**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:

- 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

### ECUADOR 2019 KEY DATA

- **5.1% OF TOTAL ECONOMY**
  - Total T&T GDP = USD5,524.2MN
- **408.8 JOBS (000's)**
  - (5.2% of total employment)
- **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%**
6. **REST OF WORLD 29%**

#### OUTBOUND DEPARTURES

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

#### SECTOR CHARACTERISTICS (2019)

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

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

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