

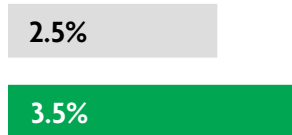
# ECUADOR

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

### GLOBAL DATA 2019



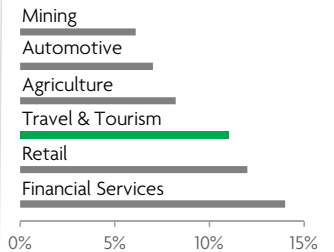
While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**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



### ECUADOR 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

**5.1% OF TOTAL ECONOMY**

Total T&T GDP = USD5,524.2MN

**+2.3%**

2019 Travel & Tourism GDP growth vs **0.0%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

**408.8** JOBS (000's)  
(5.2% of total employment)



INTERNATIONAL VISITOR IMPACT

**USD2,610.1MN**  
in visitor spend (**10.8%** of total exports)

### INBOUND ARRIVALS



- 1. VENEZUELA **25%**
- 2. COLOMBIA **18%**
- 3. UNITED STATES **16%**
- 4. PERU **8%**
- 5. SPAIN **4%**
- **REST OF WORLD 29%**

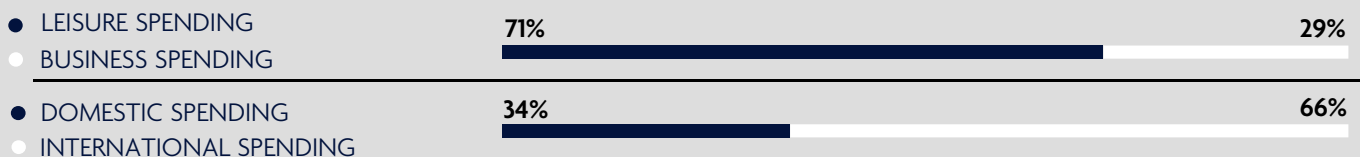
### OUTBOUND DEPARTURES



- 1. UNITED STATES **33%**
- 2. PERU **23%**
- 3. COLOMBIA **13%**
- 4. PANAMA **6%**
- 5. MEXICO **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