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.

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

GTQ12.1BN
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