



BUSINESS OPPORTUNITIES FOR FOREIGN INVESTMENT IN CUBA

An aerial photograph of a coastal city in Cuba. In the top left corner, a portion of the Cuban flag is visible, featuring a white star on a red field. The city is built on a hillside overlooking the ocean. A prominent white, multi-story hotel building with a curved facade and a swimming pool is visible. Other buildings, roads, and greenery are scattered throughout the scene. The overall atmosphere is bright and sunny.

TOURISM IN CUBA TODAY

The Tourism Industry is one of the most important sectors of the Cuban economy and the one that sees the highest volume of foreign investment in the country.



TOURISM IN CUBA TODAY

Hotel Infrastructure. Evolution

The Hotel Infrastructure
Annual Growth Rate is

10%

At this time, Cuba is finishing

2500 rooms per year

This figure will increase as of next year.

SAHIC
Cuba

TOURISM IN CUBA TODAY

Potential, existing rooms as at 2016 and projection for 2030





TOURISM IN CUBA TODAY

Developments projected through 2030:

- **224 accommodation facilities and 32 expansions.**
- **23 nautical stations and marinas**
- **24 golf courses (associated with hotels and real estate developments)**
- **2 real estate projects (1 of them associated with a marina)**
- **47 facilities for entertainment and adventure**
- **17 new camping sites**

SAHIC
Cuba



Hotel developments currently in process:

Hotel International in Varadero **934 rooms**

Packard Hotel **321 rooms**

Prado y Malecón Hotel **250 rooms**

To be managed by important international hotel companies.





TOURISM IN CUBA TODAY

Priorities:

- Product quality
- New and better services.
- New technologies
- Diving and nautical activities.
- Cultural tourism.
- Events and incentives
- Health tourism
- Guided Tours
- Nature Tourism
- Real estate developments associated with tourism.





ADDED VALUES FOR INVESTMENTS IN TOURISM IN CUBA

- Hospitable and educated people.
- One of the safest countries in the world.
- Cultural and historical legacy.

10 World Heritage Sites (UNESCO)

14 National Parks




257 National Monuments

SAHIC
Cuba



Port and Airport Infrastructure

10 International Airports, 7 International Marinas and 4 Cruise Terminals:

-  International Airport
-  International Marina
-  Cruise Terminal



Connected to:

70 Cities around the world through

68 International Airlines



TOURISM IN CUBA TODAY

Foreign Investment

By the end of 2017:

- 1** Administration Service Agreement
- 27** Joint Ventures contracts for new hotels and real estate developments associated with tourism
- 4** Joint Ventures with Real Estate companies for developments associated with tourism

(+) a joint venture in China, Shanghai Suncuba, owns:
Grand Kempinski Hotel Shanghai, with 686 rooms





TOURISM IN CUBA TODAY

Foreign Investment

Also:

87 Management contracts with

19 International Companies of

9 countries

These contracts cover a total of :

42 275 Rooms, representing 

95.9% of 4 and 5 stars hotels



Cuba Tourism Sector seeks to expand partnerships with potential investors associated with companies of international prestige, with the necessary financial capacity and international experience in tourism.

FOREIGN INVESTMENT MODALITIES

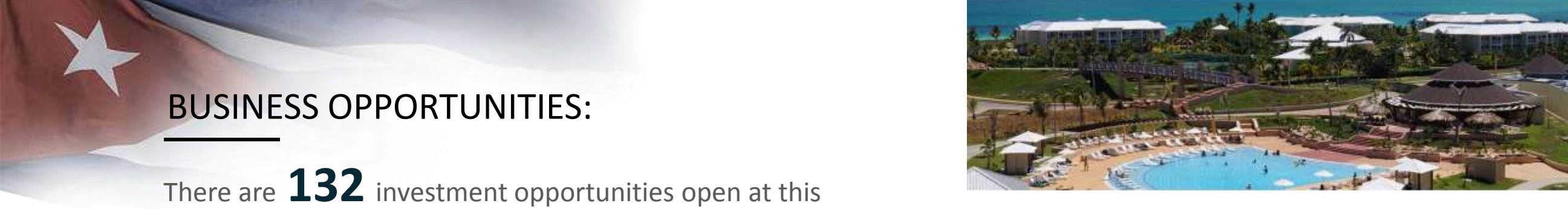
- Joint Ventures for the construction and /or commercialization of high standards hotels and villas.



- Joint ventures for real estate developments associated with tourism.



- Management contracts for services in Marinas and others projects.



BUSINESS OPPORTUNITIES:

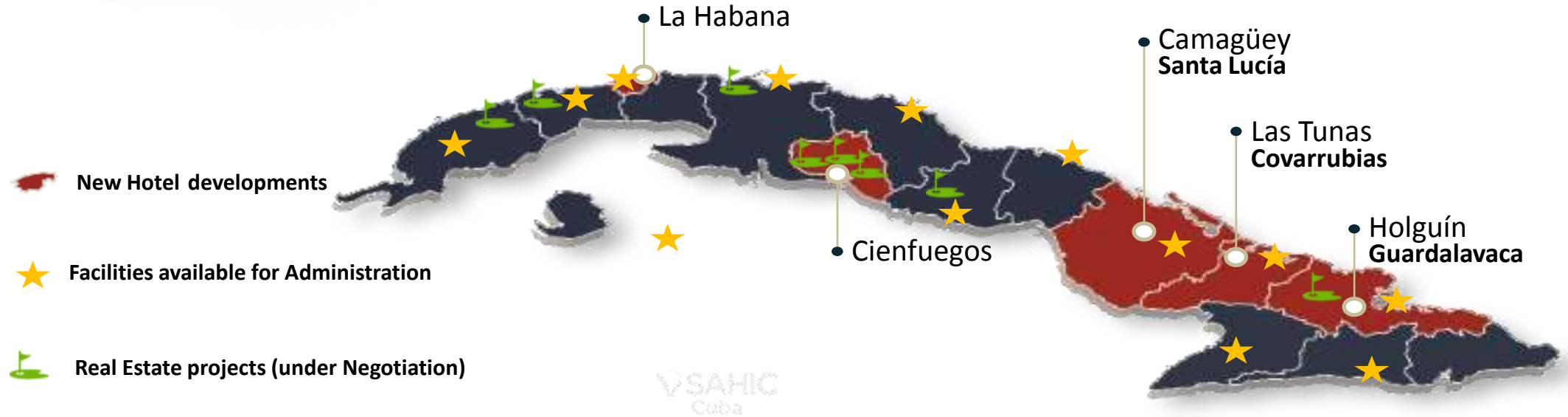
There are **132** investment opportunities open at this moment:

- 33** Joint Ventures for the construction of Hotels
- 90** Management contracts for new and existing Hotels
- 9** Management contracts for Marinas and Theme Parks

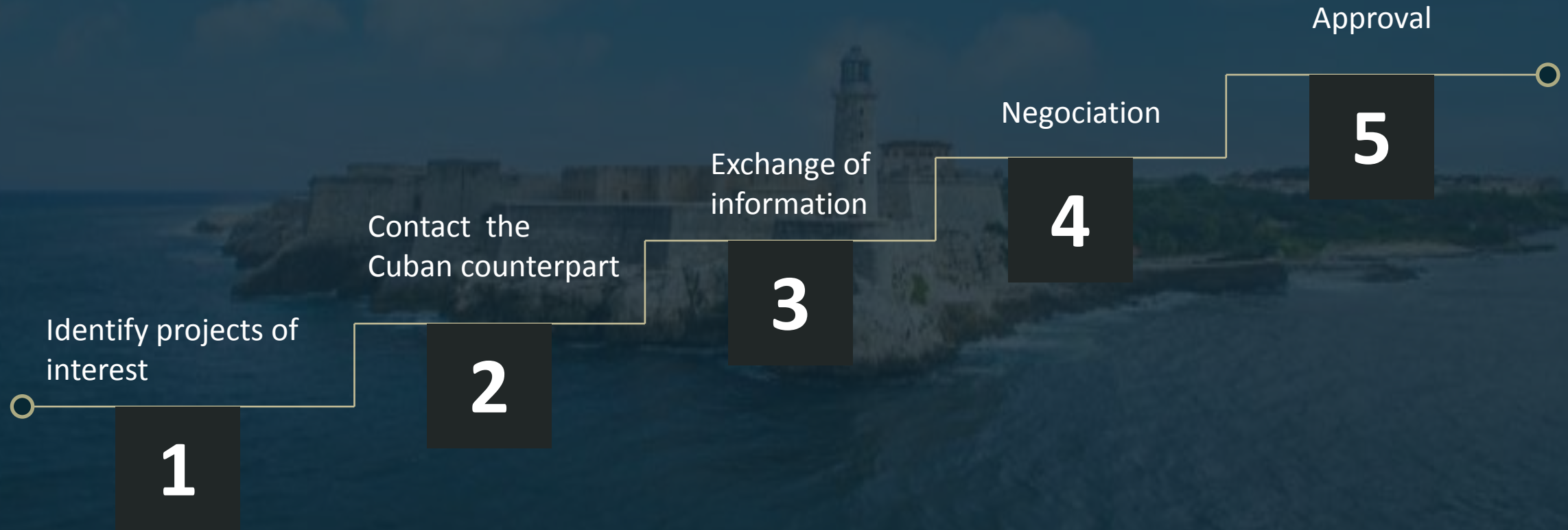




PRIORITIZED AREAS



STEPS TO FOLLOW





THANK YOU