EL SALVADOR
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS1

GLOBAL DATA 2019

10.3% Total GDP contribution

2.5% Travel & Tourism grew significantly more at 3.5%

3.5% 1 in 4 net new jobs were created by Travel & Tourism over the last five years

330 MN Jobs globally (1 in 10 jobs)

+8.0% Travel & Tourism grew significantly more at 3.5% vs +2.1% real economy GDP growth

EL SALVADOR 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

11.0% OF TOTAL ECONOMY
Total T&T GDP = USD2,970.1MN

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

317.2 JOBS (000’s)
(11.6% of total employment)

INTERNATIONAL VISITOR IMPACT

USD1,573.8 MN 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%

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 74%
- BUSINESS SPENDING 26%
- DOMESTIC SPENDING 38%
- INTERNATIONAL SPENDING 62%

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