10.3% Total GDP contribution

330 MN Jobs globally (1 in 10 jobs)

5.1% OF TOTAL ECONOMY
1 in 4 net new jobs were created by Travel & Tourism over the last five years

GLOBAL DATA 2019

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

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

Ecuador 2019 Key Data

5.1% OF TOTAL ECONOMY
Total T&T GDP = USD 5,524.2 MN

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

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

USD 2,610.1 MN 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% 29%
BUSINESS SPENDING

DOMESTIC SPENDING 34% 66%
INTERNATIONAL SPENDING

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