GUATEMALA
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

6.2% OF TOTAL ECONOMY

Total T&T GDP = GTQ38.6BN
(USD5,021.4MN)

+3.2%

2019 Travel & Tourism GDP growth
vs +3.1% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

GUATEMALA 2019 KEY DATA

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vs +3.1% real economy GDP growth

330MN Jobs globally (1 in 10 jobs)

10.3% Total GDP contribution

457.1 JOBS (000's)
(6.5% of total employment)

GTQ12.1BN in visitor spend (10.9% of total exports)
(USD1,576.7MN)

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INTERNATIONAL VISITOR IMPACT

INBOUND ARRIVALS

1. UNITED STATES 35%
2. EL SALVADOR 23%
3. HONDURAS 7%
4. NICARAGUA 5%
5. MEXICO 4%
REST OF WORLD 26%

OUTBOUND DEPARTURES

1. EL SALVADOR 42%
2. UNITED STATES 19%
3. HONDURAS 8%
4. NICARAGUA 6%
5. COSTA RICA 5%
REST OF WORLD 20%

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING: 75%
- BUSINESS SPENDING: 25%
- DOMESTIC SPENDING: 61%
- INTERNATIONAL SPENDING: 39%

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

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