ECUADOR 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

1 in 4 net new jobs were created by Travel & Tourism over the last five years

Global GDP impact by sector (2018 data). Share of total economy GDP

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>15%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>35%</td>
</tr>
<tr>
<td>Retail</td>
<td>0%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>5%</td>
</tr>
</tbody>
</table>

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

ECUADOR 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

5.1% OF TOTAL ECONOMY
Total T&T GDP = USD5,524.2MN

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

408.8 JOBS (000’s)
(5.2% of total employment)

INTERNATIONAL VISITOR IMPACT

USD2,610.1MN
in visitor spend (10.8% of total exports)

INBOUND ARRIVALS

1. VENEZUELA 25%
2. COLOMBIA 18%
3. UNITED STATES 16%
4. PERU 8%
5. SPAIN 4%
REST OF WORLD 29%

OUTBOUND DEPARTURES

1. UNITED STATES 33%
2. PERU 23%
3. COLOMBIA 13%
4. PANAMA 6%
5. MEXICO 5%
REST OF WORLD 20%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING: 71%
- BUSINESS SPENDING: 29%
- DOMESTIC SPENDING: 34%
- INTERNATIONAL SPENDING: 66%

1All values are in constant 2019 prices & exchange rates
As reported in March 2020