COLOMBIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

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

GLOBAL DATA 2019

4.9% OF TOTAL ECONOMY vs +7.1% real economy GDP growth

1,187.7 JOBS (000’s) (5.2% of total employment)

1. UNITED STATES
2. VENEZUELA
3. SPAIN
4. ARGENTINA
5. MEXICO
REMAINING 60%

INTERNATIONAL VISITOR IMPACT

COP21,786.1 BN in visitor spend (12.8% of total exports)

INBOUND ARRIVALS

OUTBOUND DEPARTURES

1. UNITED STATES
2. ECUADOR
3. MEXICO
4. PANAMA
5. PERU
REMAINING 41%

SECTOR CHARACTERISTICS (2019)

1. LEISURE SPENDING
2. BUSINESS SPENDING
3. DOMESTIC SPENDING
4. INTERNATIONAL SPENDING

86% 14%
43% 57%

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

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