

TOURISM COMPETITIVENESS

TOURISM DURING EASTER BROUGHT MORE THAN Q 2 BILLION TO THE COUNTRY

During Easter 2019

3 million 449 thousand 444 visited

different tourist sites in Guatemala, contributing to almost **Q2.968 billion** to the economy, according to the Guatemalan Tourism Institute (INGUAT).

The number of visitors increased by **12.5%** with respect to 2018.

with an increase of **8%** in the contribution to the economy during the same time period, according to INGUAT.

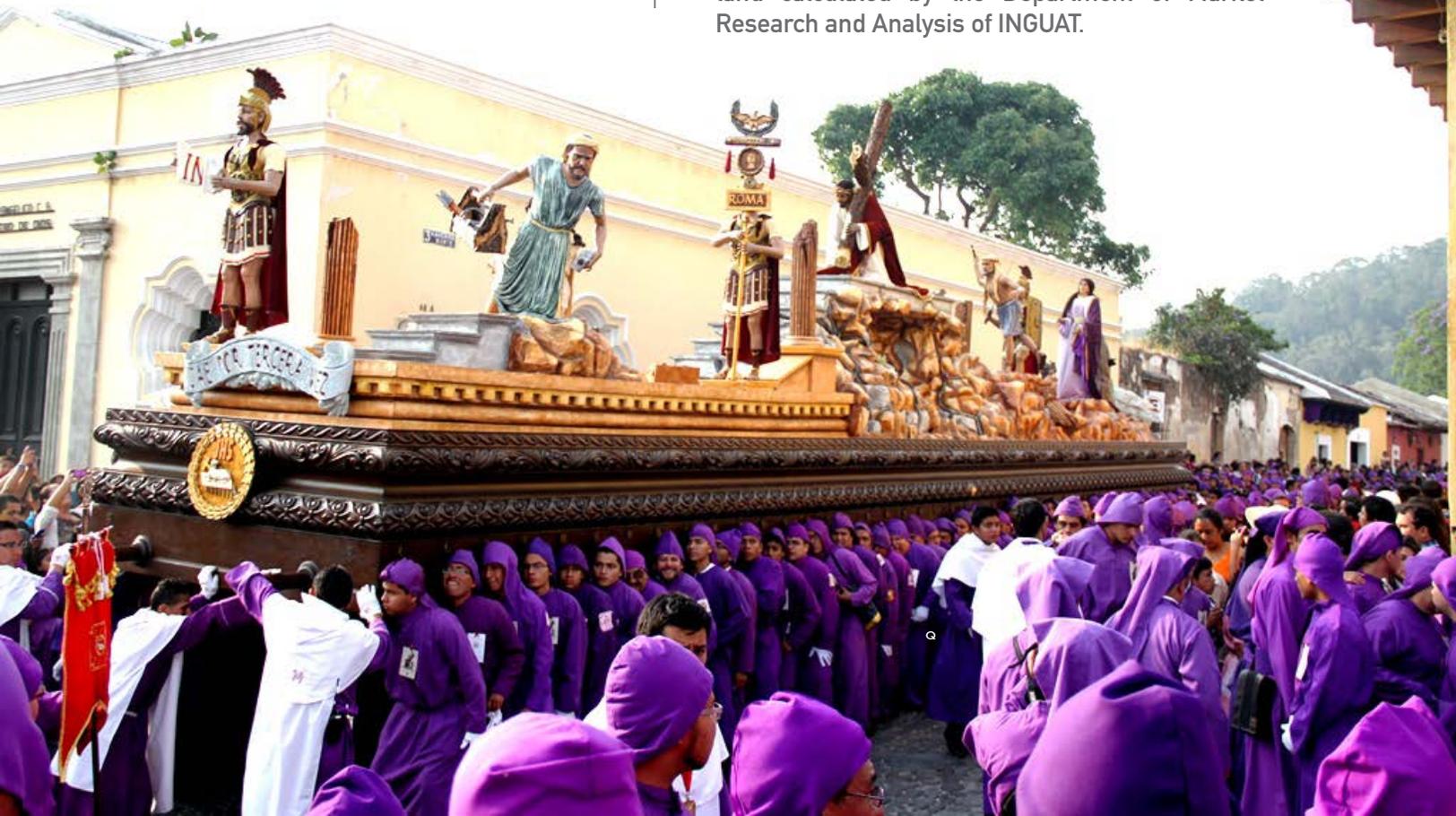
Growth and expectations

The count at the border and migratory centres registered the arrival of 161 thousand 009 non- resident or foreign visitors, a growth of 5% with respect to the same period in 2018.

Local tourism represented 3 million 288 thousand 435, in other words, 375 thousand 395 national visitors more than in 2018, a 13% increase, quoting INGUAT.

The growth of the local and foreign tourism is attributed to the promotion undertaken by Guatemala as a tourist destiny, at the local level and in strategic international markets.

The information is obtained from the Directorate General for Migration and from the Estimates of the Flows of People crossing by land calculated by the Department of Market Research and Analysis of INGUAT.





The most visited destinations

INGUAT registers the number of visitors in each destination, as well as the corresponding percentage nationwide. The most important destinations were as follows:



Antigua Guatemala
822 thousand 172
 representing 24% of the total country destinations visited.

The Western Region
 (Quetzaltenango, Huehuetenango, Chichicastenango, Totonicapán)

718,433
 21% of the total.



Retalhuleu
 (including 'Guatemágica')
519,954
 15% of the total.

Beaches on the Pacific
 (San José, Monterrico, Iztapa and others)

471,405
 14% of the total.



Atilán
442,365
 13% of the total.

Esquipulas
126,276
 4% of the total.



* **Izabal**
 (Río Dulce and Livingston)
124,629
 6% of the total.

Verapaces
118,512
 3% of the total.



Petén
105,698
 3% of the total.

* In the case of Izabal, the Castle of San Felipe de Lara (monument administered by INGUAT) saw 22 thousand 515 national and foreign tourists.

With respect to foreign tourists, the main entry was by land, making up for 74% of the total, whereas 26% of the total was by air.

Supervision of tourist services

INGUAT also informed that they supervised and verified 2 thousand 101 tourist service providers to make sure that the regulations with respect to lodgings would be met.

Accompaniment with safe caravans was provided to 60 groups which solicited this kind of support for safeguarding their journey on different roads of the country.

These caravans were assisted by INGUAT, the Programme for tourist assistance and the Civil National Police.

Moreover, the entity added that accompaniment was provided to foreign tourist on 32 occasions.

They also pointed out that 45 communities were supported with cleaning equipment to support the clean-up activities following the season.



The New Beltway Section of the road in Chimaltenango

The Government of Guatemala, through the Ministry of communications, Infrastructure and Housing, inaugurated the beltway section of the road in Chimaltenango.

During Easter, the first stretch of the beltway section of the road was opened to the public, in order to ease the greater flow of traffic caused by the national and foreign visitors travelling to the different tourist destinations.

The new beltway section benefitted the transportation of six million Guatemalans travelling to the western part of the country, connecting the departments of Sacatepéquez, Sololá, Totonicapán, Quetzaltenango, San Marcos, Huehuetenango and Quiché.

The investment of the new beltway section ascended to **Q 451 million** and required furthermore the procurement of road rights, obtained through a decree issued by the National Congress.

