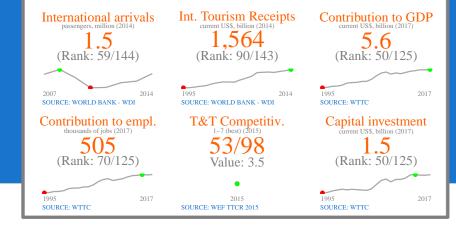
Tourism 360

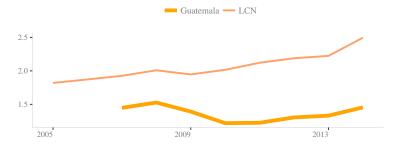
Guatemala

Country Snapshot



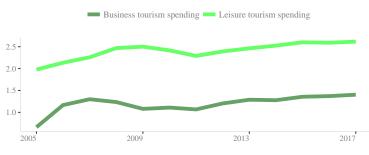
TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast. 55/98 Value: 3.7

1-7 (best) (2015)

Cultural resour. & business travel

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources 24/98 Value: 3.7

1-7 (best) (2015)

Natural and cultural res.

subindex 1–7 (best) (2015)

SOURCE: WEF TTCR 2015

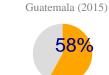
36/98 Value: 2.6

TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

Value: 1.6

46/97

TRAVEL SERVICES, % of commercial service exports



LCN (average, 2015)

INTERNATIONAL TOURISM RECEIPTS, % of total exports

Guatemala (2014)

LCN (average, 2014)





T&T policy & enabling cond.

Safety & security . Environmental sustain.

Health & hygiene . Price competitiv.

HR & labour inkt . Inti. Openness

ICT readiness Prioritiz. of T&T

Guatemala LCN • World

SOURCE: WORLD BANK - WDI

SOURCE: WEF TTCR 2015

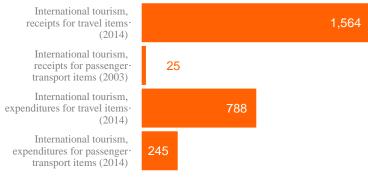
TOURISM ECONOMIC INDICATORS

DIRECT v. TOTAL CONTRIBUTION Total contribution to GDP, current US\$, billion-5.6 44.6% (2017)Total contribution to employment, thousands of-504.9 7.4% jobs (2017) Direct contribution to GDP, current US\$, billion-2.1 16.8% (2017)Direct contribution to 186.5 2.7% employment, thousands ofjobs (2017) SOURCE: WTTC

CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption (2017)	2.2	(Rank: 59/125)
Domestic tourism spending (2017)	1	(Rank: 54/125)
Capital investment (2017) SOURCE: WTTC	1.5	(Rank: 50/125)
ACCESS AND TRANSPORT		
Air transport infrast.	81/97	Value: 1.9

INTERNATIONAL TOURISM, in \$US (*)



SOURCE: WORLD BANK - WDI

OTHER COMPETITIVENESS INDICATORS

Price competitiv. 1–7 (best) (2015)	15/98 Value:	5.3 Prioritiz. of T&T 1–7 (best) (2015)	56/97	Value: 4.4
Business envmnt	59/97 Value:	HR & labour mkt	56/98	Value: 4.4
1–7 (best) (2015)		1-7 (best) (2015)		
SOURCE: WEF TTCR 2015		SOURCE: WEF TTCR 2015		

1-7 (best) (2015)

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

Ground & port infrast.

(*) 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.



52/98 Value: 3.3