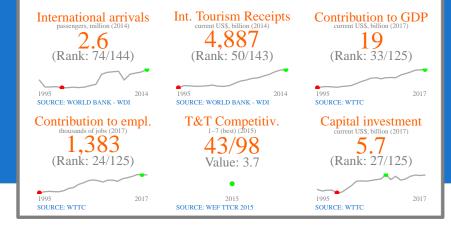
Tourism 360

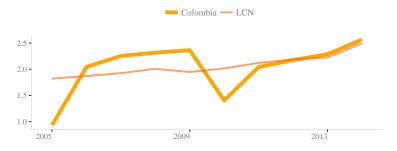
Colombia

Country Snapshot



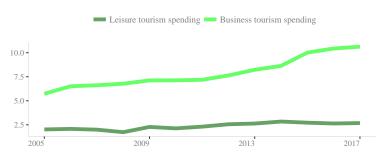
TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast. 58/98 Value: 3.6

Cultural resour. & business travel

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources 20/98 Value: 4.1

T&T policy & enabling cond.

1-7 (best) (2015)

Natural and cultural res. subindex

1-7 (best) (2015)

14/98 Value: 3.7

SOURCE: WEF TTCR 2015

TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

Value: 3.2

17/97

TRAVEL SERVICES, % of commercial service exports



LCN (average, 2015)

INTERNATIONAL TOURISM RECEIPTS, % of total exports

Colombia (2014)

LCN (average, 2014)





Safety & security Environmental sustain.

Health & hygiene Price competitiv.

HR & labour inkt Intl. Openness

ICT readiness Prioritiz. of T&T

SOURCE: WEF TTCR 2015

SOURCE: WORLD BANK - WDI

TOURISM ECONOMIC INDICATORS

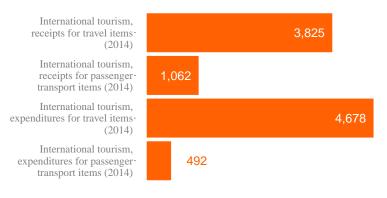
DIRECT v. TOTAL CONTRIBUTION Total contribution to GDP, current US\$, billion-18.6 27.9% (2017)Total contribution to employment, thousands of-1,383.0 5.7% jobs (2017) Direct contribution to 9.1% GDP, current US\$, billion-6.1 (2017)Direct contribution to 556.4 2.3% employment, thousands ofjobs (2017)

CAPITAL INVESTMENT, current \$US billion

| Internal T&T consumption (2017) | 8.6 | (Rank: 34/125) |
|--|-----|----------------|
| Domestic tourism spending (2017) | 3.6 | (Rank: 35/125) |
| Capital investment (2017) SOURCE: WTTC | 5.7 | (Rank: 27/125) |

SOURCE: WTTC

INTERNATIONAL TOURISM, in \$US (*)



ACCESS AND TRANSPORT

| Air transport infrast. | 46/97 | Value: 2.7 |
|------------------------|-------|------------|
| 1–7 (best) (2015) | | |

Ground & port infrast. 84/98 Value: 2.5

SOURCE: WEF TTCR 2015

1-7 (best) (2015)

SOURCE: WORLD BANK - WDI

OTHER COMPETITIVENESS INDICATORS

| 1–7 (best) (2015) | 57/98 | Value: 4.5 | Prioritiz. of T&T 1–7 (best) (2015) | 62/97 | Value: 4.3 |
|-----------------------|-------|------------|--------------------------------------|-------|------------|
| Business envmnt | 72/97 | Value: 4 | HR & labour mkt | 54/98 | Value: 4.4 |
| 1-7 (best) (2015) | | | 1–7 (best) (2015) | | |
| SOURCE: WEF TTCR 2015 | | | SOURCE: WEF TTCR 2015 | | |

(*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.

