### GUATEMALA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

#### GLOBAL DATA 2019

- **10.3%**
  - Total GDP contribution

- **330MN**
  - 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:

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

#### 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

- **457.1** JOBS (000’s)
  - (6.5% of total employment)

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

#### SECTOR CHARACTERISTICS (2019)

- **LEISURE SPENDING**
  - 75%

- **BUSINESS SPENDING**
  - 25%

- **DOMESTIC SPENDING**
  - 61%

- **INTERNATIONAL SPENDING**
  - 39%

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

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

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