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.

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Global GDP impact by sector (2018 data). Share of total economy GDP

Mining
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

0% 5% 10% 15%

EL SALVADOR 2019 KEY DATA

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

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

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