## Global Data 2019

**10.3%**

Total GDP contribution

**330 MN**

Jobs globally (1 in 10 jobs)

**4.9% OF TOTAL ECONOMY**

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

**+7.1%**

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

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## 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)

**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)

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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%

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### Sector Characteristics (2019)

- **Leisure Spending**: 86%
- **Business Spending**: 14%
- **Domestic Spending**: 43%
- **International Spending**: 57%

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