

Cuba continues to bet on tourism



Street in the UNESCO World Heritage city of Trinidad (source: [RochelleVanrees/Pixabay](#))
RochelleVanrees

Cuba's tourism industry is in crisis. The former “locomotive of the Cuban economy” has not recovered from the consequences of the Covid pandemic and tightened US sanctions, and has recently lost further momentum. According to the [latest data](#) from the statistics agency ONE, the number of visitors in the first two months of the year fell by 29.1 percent compared to 2024.

The sharp decline in the number of visitors from Canada (-33.5 percent) is particularly worrying. Canadians have always [stayed loyal](#) to the island throughout all crises. But there were also significant declines in the number of visitors from Russia (-49.1 percent) and Western European countries. Overall, Cuba recorded 374,267 foreign guests by the end of February.

Nevertheless, the island continues to rely on tourism to revive the country's economy, and in particular, it wants to expand sustainable tourism. In this context, journalist Peter Steiniger spoke to Pilar Álvarez Azze, Director General of Marketing at the Cuban Ministry of Tourism, about the status and prospects of the travel industry for the newspaper *nd*. You can read the interview [here](#). ([Cubaheute](#))