

ETECSA raises prices for mobile Internet



The new pricing model makes mobile data significantly more expensive for frequent users (source: [Kaldari/Commons](#))

Since their [introduction in 2018](#), mobile data prices in Cuba have only gone in one direction: down. Now, for the first time, the state-owned telephone provider ETECSA has implemented a price increase that will hit frequent users particularly hard. What exactly is changing?

With the 2021 currency reform, the internet in Cuba inadvertently became one of the cheapest in the world. For a long time, 16 gigabytes of mobile data cost 950 pesos, which currently corresponds to 2.40 euros according to the informal exchange rate.

Thereby, the company has lost around 90 percent of its revenue in recent years. The result: stagnating network expansion and deteriorating coverage, as the funds are in some cases no longer even sufficient to maintain the status quo.

At the parliamentary session in December 2024, Prime Minister Manuel Marrero [announced](#) a restructuring of tariffs for this reason. This [officially came into force](#) on May 30.



Planes con Datos a través de *133#

Para navegar en cualquier red

2G + 3G + 4G

Plan	Datos	Minutos	SMS	Precio (CUP)
Pequeño	2 GB	15 MIN	20 SMS	120 CUP
Medio	4 GB	35 MIN	40 SMS	240 CUP
Grande	6 GB	60 MIN	70 SMS	360 CUP

+ 300 MB de navegación nacional

New pricing model for mobile internet in Cuba from May 30, 2025 (source: [ETECSA](#))

First, the good news: for most customers (all those who use up to 6 gigabytes per month), little is going to change. For them, mobile phone service will even become slightly cheaper. The “small package” now consists of 2 GB (instead of 1.4 GB) of mobile data (which applies to all networks, including LTE, for the first time), 15 minutes of talk time, and 20 text messages, and is priced at 120 pesos (approx. 30 euro cents at the informal exchange rate). The “medium package” comes with 4 GB (instead of 3.5 GB), 35 minutes, and 40 text messages and now costs 240 pesos (approx. 60 euro cents). The “large package” comes with 6 GB, 60 minutes, and 70 text messages for 360 pesos (approx. 90 euro cents). All packages include 300 MB of additional mobile data for Cuban websites (all domains ending in .cu).

The catch: these packages can no longer be booked indefinitely. There is a recharge limit of 360 pesos every 30 days. This means that each user can purchase the small and medium combination package once a month or the large combination package once a month. After that, a different pricing scheme applies.

This consists of “extra” packages, which are available in both pesos and foreign currency. In the case of the peso packages, the prices are now calculated on the basis of the informal exchange rate: 3 GB extra costs 3,360 pesos (approx. €8.50 at the informal exchange rate and €28 at the official exchange rate), 7 GB costs 6,720 pesos (€17 or €56) and 15 GB costs 11,760 pesos (€30 or €98). The foreign currency packages are slightly larger: 4 GB cost \$10 and 16 GB cost \$35. There is also a combination package with 8 GB of mobile data, 75 minutes, and 80 text messages for \$20. The extra



Planes de DATOS Extra

Disponibles en CUP: Transfermóvil, el Monedero MiTransfer, Servicios en Línea y la red comercial.

Plan	Datos	Minutos	SMS	Precio (CUP)
Pequeño	3 GB			3360 CUP
Medio	7 GB			6720 CUP
Grande	15 GB			11760 CUP

+ 300 MB de navegación nacional

Planes de DATOS Extra

Disponibles en: Monedero MiTransfer y tarjetas internacionales válidas en nuestras oficinas comerciales.

Plan	Datos	Minutos	SMS	Precio (USD)
Pequeño	4 GB			10 USD
Medio	8 GB + 75 MIN	75 MIN	80 SMS	20 USD
Grande	16 GB			35 USD

+ 300 MB de navegación nacional

packages can be booked via the “mondereó Móvil” mobile wallet of the Transfermóvil payment app, international credit cards, or [top-up pages](#). For all details of the new tariffs, see [this PDF](#) from the company.

This means that up to 6 GB of mobile data is available at a preferential rate, with anything above that only available at cost price. Those who use the internet a lot (e.g., due to the lack of home connections in Cuba) will now have to dig much deeper into their pockets. Conversely, those who previously only had a few hundred pesos per month to spend on mobile data will now get more for their money, which makes the price adjustment socially responsible, as no one is excluded.

Nevertheless, it is to be expected that the measures will not be met with enthusiasm. It is to be hoped that ETECSA will be able to raise the necessary funds for urgently needed network expansion work and that the quality of the mobile network will finally improve after years of gradual deterioration. ([Cubaheute](#))