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

EL SALVADOR 2019 KEY DATA

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

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

OUTBOUND DEPARTURES

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%

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