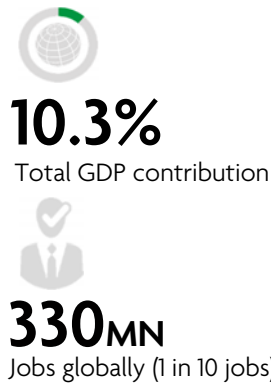


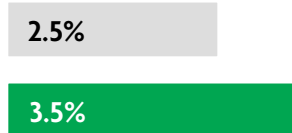
GUATEMALA

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS ¹

GLOBAL DATA 2019



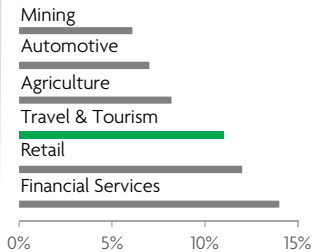
While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



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



Global GDP impact by sector (2018 data). Share of total economy GDP



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

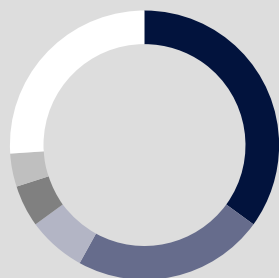
457.1 JOBS (000's)
(6.5% of total employment)



INTERNATIONAL VISITOR IMPACT

GTQ12.1_{BN}
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)



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