

## CUBA

### Visitor Arrival Summary

Tourist arrivals to Cuba rebounded in 2003, after the decline in 2002, when 1.9 million tourists visited this destination. This was a 13.0 percent increase and is the largest number of tourists recorded. Arrivals during the winter season accounted for 40.6 percent and showed an increase of 20.0 percent. Growth was slower in the summer months (59.4 percent of total arrivals) but still positive and at the end of the season arrivals had risen by 8.7 percent.

- ◆ In 2003, the European countries collectively accounted for 49.4 percent of total arrivals to Cuba and they increased significantly (up 9.7 percent) when compared to 2002. A closer look revealed mixed performances among these countries. Italy and Germany were able to improve upon their performances in 2002 with increases of 20.2 percent and 3.3 percent respectively. Spain dropped below the level attained in 2002. Arrivals from the USA, Other Europe and South America markets increased in 2003 after declines were recorded in 2002. The best performing market for this destination was Canada, which saw an increase of 29.8 percent with a market share of 23.7 percent (an increase of 3 percentage points).

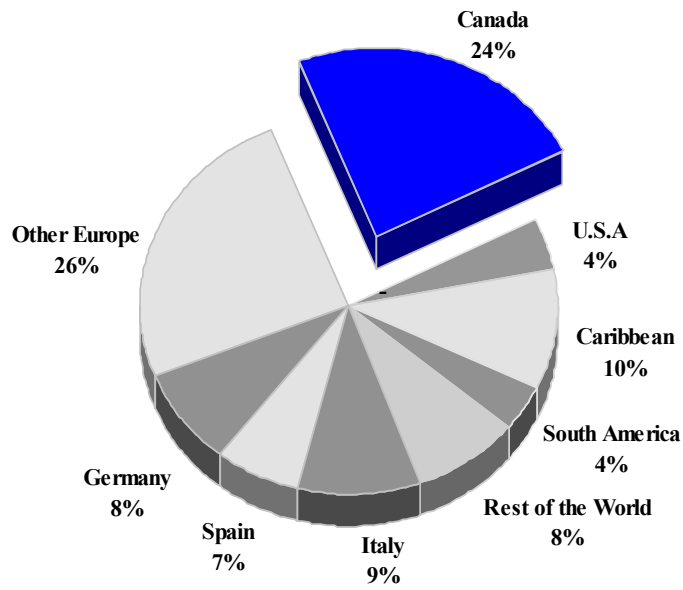
#### TOURISM HIGHLIGHTS FOR 2003

VISITOR ARRIVALS			
Tourist Arrivals ➔	1,905,682	Cruise Passengers	<u>NOT AVAILABLE</u>
➔ Summer	59.4%		
➔ Winter	40.6%		
VISITOR PROFILE			
Average Length of Stay ( <i>nights</i> )	10.5	<b>Tourist Arrivals by Purpose of Visit</b>	
		➔ <i>Holiday</i>	94.0%
		➔ <i>Business</i>	0.7%
		➔ <i>Other</i>	5.3%
TOURISM AND OTHER RELATED ECONOMIC STATISTICS			
Total Expenditure ( <i>US\$ millions</i> )	\$1,999.2	GDP at Factor Cost ( <i>US\$ millions</i> ) #	\$28,393.1
		Hotel and Restaurant contribution to GDP	28.8%
ACCOMMODATION STATISTICS		SOCIO-ECONOMIC STATISTICS	
Rooms	43,696	Land Area ( <i>square Kilometres</i> )	110,860
Room Occupancy Rates	61.8%	Population ( <i>thousand mid year 2002</i> )	11,247.2

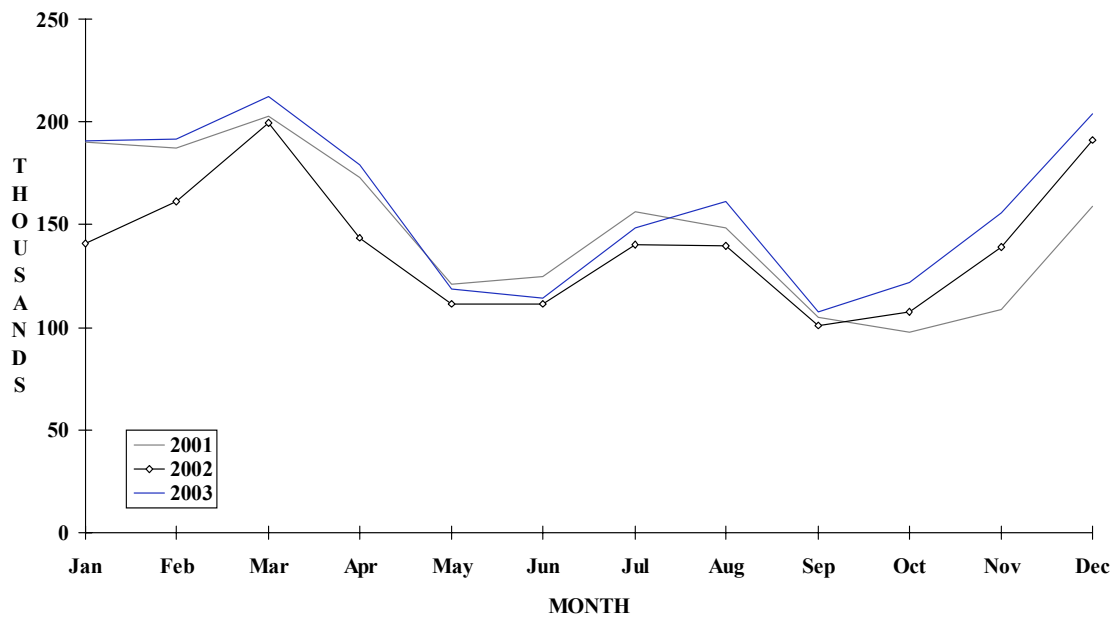
# Figure used is Gross Social Product

# CUBA

**TOURIST ARRIVALS BY MAIN MARKETS  
2003**



**MONTHLY TOURIST ARRIVALS**



## TOURIST ARRIVALS BY COUNTRY OF RESIDENCE\*

Country of Residence	1999	2000	2001	2002	2003	% Share 2003
United States	62345	76898	78789	77646	84529	4.4
Canada	276346	307725	350426	348468	452438	23.7
Italy	160843	175667	159423	147750	177627	9.3
Spain	146978	153197	140125	138609	127666	6.7
Germany	182159	203403	171851	152662	157721	8.3
Other Europe	384464	417061	426711	420108	479038	25.1
South America	108368	124959	120884	72507	78831	4.1
Caribbean	157146	162385	162855	180251	191594	10.1
Other	124132	152691	163477	148161	156238	8.2
<b>Total</b>	<b>1602781</b>	<b>1773986</b>	<b>1774541</b>	<b>1686162</b>	<b>1905682</b>	<b>100.0</b>

\* Includes same-day visitors

<sup>c</sup> Includes Central America

## MONTHLY TOURIST ARRIVALS

Month	1999	2000	2001	2002	2003	% Change 2003/02
January	167182	163786	190834	140792	190669	35.4
February	159797	170910	187406	161114	191650	19.0
March	173086	179993	203127	199723	212441	6.4
April	134969	159315	172708	143478	179104	24.8
May	110701	116588	120999	111491	118759	6.5
June	98175	113029	124814	111153	113949	2.5
July	131710	156517	156081	140167	148650	6.1
August	134160	139938	148396	139544	161345	15.6
September	103235	116641	104747	101121	107450	6.3
October	114954	125823	97773	107340	121834	13.5
November	133945	147680	108804	138911	155884	12.2
December	140867	183766	158852	191328	203947	6.6
<b>TOTAL</b>	<b>1602781</b>	<b>1773986</b>	<b>1774541</b>	<b>1686162</b>	<b>1905682</b>	<b>13.0</b>

**TOURIST ACCOMMODATION (Rooms)**

<b>Category</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>
2-Star	3541	3549	3588	3650	4046
3-Star	7154	7192	7220	7369	7556
4-Star	14124	14596	15585	15976	17006
5-Star	6024	6303	7006	7482	8076
Other*	6271	6432	6759	6846	7012
<b>TOTAL</b>	<b>37114</b>	<b>38072</b>	<b>40158</b>	<b>41323</b>	<b>43696</b>

*Source: National Institute of Tourism (Intur), Cuba*