GUATEMALA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019
10.3% Total GDP contribution

6.2% of total economy

330,000 Jobs globally (1 in 10 jobs)

6.2% of total economy +3.2% vs +3.1% real economy GDP growth

1 in 4 net new jobs were created by Travel & Tourism over the last five years

GUATEMALA 2019 KEY DATA
CONTRIBUTION OF TRAVEL & TOURISM TO GDP
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 EMPLOYMENT
457.1 JOBS (000's)
(6.5% of total employment)

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

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

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

GLOBAL GDP impact by sector (2018 data). Share of total economy GDP
Mining 10% Automotive 5%
Agriculture 3% Travel & Tourism 12%
Retail 8% Financial Services 24%