**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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>15%</td>
</tr>
<tr>
<td>Retail</td>
<td>15%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

### CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

### CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

- **USD2,610.1 MN**
  - in visitor spend (10.8% of total exports)

### INTERNATIONAL VISITOR IMPACT

- **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