

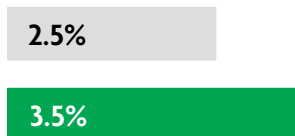
COLOMBIA

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2019



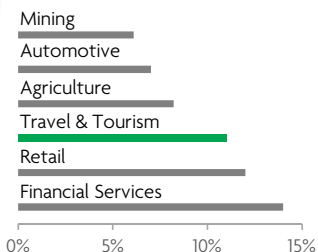
While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



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



COLOMBIA 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

4.9% OF TOTAL ECONOMY

Total T&T GDP = COP51,116.5BN (USD15,556.8MN)

+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)

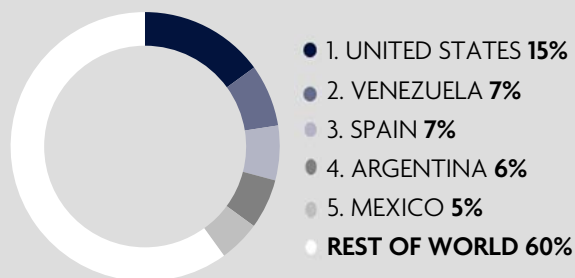


INTERNATIONAL VISITOR IMPACT

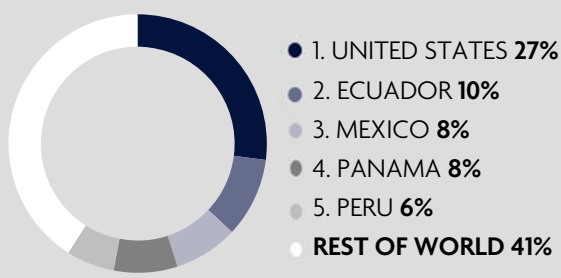
COP21,786.1_{BN}

in visitor spend (**12.8%** of total exports)
(USD6,630.4MN)

INBOUND ARRIVALS

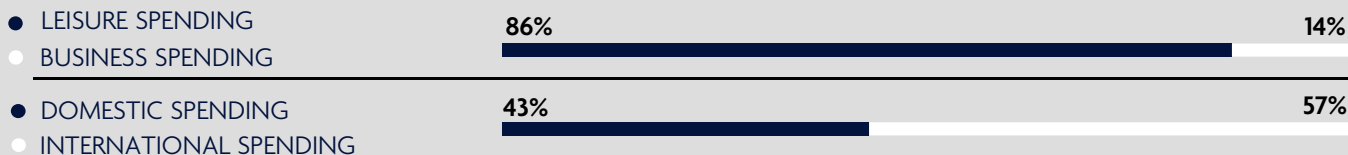


OUTBOUND DEPARTURES



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

SECTOR CHARACTERISTICS (2019)



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