

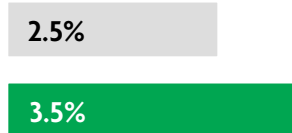
# GUATEMALA

## 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS <sup>1</sup>

### GLOBAL DATA 2019



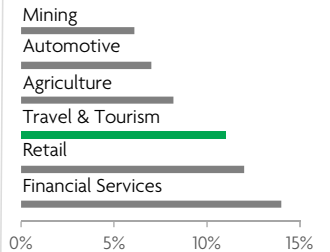
While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**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



### GUATEMALA 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

**6.2% OF TOTAL ECONOMY**

Total T&T GDP = GTQ38.6BN (USD5,021.4MN)

**+3.2%**

2019 Travel & Tourism GDP growth vs **+3.1%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

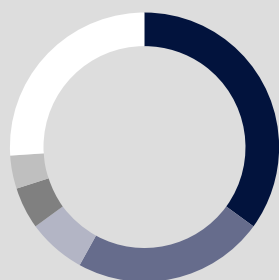
**457.1 JOBS (000's)**  
(6.5% of total employment)



INTERNATIONAL VISITOR IMPACT

**GTQ12.1<sub>BN</sub>**  
in visitor spend (**10.9%** of total exports)  
(USD1,576.7MN)

### INBOUND ARRIVALS



- 1. UNITED STATES **35%**
- 2. EL SALVADOR **23%**
- 3. HONDURAS **7%**
- 4. NICARAGUA **5%**
- 5. MEXICO **4%**
- **REST OF WORLD 26%**

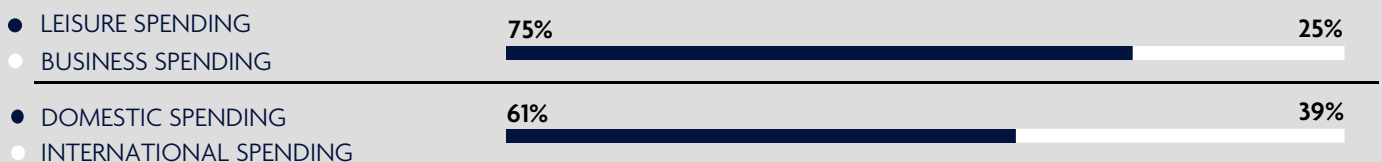
### OUTBOUND DEPARTURES



- 1. EL SALVADOR **42%**
- 2. UNITED STATES **19%**
- 3. HONDURAS **8%**
- 4. NICARAGUA **6%**
- 5. COSTA RICA **5%**
- **REST OF WORLD 20%**

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

### SECTOR CHARACTERISTICS (2019)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020