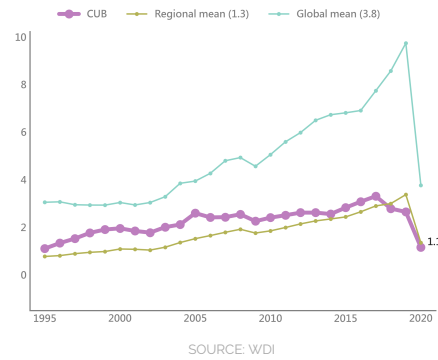
Ranking out of 119 economies  
S.R. denotes the corresponding sub-region in the TTDI report

SOURCE: WEF TTDI

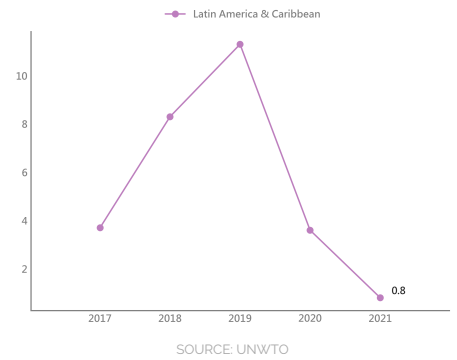
International Arrivals (Millions)



International Receipts (USD, Billions)



Tourism FDI in region (USD, Billions)



Tourism Enabling Environment

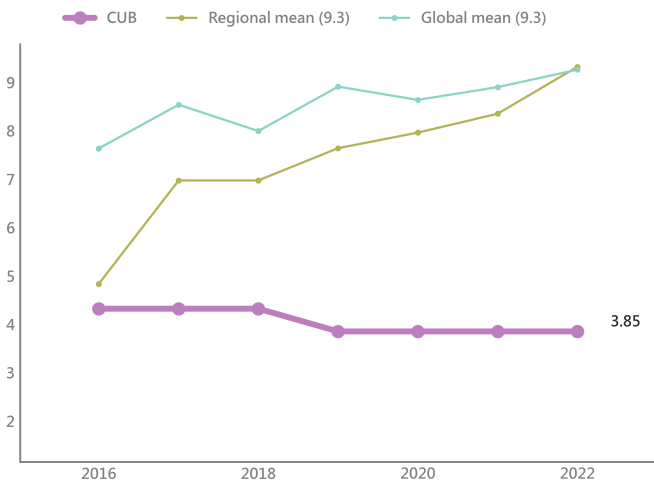
T & T Development Index Pillars, 1-7 (best)

T & T Development Dimensions, 1-7 (best)

Data not available

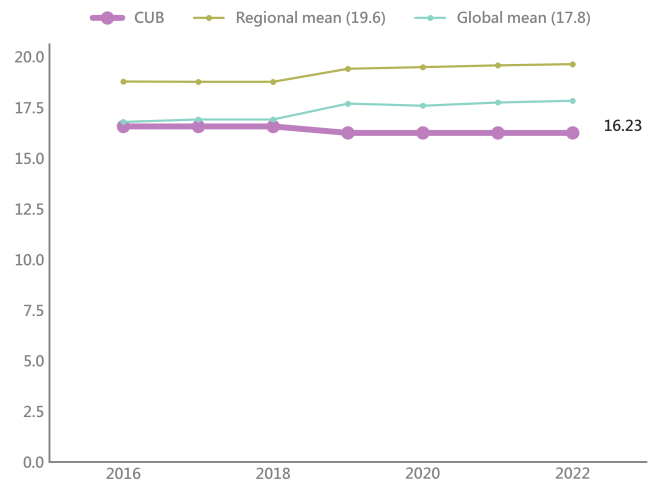
# Tourism Supply

Marine Protected areas  
(% of territorial waters)



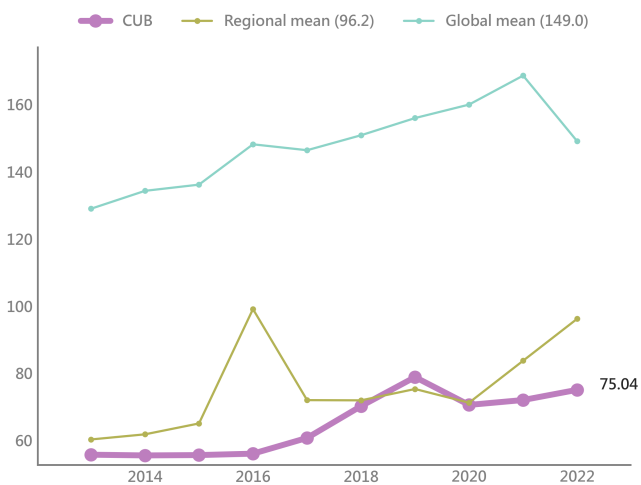
SOURCE: WDI

Terrestrial Protected areas  
(% of total land area)



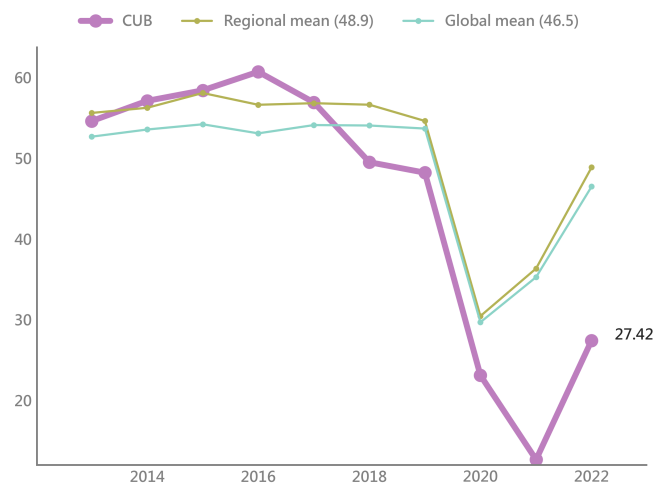
SOURCE: WDI

Number of rooms (Thousands)



SOURCE: UNWTO

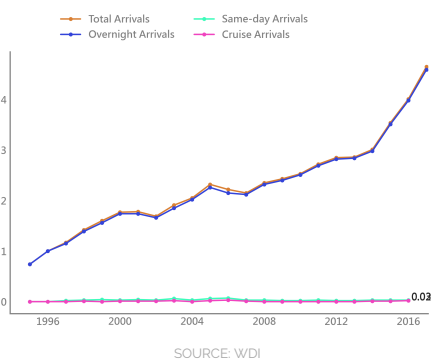
Occupancy rate / rooms (%)



SOURCE: UNWTO

# Tourism Demand

International Tourist Arrivals  
(Millions)



SOURCE: WDI

International Tourism Receipts  
(Current US\$, Billions)



SOURCE: WDI

Travel Services  
(% of commercial service exports)

Data not available

SOURCE: WDI

## Methodological Notes

**Tourism contribution to GDP.** Refers to the Travel and Tourism's total contribution to GDP, which equals the internal Travel & Tourism consumption (i.e. visitor spending, domestic resident Travel & Tourism expenditure, and government individual Travel & Tourism spending) minus the purchases (including imports) by Travel & Tourism providers, as well as its wider impacts on the economy (i.e. the indirect and induced impacts). More information can be found at the [WTTC/Oxford Economics 2023 Travel & Tourism Economic Impact Research Methodology](#) of May 2023.

**Tourism contribution to total employment.** Refers to Travel and Tourism total employment and it is calculated in different ways depending on whether the economy has a TSA, input-output tables, or none of those. More information can be found at the [WTTC/Oxford Economics 2023 Travel & Tourism Economic Impact Research Methodology](#) of May 2023.

**T & T Development Index.** The Travel & Tourism Development Index (TTDI) benchmarks and measures the set of factors and policies that enable the sustainable and resilient development of the Travel and Tourism (T&T) sector, which in turn contributes to the development of an economy. The TTDI is calculated as an average (arithmetic mean) of 17 component pillar averages (arithmetic means), organized into 5 dimensions:

1. Enabling Environment (five pillars): 1. Business Environment; 2. Safety and Security; 3. Health and Hygiene; 4. Human Resources and Labour Market; 5. ICT Readiness
2. T&T Policy and Enabling Conditions (three pillars): 6. Prioritization of T&T; 7. Openness to T&T; 8. Price Competitiveness
3. Infrastructure and Services (three pillars): 9. Air Transport Infrastructure; 10. Ground and Port Infrastructure; 11. Tourist Services and Infrastructure
4. T&T Resources (three pillars): 12. Natural Resources; 13. Cultural Resources; 14. Non-Leisure Resources
5. T&T Sustainability (three pillars): 15. Environmental Sustainability; 16. T&T Socioeconomic Impact; 17. T&T Demand Sustainability

More information can be found at the [Technical notes and methodology](#) of the TTDI 2024.

**International Tourist Arrivals and Receipts.** Data are compiled by the UNWTO Secretariat based on preliminary data reported by the institutions of the various countries and territories. Receipts from international tourism are a services export in the countries' balance of payments (the 'travel' item) which includes all transactions related to the consumption of goods and services by international visitors, such as accommodation, food and drink, fuel, domestic transport, entertainment, and shopping. Travel receipts do not include receipts from international passenger transport contracted from companies outside the travelers' countries of residence. International tourism receipts account for exchange rate changes and inflation. More information can be found at the [UNWTO World Tourism Barometer](#).

**Travel Services.** Travel covers goods and services acquired from an economy by travelers for their own use during visits of less than one year in that economy for either business or personal purposes. Same as in the case of travel receipts, Travel Services include local transport (i.e., transport within the economy being visited and provided by a resident of that economy), but exclude international transport (which is included in passenger transport). Travel also excludes goods for resale, which are included in general merchandise.

For more information, email us at: [tourism@worldbankgroup.org](mailto:tourism@worldbankgroup.org) Visit our [Tourism and Competitiveness website](#).

## Disclaimer

The Prosperity Data360 platform only aggregates publicly available data and does not produce or own any mentioned data.

Region and income group mapping followed in the data sheets are as per the official [World Bank classification](#). Aggregates calculated do not include economies absent in the [World Bank list](#).

Economy borders or names do not necessarily reflect the World Bank Group's official position. Maps available through the Prosperity Data360 are for illustrative purposes and do not imply the expression of any opinion on the part of the World Bank, concerning the legal status of any economy or territory or concerning the delimitation of frontiers or boundaries.