### 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 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:

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of 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>14%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>3.5%</td>
</tr>
<tr>
<td>Retail</td>
<td>57%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**COLOMBIA 2019 KEY DATA**

- **4.9% OF TOTAL ECONOMY**
  - Total T&T GDP = COP5,116.5BN (USD15,556.8MN)
- **+7.1%**
  - 2019 Travel & Tourism GDP growth vs +3.4% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

**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**

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

**OUTBOUND DEPARTURES**

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

**SECTOR CHARACTERISTICS (2019)**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Domestic Spending</th>
<th>International Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEISURE SPENDING</td>
<td>86%</td>
<td>14%</td>
</tr>
<tr>
<td>BUSINESS SPENDING</td>
<td>14%</td>
<td>86%</td>
</tr>
<tr>
<td>DOMESTIC SPENDING</td>
<td>43%</td>
<td>57%</td>
</tr>
</tbody>
</table>

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