**COLOMBIA**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

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**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330 MN** 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 net new jobs** were created by Travel & Tourism over the last five years

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of Total Economy GDP</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>27%</td>
</tr>
<tr>
<td>Retail</td>
<td>10%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>15%</td>
</tr>
</tbody>
</table>

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

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**COLOMBIA 2019 KEY DATA**

- **4.9% OF TOTAL ECONOMY**
  - Total T&T GDP = COP51,116.5BN (USD15,556.8MN)

- **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)

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**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

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**SECTOR CHARACTERISTICS (2019)**

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

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