COLOMBIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

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

1,187.7 JOBS (000's)

COP21,786.1BN in visitor spend (12.8% of total exports)

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

INBOUND ARRIVALS

OUTBOUND DEPARTURES

SECTOR CHARACTERISTICS (2019)

Leisure Spending 86% 14%
Business Spending
Domestic Spending 43% 57%
International Spending

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 0% 5% 10% 15%
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

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

As reported in March 2020

\(^1\)All values are in constant 2019 prices & exchange rates