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

10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

COLOMBIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

4.9% OF TOTAL ECONOMY

Total T&T GDP = COP51,116.5BN (USD15,556.8MN)

+7.1%

2019 Travel & Tourism GDP growth vs +3.4% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

1,187.7 JOBS (000’s)

(5.2% of total employment)

INTERNATIONAL VISITOR IMPACT

COP21,786.1 BN

in visitor spend (12.8% of total exports)

(USD6,630.4MN)

INBOUND ARRIVALS

<table>
<thead>
<tr>
<th>Country</th>
<th>%</th>
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<tbody>
<tr>
<td>1. UNITED STATES</td>
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<td>2. VENEZUELA</td>
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<td>3. SPAIN</td>
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<tr>
<td>4. ARGENTINA</td>
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<td>5. MEXICO</td>
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<td>REST OF WORLD</td>
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OUTBOUND DEPARTURES

<table>
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<td>3. MEXICO</td>
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<td>4. PANAMA</td>
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<td>5. PERU</td>
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<tr>
<td>REST OF WORLD</td>
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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%

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