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 GDP impact by sector (2018 data). Share of total economy GDP

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

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

4.9% OF TOTAL ECONOMY
Total T&T GDP = COP21,786.1BN (USD6,630.4MN)

+7.1% 2019 Travel & Tourism GDP growth vs +3.4% real economy GDP growth

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)

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)

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

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