COLOMBIA
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 new net jobs were created by Travel & Tourism over the last five years.

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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of Total Economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>15%</td>
</tr>
<tr>
<td>Retail</td>
<td>15%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>25%</td>
</tr>
</tbody>
</table>

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

COLOMBIA 2019 KEY DATA

- **4.9%** of Total Economy
  - Total T&T GDP = COP$1,116.5BN (USD$15,556.8MN)
  - 2019 Travel & Tourism GDP growth (+7.1%) vs +3.4% real economy GDP growth

- **1,187.7** jobs (000’s)
  - (5.2% of total employment)

- **COP21,786.1** BN
  - in visitor spend (12.8% of total exports)
    - (USD6,630.4MN)

INBOUND ARRIVALS

1. UNITED STATES 15%
2. VENEZUELA 7%
3. SPAIN 7%
4. ARGENTINA 6%
5. MEXICO 5%
REST OF WORLD 60%

OUTBOUND DEPARTURES

1. UNITED STATES 27%
2. ECUADOR 10%
3. MEXICO 8%
4. PANAMA 8%
5. PERU 6%
REST OF WORLD 41%

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

SECTOR CHARACTERISTICS (2019)

- **LEISURE SPENDING** 86%
- **BUSINESS SPENDING** 14%
- **DOMESTIC SPENDING** 43%
- **INTERNATIONAL SPENDING** 57%

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