

# EL SALVADOR

## 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



### EL SALVADOR 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

**11.0%** OF TOTAL ECONOMY

Total T&T GDP = USD2,970.1MN

**+8.0%**

2019 Travel & Tourism GDP growth vs **+2.1%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

**317.2** JOBS (000's)  
(11.6% of total employment)

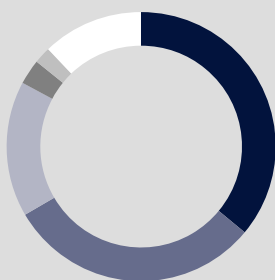


INTERNATIONAL VISITOR IMPACT

**USD1,573.8<sub>MN</sub>**

in visitor spend (**21.3%** of total exports)

### INBOUND ARRIVALS



- 1. GUATEMALA **36%**
- 2. UNITED STATES **31%**
- 3. HONDURAS **16%**
- 4. COSTA RICA **3%**
- 5. MEXICO **2%**
- REST OF WORLD **12%**

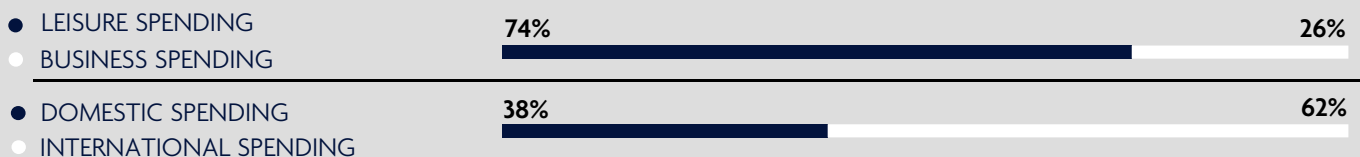
### OUTBOUND DEPARTURES



- 1. GUATEMALA **35%**
- 2. UNITED STATES **18%**
- 3. NICARAGUA **13%**
- 4. HONDURAS **13%**
- 5. COSTA RICA **7%**
- REST OF WORLD **14%**

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