ECUADOR 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

330M 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

0% 5% 10% 15%

ECUADOR 2019 KEY DATA

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

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