## COLOMBIA
2021 Annual Research: Key Highlights

### Global Data

<table>
<thead>
<tr>
<th>Year</th>
<th>Total GDP contribution:</th>
<th>Total Travel &amp; Tourism jobs:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>10.4% USD 9,170 BN</td>
<td>334 MN = 1 in 10 jobs</td>
</tr>
<tr>
<td>2020</td>
<td>5.5% USD 4,671 BN</td>
<td>272 MN = 1 in 11 jobs</td>
</tr>
</tbody>
</table>

**Change in Jobs in 2020**

-61.6 MN -18.5%

### Colombia Key Data

**Total contribution of Travel & Tourism to GDP:**

<table>
<thead>
<tr>
<th>Year</th>
<th>% of Total Economy</th>
<th>Total T&amp;T GDP</th>
<th>Change in jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>5.5%</td>
<td>COP53,931.1BN (USD14,602.5MN)</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>2.3%</td>
<td>COP22,375.1BN (USD6,058.3MN)</td>
<td>-58.5%</td>
</tr>
</tbody>
</table>

**Total contribution of Travel & Tourism to Employment:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs (000s)</th>
<th>Change in jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>1,246.0</td>
<td>-344.9 (000s)</td>
</tr>
<tr>
<td>2020</td>
<td>901.1</td>
<td>-334.9 (000s)</td>
</tr>
</tbody>
</table>

**Visitor Impact**

**International:**

- Visitor spend: COP22,245.4 BN (13.2% of total exports USD6,023.2 MN)
- Visitor spend: COP6,823.9 BN (4.9% of total exports USD1,847.6 MN)

**Domestic:**

- Visitor spend: COP18,474.4 BN (USD 5,002.2MN)
- Visitor spend: COP8,376.5 BN (USD 2,268.0MN)

**Change in Visitor spend:**

- International: -69.3% -USD 4,175.6 MN
- Domestic: -54.7% -USD 2,734.1 MN
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**Domestic vs International Spending:**

- **2019**
  - Domestic Spending: USD 5,002.2MN (45%)
  - International Spending: USD 6,023.2MN (55%)

- **2020**
  - Domestic Spending: USD 2,268.0MN (55%)
  - International Spending: USD 1,847.6MN (45%)

**Leisure vs Business Spending:**

- **2019**
  - Leisure Spending: USD 9,454.1MN (86%)
  - Business Spending: USD 1,571.3MN (14%)

- **2020**
  - Leisure Spending: USD 3,576.4MN (87%)
  - Business Spending: USD 539.3MN (13%)

**Inbound Arrivals:**

- **2019**
  1. United States 13%
  2. Spain 8%
  3. Ecuador 5%
  4. Argentina 5%
  5. Venezuela 5%
  Rest of world 65%

- **2020**
  1. United States 10%
  2. Ecuador 7%
  3. Spain 6%
  4. Peru 6%
  5. Venezuela 6%
  Rest of world 65%

**Outbound Departures:**

- **2019**
  1. United States 28%
  2. Ecuador 9%
  3. Mexico 9%
  4. Panama 7%
  5. Peru 6%
  Rest of world 40%

- **2020**
  1. United States 31%
  2. Ecuador 10%
  3. Mexico 9%
  4. Brazil 8%
  5. Argentina 6%
  Rest of world 36%

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1. All values are in constant 2020 prices & exchange rates. As reported in March 2021
2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)
3. Source: Oxford Economics, national sources and UNWTO