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

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

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

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- 5.1% of total economy
- 2019 Travel & Tourism GDP growth vs 0.0% real economy GDP growth
- Total T&T GDP = USD5,524.2MN

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

- 408.8 jobs (000s)
- 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%

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

ECUADOR 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS