ECUADOR
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3%
Total GDP contribution

330 MN
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

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

+2.3%
2019 Travel & Tourism GDP growth vs 0.0% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

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

INTERNATIONAL VISITOR IMPACT

USD 2,610.1 MN
in visitor spend (10.8% of total exports)

ECUADOR 2019 KEY DATA

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%

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