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>5%</th>
<th>10%</th>
<th>15%</th>
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</thead>
<tbody>
<tr>
<td>Mining</td>
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<td>Automotive</td>
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<td>Agriculture</td>
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<td>Travel &amp; Tourism</td>
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<td>Retail</td>
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<td>Financial Services</td>
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Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

COLOMBIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP
4.9% OF TOTAL ECONOMY
Total T&T GDP = COP51,166.5BN (USD15,556.8MN)

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT
1,187.7 JOBS (000's)
(5.2% of total employment)

INTERNATIONAL VISITOR IMPACT
COP21,786.1BN
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%
- 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

SECTOR CHARACTERISTICS (2019)

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

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