GUATEMALA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

350 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

GUATEMALA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

9.5% OF TOTAL ECONOMY Total T&T GDP = EUR903.5MN (USD1,007.2MN)

+4.0% 2019 Travel & Tourism GDP growth vs +0.5% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

13.3 JOBS (000’s) (10.7% of total employment)

INTERNATIONAL VISITOR IMPACT

EUR 448.1 MN in visitor spend (32.7% of total exports) (USD499.5MN)

INBOUND ARRIVALS

1. FRANCE 91%
2. UNITED STATES 2%
3. DOMINICA 1%
4. BELGIUM 1%
5. GERMANY 1%
REST OF WORLD 4%

OUTBOUND DEPARTURES

1. MARTINIQUE 59%
2. DOMINICA 15%
3. UNITED STATES 8%
4. CANADA 6%
5. DOMINICAN REPUBLIC 5%
REST OF WORLD 7%

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 89%
- BUSINESS SPENDING 11%
- DOMESTIC SPENDING 35%
- INTERNATIONAL SPENDING 65%

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