GUATEMALA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%**
  - Total GDP contribution

- **330,000**
  - Jobs globally (1 in 10 jobs)

- **6.2%** of total economy
  - Travel & Tourism grew significantly more at 3.5%

- **2.5%**
  - Value added by Travel & Tourism

- **3.5%**
  - Travel & Tourism GDP growth

- **239,121** jobs (000’s)
  - 1 in 4 net new jobs were created by Travel & Tourism over the last five years

- **GTQ12.1BN**
  - Visitor spend (10.9% of total exports)

**GUATEMALA 2019 KEY DATA**

- **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

- **457,100** jobs (000’s)
  - (6.5% of total employment)

- **GTQ12.1BN**
  - Visitor spend (10.9% of total exports)

**INBOUND ARRIVALS**

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

**OUTBOUND DEPARTURES**

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

**SECTOR CHARACTERISTICS (2019)**

- **Leisure Spending**: 75%
- **Business Spending**: 25%
- **Domestic Spending**: 61%
- **International Spending**: 39%

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

**ALL VALUES ARE IN CONSTANT 2019 PRICES & EXCHANGE RATES**

As reported in March 2020