EL SALVADOR
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019
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

10.3% Total GDP contribution
Jobs globally (1 in 10 jobs)

EL SALVADOR 2019 KEY DATA
CONTRIBUTION OF TRAVEL & TOURISM TO GDP
11.0% OF TOTAL ECONOMY
Total T&T GDP = USD2,970.1MN
+8.0% 2019 Travel & Tourism GDP growth vs +2.1% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT
317.2 JOBS (000's)
(11.6% of total employment)

INTERNATIONAL VISITOR IMPACT
USD1,573.8MN in visitor spend (21.3% of total exports)

INBOUND ARRIVALS
- 1. GUATEMALA 36%
- 2. UNITED STATES 31%
- 3. HONDURAS 16%
- 4. COSTA RICA 3%
- 5. MEXICO 2%
- REST OF WORLD 12%

OUTBOUND DEPARTURES
- 1. GUATEMALA 35%
- 2. UNITED STATES 18%
- 3. NICARAGUA 13%
- 4. HONDURAS 13%
- 5. COSTA RICA 7%
- REST OF WORLD 14%

SECTOR CHARACTERISTICS (2019)
- LEISURE SPENDING 74%
- BUSINESS SPENDING 26%
- DOMESTIC SPENDING 38%
- INTERNATIONAL SPENDING 62%

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

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