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**BOLETÍN**  
DE ESTADÍSTICAS  
**DE TURISMO**

---

**2017**





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# INTRODUCCIÓN

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La Corporación Salvadoreña de Turismo CORSATUR presenta el Boletín de Estadísticas Turísticas con el objetivo de dar a conocer las tendencias del sector turismo en El Salvador durante los años 2009-2017. La información que se presenta, resulta de las investigaciones que realiza CORSATUR y de la recopilación de información relacionada al sector turismo generada por otras instituciones del país. El presente documento aporta información sobre el turismo receptor, emisor e interno en El Salvador, desde la perspectiva económica, permite conocer el impacto del sector turismo en la economía nacional; asimismo se incluyen apartados sobre el empleo, oferta hotelera, de igual forma se dan a conocer conceptos sobre los principales términos turísticos para facilitar el análisis de su contenido.

Este boletín estadístico se logra gracias a la valiosa colaboración de las instituciones que conforman la Plataforma Interinstitucional de Estadísticas de Turismo en El Salvador: Banco Central de Reserva de El Salvador (BCR), Ministerio de Economía (MINEC), la Dirección General de Migración y Extranjería (DGME), Instituto Salvadoreño del Seguro Social (ISSS), Dirección General de Estadísticas y Censos (DIGESTYC) y a todas aquellas instituciones que indirectamente han sido apoyo para la elaboración de este boletín.

# PRESENTACIÓN



En los últimos años, el turismo ha demostrado ser una actividad económica sorprendentemente fuerte y resistente y con una gran capacidad para contribuir a la recuperación económica, puesto que genera miles de millones de dólares en exportaciones, crea miles de puestos de trabajo y reduce la pobreza. Esto ha ocurrido en destinos de todo el mundo, pero particularmente en El Salvador donde el turismo tiene un rol preponderante, por mantener un crecimiento sostenido durante los últimos nueve años, cuenta con una multiplicidad de riqueza de recursos y atractivos, que han dotado al país de grandes ventajas competitivas; además cuenta con gente dispuesta a trabajar con entusiasmo.

Los indicadores de gestión de turismo en El Salvador nos muestran el crecimiento en el nivel de ingreso, siendo al cierre del 2017 (US\$ 1,265.09 millones de dólares) el más alto en los últimos 13 años y en la llegada de visitantes más de 2.2 millones de visitantes con un crecimiento del 9.5 %, con respecto al 2016. Además, esta misma industria generó en promedio 52,252 empleos directos durante el año 2017, equivalente al 7.9 % del total empleo nacional, estos incrementos que vienen acompañados de nuevas tendencias y nuevos grupos de consumidores, los cuales demandan productos y servicios que les reporten experiencias, vivencias, emociones y recuerdos, en lo que se conoce como turismo de intereses especiales.



Por lo anterior, el presente documento tiene por objetivo analizar el sector turístico receptor salvadoreño y su importancia como actividad generadora de ingresos económicos.

Desde el año 2009 hemos venido trabajando en la promoción y desarrollo de un turismo sostenible, iniciando con una estrategia combinada entre el turismo internacional, y de turismo nacional, bajo la sombrilla de la marca El SALVADOR IMPRESIONANTE y en el año 2017 la marca país “EL SALVADOR GRANDE COMO SU GENTE” y del turismo interno bajo la marca PUEBLOS VIVOS con la idea de modificar la conducta del ciudadano para hacer turismo en su país y asentar las condiciones mínimas para posicionar la imagen país, en los mercados regionales e internacionales.

La filosofía de Pueblos Vivos está orientada a darle valor turístico a la identidad cultural e histórica salvadoreñas, resaltando nuestras tradiciones entre las que destaca la gastronomía; practica la equidad de género fomentando los valores y principios éticos, la participación ciudadana además de propiciar el apoyo a la micro, pequeña y mediana empresa como parte de la proyección económica y local, dando impulso así al turismo interno y a la generación de empleos.

El posicionara El Salvador como un destino turístico atractivo y competitivo es sin duda un desafío, pero cabe destacar la contribución que las empresas turísticas deben continuar asumiendo en la configuración de un destino competitivo, al grado de alcanzar las metas cualitativas y cuantitativas del desarrollo turístico en El Salvador.

CORSATUR agradece la valiosa colaboración recibida de parte de la Dirección General de Migración y Extranjería de El Salvador, Banco Central de Reserva, Comisión Ejecutiva Portuaria Autónoma (CEPA), Dirección General de Estadísticas y Censos y el Instituto Salvadoreño del Seguro Social (ISSS) sin cuya fuente primaria no sería posible construir en su mayoría las estadísticas presentadas en este boletín.

**Licenciado José Napoleón Duarte Durán**  
**Ministro de Turismo**

# GLOSARIO DE TÉRMINOS

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**Alojamiento turístico:**

Es todo establecimiento que facilita, regular u ocasionalmente, alojamiento a turistas.

**Duración de la estancia:**

Para que un viajero sea considerado en una localidad vinculado a esa actividad del turismo, su estancia en el lugar visitado debe ser inferior a un año. Por otro lado, aquellos que realicen cursos o estancias de corta duración (cursos de verano, campamentos de verano, tratamientos médicos de corta duración...) se consideran visitantes en la localidad visitada.

**Entorno habitual:**

Se define como la zona geográfica (aunque no necesariamente contigua) en la que una persona realiza sus actividades cotidianas habituales.

**Gasto turístico:**

Hace referencia a la suma pagada por la adquisición de bienes y servicios de consumo, y de objetos valiosos, para uso propio o para regalar, durante los viajes turísticos y para los mismos.

**Motivo de visita:**

Es la razón sin la cual el viaje no habría tenido lugar.

**Turismo:**

Comprende las actividades que realizan las personas durante sus viajes y estancias en lugares distintos al de su entorno habitual, por un período de tiempo consecutivo inferior a un año, por motivos personales o de negocios/profesionales.

**Turista:**

Es un visitante que permanece al menos una noche en un medio de alojamiento colectivo o privado en el lugar visitado.



# GLOSARIO DE TÉRMINOS

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**Turista internacional:**

Es un visitante extranjero que permanece al menos una noche en un medio de alojamiento colectivo o privado en un lugar visitado.

**Turista interno:**

Es un visitante nacional o local que permanece al menos una noche en un medio de alojamiento colectivo o privado en el lugar visitado.

**Turismo receptivo:**

Comprende a las personas residentes en el exterior que visitan un determinado país.

**Turismo emisor:**

Comprende a los residentes de un país que viajan a otras naciones.

**Visitante:**

Toda persona que viaja por un período no superior a 12 meses, a un país distinto de aquel en el que tiene su residencia habitual, y cuyo motivo principal de la visita no es el de ejercer una actividad que se remunere en el país visitado.

**Visitante internacional:**

Toda persona cuyo país de residencia es diferente del país visitado; estos incluyen a los nacionales que residen permanentemente en el extranjero.

**Visitante interno:**

Toda persona cuyo país de residencia es el país visitado; pueden ser nacionales de este país o extranjeros.

**Visitante del día (excursionista):**

Es el visitante que no pernocta en un medio de alojamiento colectivo o privado del país visitado.





# 1.

La actividad turística  
internacional, regional  
y tendencias recientes  
del sector en  
El Salvador

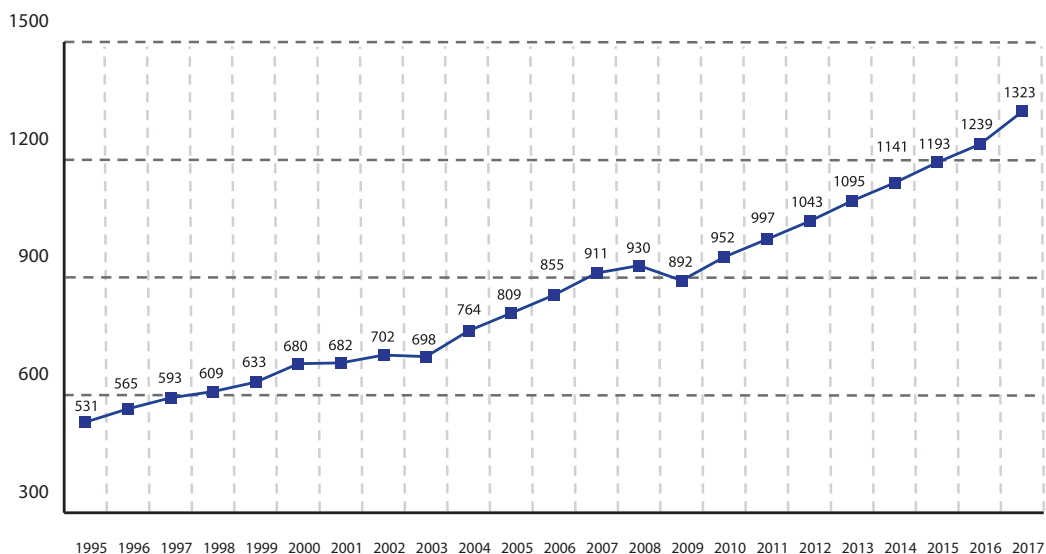


## 1.1 Panorama internacional

La demanda de turismo internacional siguió siendo fuerte en 2017 pese a las dificultades. Las llegadas de turistas internacionales

aumentaron un 6.8 % hasta situarse en los 1,323 millones, alrededor de 84 millones de turistas más (visitantes que pernoctan) que el año anterior. **Gráfico 1.**

**Gráfico 1**  
Mundo. Turismo receptor.  
Llegadas de turistas internacionales en millones.



Fuente: Organización Mundial de Turismo (OMT)  
\*\* Datos de la serie fueron actualizados de acuerdo al Barómetro MT volumen 16 de enero 2018.

Las últimas décadas han registrado una secuencia comparable de crecimiento sólido ininterrumpido del sector turismo desde los años sesenta. 2017 ha sido el octavo año consecutivo de crecimiento sostenido tras la crisis económica y financiera mundial de 2009.

Durante el año pasado, las llegadas de turistas internacionales superaron en 393 millones la cifra récord alcanzada en 2008, antes de la crisis. Los ingresos por turismo internacional han crecido a un ritmo similar en este periodo.

En los últimos años, nuestro sector ha mostrado una fuerza y una resistencia extraordinarias pese a los innumerables retos a los que se ha enfrentado, en particular los relativos a la seguridad. Los viajes internacionales siguen incrementándose y consolidándose y contribuyen a la creación de empleo y el bienestar de las comunidades en todo el mundo.



Por regiones, las de Asia y el Pacífico (+6 %) han liderado el crecimiento de las llegadas de turistas internacionales en 2017, impulsado por una fuerte demanda tanto de los mercados emisores intrarregionales como interregionales. África (+9%) ha experimentado un repunte muy significativo tras tres años menos prósperos. En las Américas (+3%) se ha mantenido el impulso positivo alcanzado con anterioridad. Europa (+8%) ha arrojado resultados desiguales, con incrementos de dos dígitos en algunos destinos y caídas en otros.

La demanda en Oriente Medio (+4 %) ha registrado incrementos en algunos destinos, por lo que también ha resultado irregular.

Recordando que Naciones Unidas ha declarado 2017 como el Año Internacional del Turismo Sostenible para el Desarrollo, sostiene que «debemos trabajar juntos para aprovechar al máximo la contribución del turismo al crecimiento económico, la inclusión social, la conservación del medio ambiente y el patrimonio cultural y el entendimiento mutuo, sobre todo ahora que vivimos tiempos en los que el respeto y la tolerancia escasean».

### Los expertos se muestran optimistas con respecto a 2018

Las previsiones indican que este fuerte impulso actual se mantendrá en 2018, aunque a un ritmo más sostenible después de ocho años de expansión constante, tras la crisis económica y financiera de 2009.

Basándose en las tendencias actuales, las perspectivas económicas y la previsión del grupo de expertos de la OMT, la Organización anticipa que las llegadas de turistas internacionales en el mundo crecerán a un ritmo de entre el 4 y el 5 % en 2018. Es una tasa ligeramente superior al 3.8 % de crecimiento medio previsto por la OMT para el periodo 2010-2020 en su informe *Tourism Towards 2030 (El turismo hacia 2030)*, una previsión a largo plazo. Se anticipa que Europa y las Américas crecerán entre el 3.5 y el 4.5 %, Asia y el Pacífico entre el 5 y el 6 %, África entre el 5 y el 7 % y Oriente Medio entre el 4 y el 6 %.

## 1.2 Economías emergentes

### Resultados regionales en 2017

Las llegadas de turistas internacionales en Europa alcanzaron los 671 millones en 2017, registrándose un notable crecimiento del 8 % después de un 2016 comparativamente más débil. El crecimiento estuvo impulsado por los extraordinarios resultados de la Europa Meridional y Mediterránea (+13 %). La Europa Occidental (+7 %), la Europa Septentrional

y la Europa Central y del Este (ambas +5 %) también registraron un crecimiento sólido. La región de Asia y el Pacífico (+6 %) contabilizó 324 millones de llegadas de turistas internacionales en 2017. Las llegadas a Asia Meridional crecieron un 10 %, al Sureste Asiático un 8 % y a Oceanía un 7 %. Las llegadas al Noreste Asiático se incrementaron en un 3 %.

Las Américas (+3 %) recibieron 207 millones de llegadas de turistas internacionales en 2017, habiendo disfrutado de resultados positivos casi todos los destinos. Sudamérica (+7 %) encabezó el crecimiento, seguida de Centroamérica y el Caribe (ambas +4 %), habiendo mostrado esta última claros signos de recuperación después de los huracanes Irma y María. En Norteamérica (+2 %), los buenos resultados de México y Canadá contrastan con el descenso en los Estados Unidos, el mayor destino de la región.

A partir de los datos disponibles para África, se ha estimado el crecimiento en 2017 en un 8 %. La región consolidó el repunte de 2016 y alcanzó un récord de 62 millones de llegadas internacionales. El Norte de África experimentó una clara recuperación, incrementándose las llegadas en un 13 %, mientras que las llegadas al África Subsahariana crecieron un 5 %.

Oriente Medio (+5 %) recibió 58 millones de llegadas de turistas internacionales en 2017, con un crecimiento sostenido en algunos destinos y una fuerte recuperación en otros.

**Nota:** Todos los resultados que figuran en este documento están basados en datos preliminares que han facilitado los distintos destinos mundiales y en las estimaciones que la OMT ha hecho de los datos faltantes. La OMT seguirá recopilando información para presentar un informe más exhaustivo por países en el Barómetro OMT del Turismo Mundial del mes de abril. Los resultados para África y Oriente Medio deberían leerse con cautela, puesto que se basan en los limitados datos de que se dispone hasta el momento.





2.

Panorama  
regional

Suchitoto, Cuscatlán



## 2. Panorama regional

Durante el año 2017, el número de turistas que visitará la región centroamericana

fue de aproximadamente 11.2 millones, lo que representa un aumento del 3.91 % con respecto al año anterior, (*Tabla 1*).

**Tabla 1:**  
Llegada de turistas a Centroamérica por país de destino  
Años 2009-2017 (Miles)

País	2009	2010	2011	2012	2013	2014	2015	2016	2017	Variación porcentual 16/17	Participación porcentual 2017
Costa Rica	1,923	2,100	2,192	2,343	2,428	2,527	2,660	2,925	2,960	1.20 %	26.50 %
Panamá	1,200	1,324	1,473	1,606	1,658	1,745	2,124	2,007	1,843	-8.17 %	16.50 %
Guatemala	1,392	1,108	1,148	1,189	1,213	1,360	1,464	1,585	1,660	4.73 %	14.86 %
El Salvador	1,091	1,150	1,185	1,255	1,283	1,345	1,402	1,434	1,556	8.54 %	13.93 %
Nicaragua	932	1,011	1,060	1,180	1,229	1,330	1,386	1,504	1,787	18.78 %	16.00 %
Honduras	836	863	872	895	863	868	881	908	936	3.08 %	8.38 %
Belice	232	242	250	277	294	321	341	386	427	10.74 %	3.82 %
<b>Total C.A.</b>	<b>7,605.4</b>	<b>7,797.4</b>	<b>8,178.9</b>	<b>8,744.5</b>	<b>8,968.0</b>	<b>9,496.2</b>	<b>10,257.6</b>	<b>10,748.6</b>	<b>11,169.0</b>	<b>3.91 %</b>	<b>100.00 %</b>

Fuente: Secretaría de Integración Turística C.A. (SITCA).  
Compendio de Estadísticas de Turismo 2016.  
Fuente: Barómetro Mundial de Turismo 2017.

Todos los países, a excepción de Panamá, reportan crecimiento en la llegada de turistas durante 2017, mostrando el mayor porcentaje de crecimiento Nicaragua (+18.78 %), seguido de Belice (+10.74 %) y El Salvador con (+8.54 %). Al igual que en años anteriores, Costa Rica se mantiene como el país que capta la mayor cantidad de turistas que ingresan a la región, con una cuota de mercado del 26.50 %, seguido de Panamá (+16.50 %). El Salvador captó el 13.93 % de los turistas extranjeros que visitaron Centroamérica, durante el año 2017.

En relación al ingreso turístico, todos los países de la región reportan crecimientos Nicaragua (2.32 %), El Salvador (6.90 %) y Belice (6.51 %) son los que presentan mayores crecimientos.

Panamá, Costa Rica y Guatemala continúan siendo los países líderes en generación de ingresos por concepto de turismo, mostrando una participación del 33.83 %, 29.46 % y 11.90 %, respectivamente. A nivel de la región, El Salvador ocupa el cuarto lugar con una participación del 9.61 % (*Tabla 2*).

**Tabla 2:**  
Ingreso de divisas a Centroamérica por concepto de turismo  
Años 2009-2017 (millones de US\$).

País	2009	2010	2011	2012	2013	2014	2015	2016	2017	Variación porcentual 16/17	Participación porcentual 2017
Costa Rica	\$1,805.80	\$1,857.60	\$1,987.20	\$2,219.20	\$2,433.30	\$2,636.10	\$2,849.80	\$3,657.30	\$3,876.00	5.98 %	29.46 %
Panamá	\$2,269.00	\$1,744.80	\$2,605.40	\$3,066.70	\$3,316.30	\$3,412.20	\$4,199.70	\$4,374.70	\$4,452.00	1.77 %	33.83 %
Guatemala	\$1,298.00	\$1,378.00	\$1,350.20	\$1,418.90	\$1,480.70	\$1,563.80	\$1,063.10	\$1,603.20	\$1,566.00	-2.32 %	11.90 %
El Salvador	\$516.60	\$518.00	\$615.20	\$771.60	\$893.80	\$1,107.43	\$1,169.45	\$1,183.40	\$1,265.09	6.90 %	9.61 %
Nicaragua	\$334.40	\$308.50	\$378.10	\$421.50	\$417.20	\$445.40	\$528.60	\$642.10	\$841.00	30.98 %	6.39 %
Honduras	\$616.00	\$627.20	\$641.20	\$683.70	\$618.30	\$710.40	\$675.60	\$685.50	\$715.00	4.30 %	5.43 %
Belice	\$213.90	\$252.50	\$249.90	\$319.60	\$374.90	\$386.70	\$385.50	\$416.00	\$443.10	6.51 %	3.37 %
<b>Total C.A.</b>	<b>\$7,053.70</b>	<b>\$6,686.60</b>	<b>\$7,827.20</b>	<b>\$8,901.20</b>	<b>\$9,534.50</b>	<b>\$10,262.03</b>	<b>\$10,871.75</b>	<b>\$12,562.20</b>	<b>\$13,158.19</b>	<b>4.74 %</b>	<b>100.00 %</b>

Fuente: Secretaría de Integración Turística C.A. (SITCA).  
Compendio de Estadísticas de Turismo 2016.  
Fuente: Dato de Belice 2017, Compendio de Estadísticas de Turismo 2017-Barómetro mundial de turismo 2017





### 3.

El Salvador.  
Principales indicadores.  
Panorama nacional



### 3.1 Turismo internacional

El turismo internacional en El Salvador continúa creciendo en el año 2017, pues las llegadas de visitantes internacionales se incrementó en un 9.5 % con relación a 2016. En términos generales, al cierre del último trimestre de 2017, El Salvador recibió 2,246,618 visitantes internacionales, 9.5 %

más que el año 2016, el 69.26 % (1,556,069) pernoctó por lo menos una noche, el resto (690,550) fueron visitantes de un solo día, lo que se conoce como excursionistas. Ello se debe a las estrategias de comercialización implementadas por CORSATUR y los adelantos del transporte aéreo a nivel internacional. En la **Tabla 3**, se muestra la llegada de visitantes a El Salvador, durante los últimos 9 años.

**Tabla 3:**  
Llegadas de visitantes internacionales  
Años: 2009-2017.

País	2009	2010	2011	2012	2013	2014	2015	2016	2017	Crecimiento Promedio Anual 2009-2017
Visitantes	1,481,748	1,605,358	1,634,679	1,738,317	1,822,003	1,886,398	1,972,854	2,051,653	2,246,618	
Variación %		8.3 %	1.8 %	6.3 %	4.8 %	3.5 %	4.6 %	4.0 %	9.5 %	5.4 %
Turistas	1,090,926	1,149,561	1,184,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,556,069	
Variación %		5.4 %	3.0 %	5.9 %	2.2 %	4.9 %	4.2 %	2.3 %	8.5 %	4.6 %
Excursionistas	390,822	455,797	450,182	483,593	539,211	541,234	571,256	618,040	690,550	
Variación %		16.6 %	-1.2 %	7.4 %	11.5 %	0.4 %	5.5 %	8.2 %	11.7 %	7.5 %

**Fuente:** Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR- ARALDI 2009- 2013 / ITCORNER2013-2014 / SPSS SA DE CV 2014-2017 y datos vía aérea de MIGRACIÓN.

Los visitantes han tenido un crecimiento promedio anual del 5.4 % entre 2009 y 2017, todos los años (2009-2017) muestran crecimiento. Iniciando su recuperación a partir del año 2010, mostrando incremento del 8.3 % durante ese año, del 1.8 % durante 2011, 6.3 % en el año 2012, del 4.8 % en el año 2013, del 3.5 % en el año 2014, 4.6 % en el año 2015, del 4.0 % en 2016 y del 9.5 % en el año 2017.

El grupo más importante dentro de los visitantes, son los turistas, debido a que son los que pernoctan por lo menos una noche, este grupo representa el 69.3 % del total de visitantes que ingresó al país durante el año 2017 y su crecimiento fue del 8.5 % con respecto al año anterior. Los excursionistas presentan un crecimiento del 11.7 % provocado por el ingreso de visitantes de día, los cuales provienen de Guatemala y Honduras.

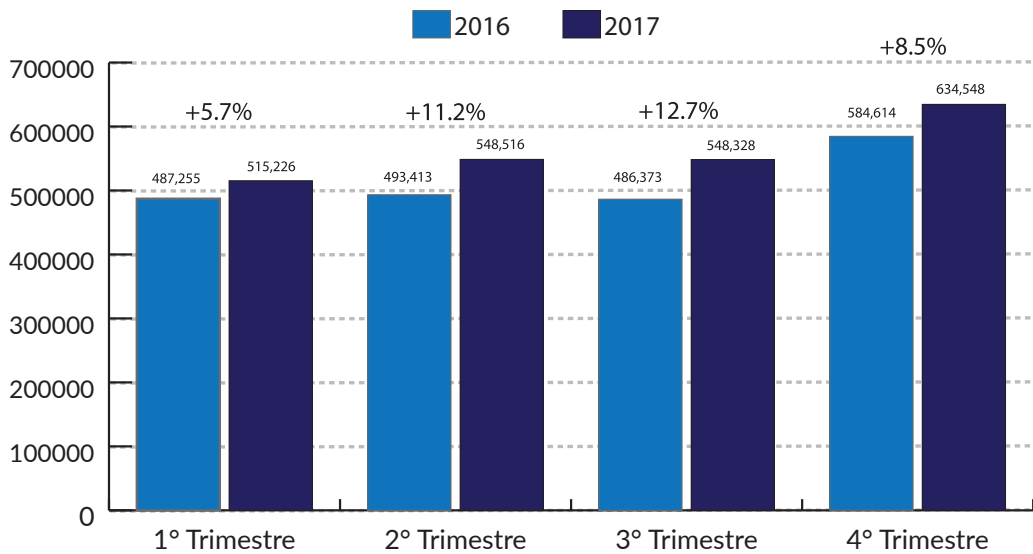
Al analizar la llegada de visitantes por trimestre, estos resultados reafirman la tendencia de crecimiento durante los cuatro trimestres del año 2017, tal como muestra el

**Gráfico 2.** Donde se observa cómo en 2017 fue mayor en cada trimestre comparado con 2016, siendo el segundo y tercer trimestre los de mayor crecimiento en comparación con los mismos trimestres del año 2016.

Con respecto a la llegada de visitantes en forma mensual (enero a diciembre 2016-2017), el crecimiento de visitantes ha sido mayor respecto a 2016, exceptuando el mes de febrero que se vio afectado por el decrecimiento en la llegada de visitantes de ese mes, consecuencia de alertas de no viajar a El Salvador, por problemas de inseguridad (**Gráfico 3**).

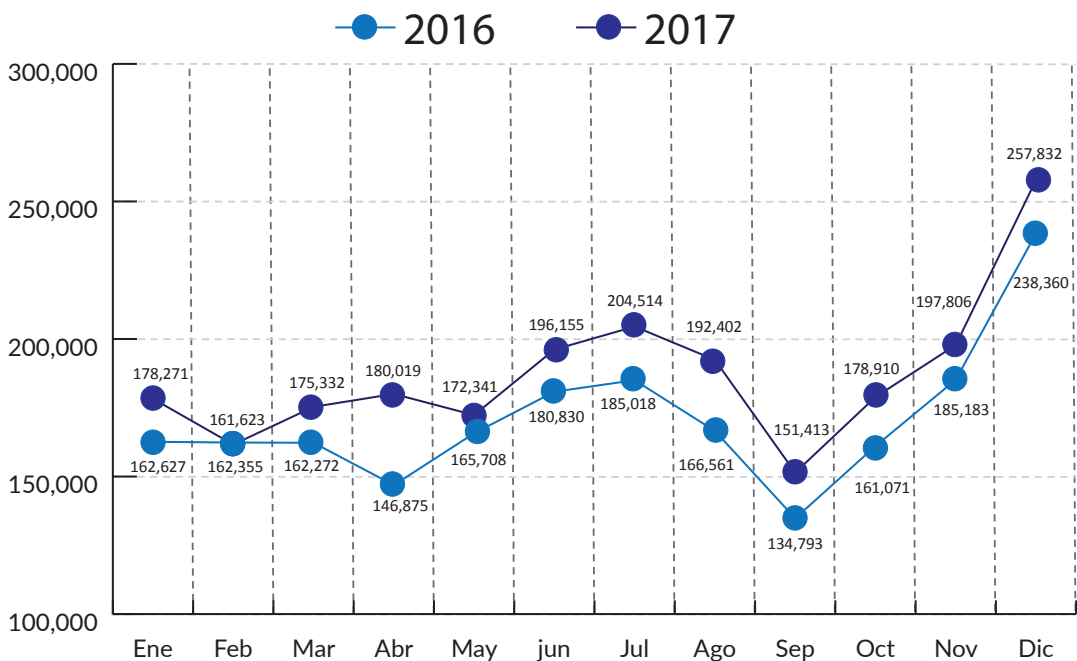
En relación a la llegada de turistas en forma mensual los resultados son efectivos con respecto al año 2016. Se registraron variaciones positivas a lo largo del año, excepto en los meses de febrero y mayo, que decrece la llegada de turistas por las consecuencias antes planteadas (**Gráfico 4**). Sin embargo, la llegada de excursionistas disminuye únicamente en el mes de Diciembre. (**Gráfico 5**).

**Gráfico 2:**  
Llegada de visitantes internacionales  
2016-2017 (Trimestral)



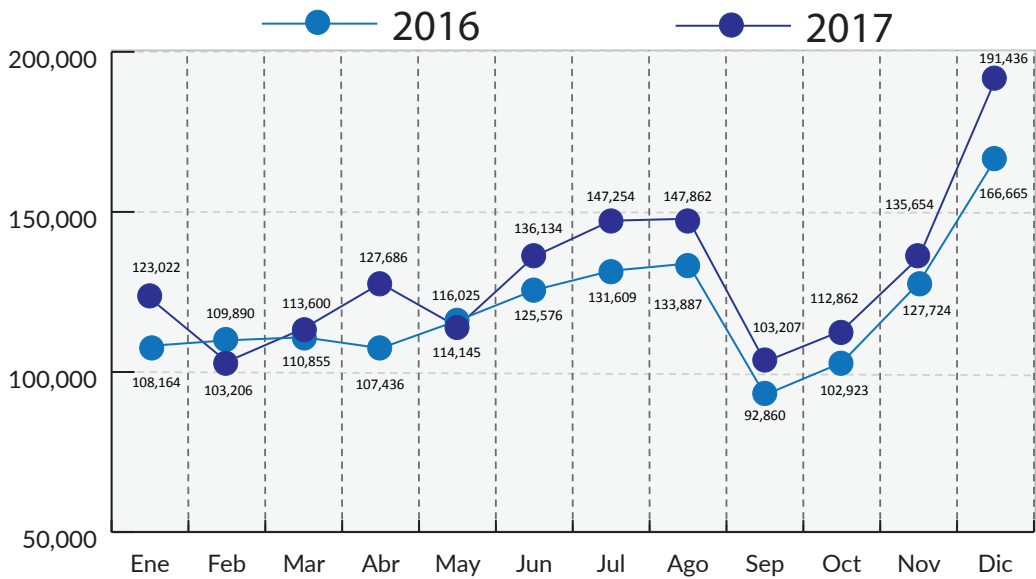
**Fuente:** Fuente: Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 y datos vía aérea de MIGRACIÓN.

**Gráfico 3:**  
Llegada de visitantes internacionales 2016 -2017  
(Mensual) (N° de visitantes respecto a similar mes del año anterior).



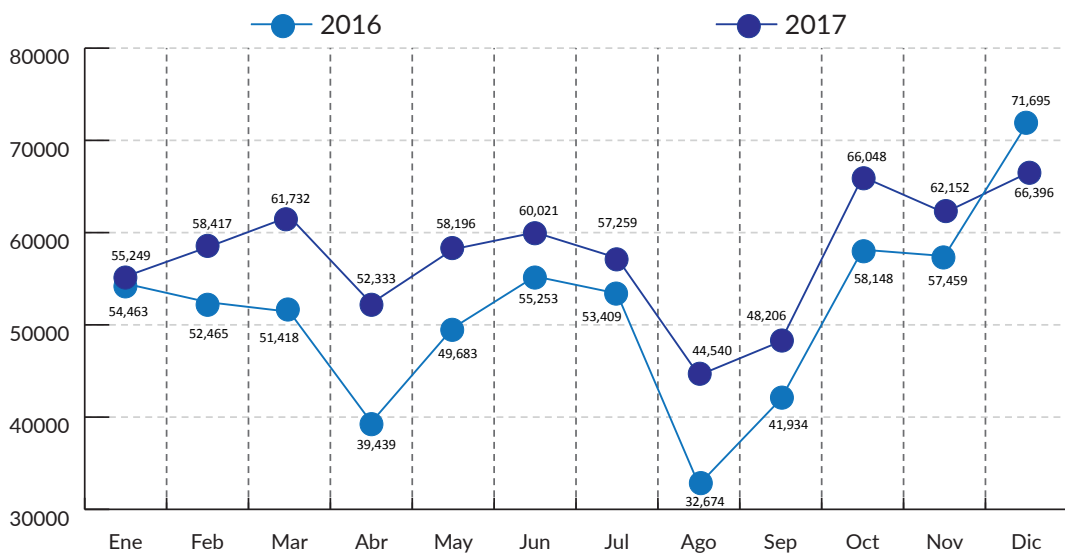
**Fuente:** Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR- ARALDI 2009- 2013 / ITCORNER2013-2014 / SPSS SA DE CV 2014-2017 y datos vía aérea de MIGRACIÓN.

**Gráfico 4:**  
Llegada de turistas internacionales 2016-2017 (mensual)  
(N° de turistas respecto a similar mes del año anterior).



Fuente: Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS 2014-2017 y datos vía aérea de MIGRACIÓN.

**Gráfico 5:**  
Llegada de excursionistas internacionales 2016-2017  
(N° de excursionistas respecto a similar mes del año anterior).



Fuente: Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017 y datos vía aérea de MIGRACIÓN.



### 3.2 Análisis de llegada de visitantes (turistas + excursionistas) tomando como año base 2009

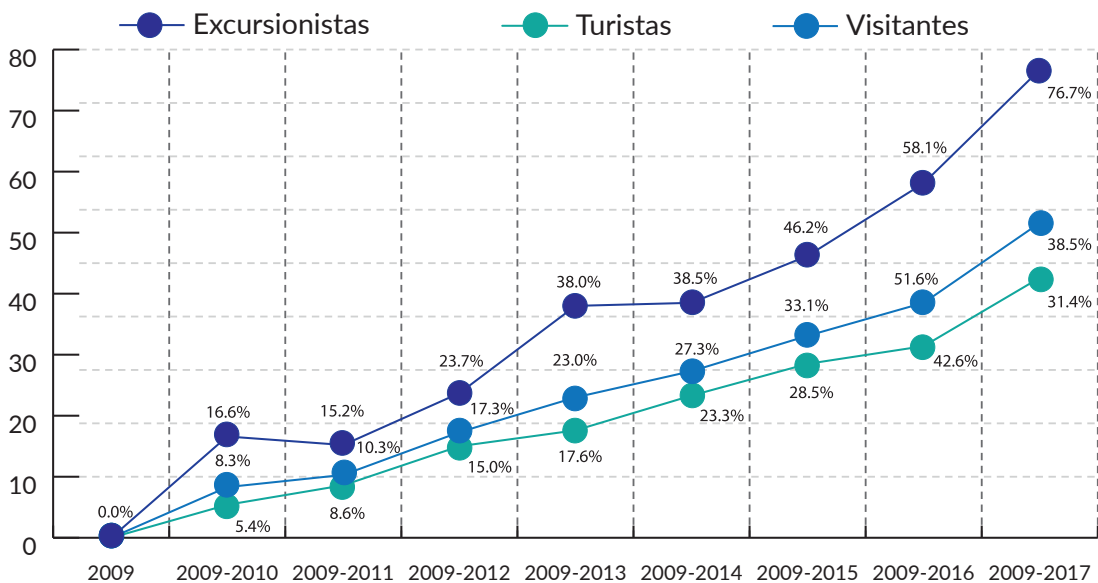
De manera general se analiza el porcentaje de crecimiento de los visitantes, turistas y excursionistas; tomando como año base 2009 con relación a 2010-2017.

Tal como muestra el **Gráfico 6**, el crecimiento de los visitantes ha sido ascendente en 51.6 %, creciendo en mayor proporción los excursionistas con un 76.7 % al finalizar el año 2017 con relación a 2009; sin embargo, aunque en 2011 hubo un ligero decrecimiento en comparación con la tendencia que traía de 2010, este fue recuperado y aumentando en 2012.

De igual forma los turistas han crecido, aunque en menor proporción que los excursionistas, con un 42.6 % al finalizar 2017 con relación a 2009. Se concluye que el crecimiento ha sido ascendente a lo largo de estos años analizados.

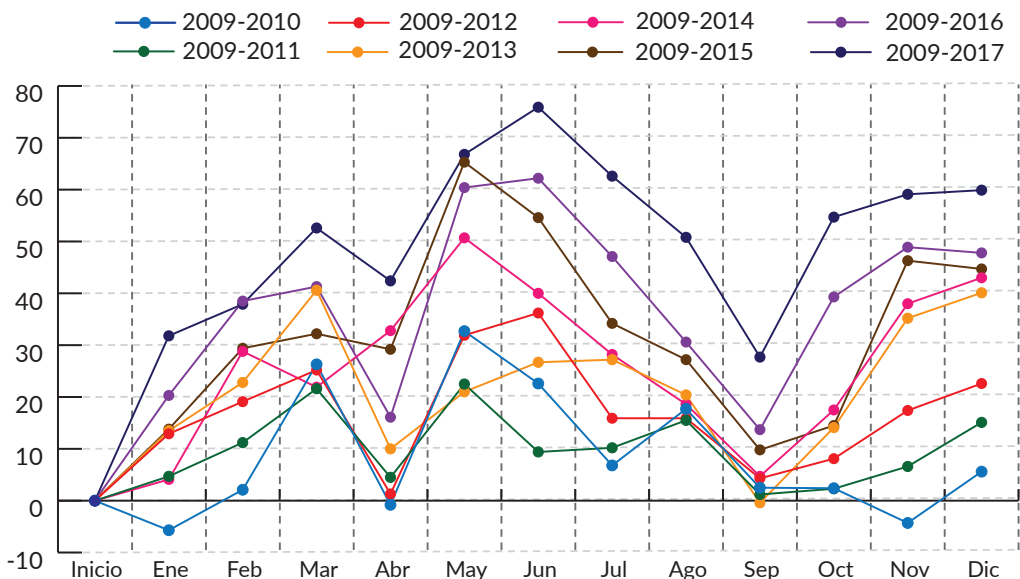
De igual manera se observa el crecimiento mes a mes, tomando como base el año 2009, tanto de los visitantes, como de los turistas y excursionistas. Los **Gráficos 7 y 8** (visitantes y turistas) muestran mayor crecimiento en 2017, de igual forma, el **Gráfico 9** (excursionistas) su tendencia ha sido mayor a los años anteriores, aunque al finalizar el año 2017, termina con un crecimiento similar que los tres años anteriores.

**Gráfico 6:**  
Variación % de visitantes, turistas y excursionistas  
Año base: 2009 con relación a (2010-2017).



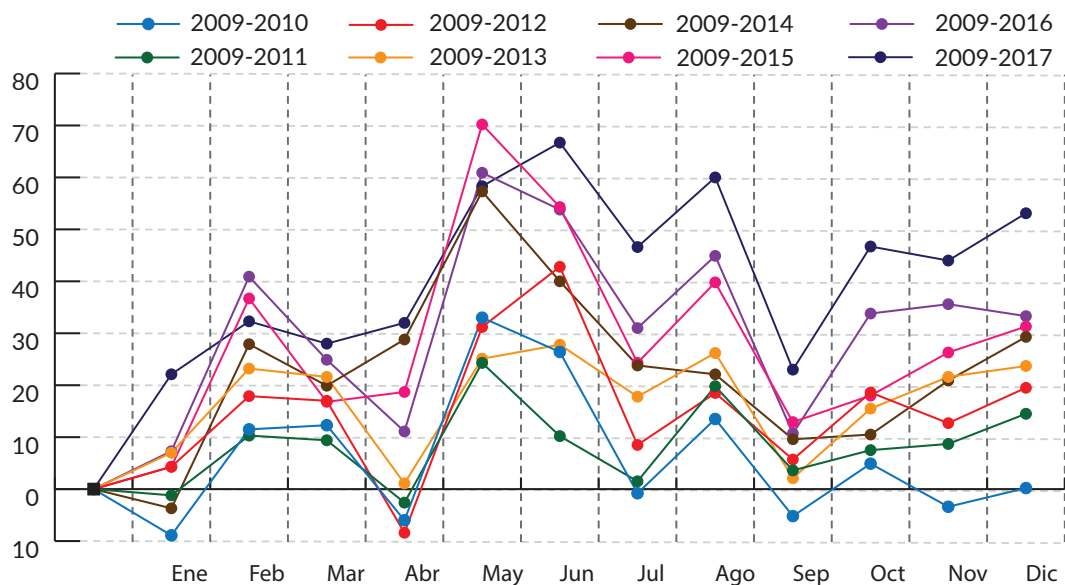
Fuente: Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV, 2014-2017 y datos vía aérea de MIGRACIÓN.

**Gráfico 7:**  
Variación % de visitantes  
Año base: 2009 con relación a (2010-2017).



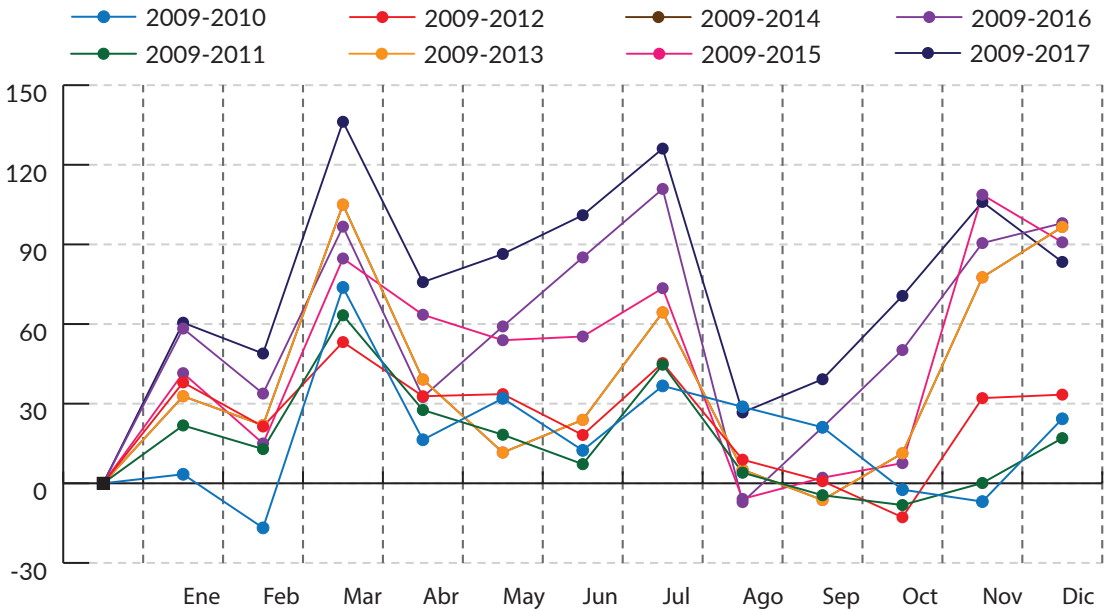
Fuente: Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV, 2014-2017 y datos vía aérea de MIGRACIÓN.

**Gráfico 8:**  
Variación % de turistas  
Año base: 2009 con relación a (2010-2017).



Fuente: Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014- 2017 y datos vía aérea de MIGRACIÓN.

Gráfico 9:  
Variación % de excursionistas  
Año base: 2009 con relación a (2010-2017).



Fuente: Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV, 2014-2017 y datos vía aérea de MIGRACIÓN.

### 3.3 Llegada de turistas internacionales por principales regiones y países de residencia

sigue en importancia Norteamérica (35.3 %), Suramérica (3.3 %), Europa (2.5 %) y el resto del mundo (1.2 %) (Tabla 4).

El mercado emisor más importante para el país continúa siendo Centroamérica con una participación del 57.8 % para 2017, le

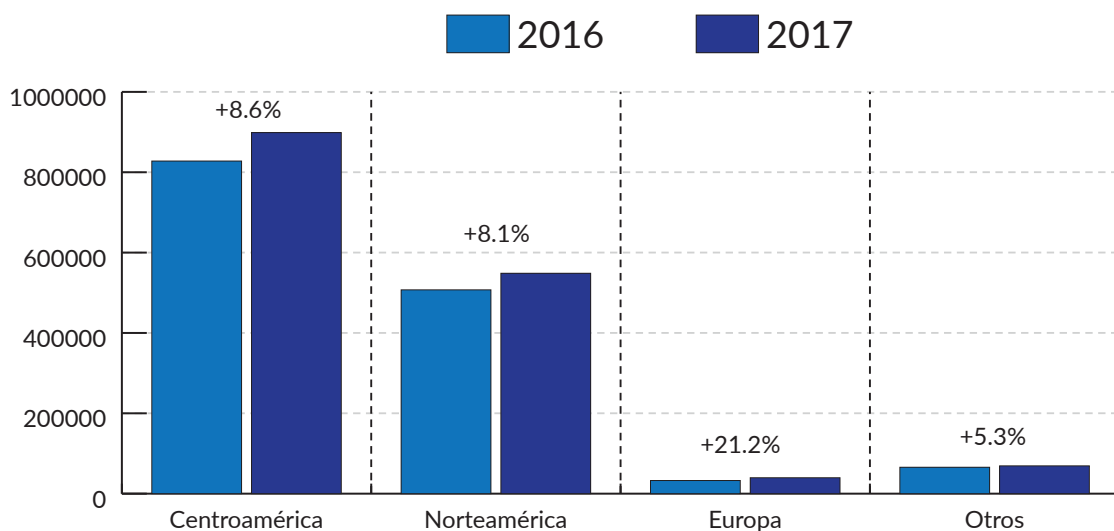
En el año 2017 las llegadas de turistas, de todos los destinos del mundo, aumentaron en relación al año 2016 (Gráfico 10 y Tabla 4).

Tabla 4:  
Llegadas turistas a El Salvador por Región de Residencia  
Años: 2009-2017.

Región de Residencia	2009	2010	2011	2012	2013	2014	2015	2016	2017	Variación porcentual 16/17	Cuota de Mercado 2017
Centroamérica	673,324	739,843	734,796	740,698	708,541	768,259	805,634	827,865	898,652	8.6 %	57.8 %
Norteamérica	371,280	356,608	368,641	443,075	482,211	488,547	505,078	507,299	548,541	8.1 %	35.3 %
Suramérica	19,861	23,704	33,249	32,897	46,337	43,701	44,991	45,879	50,901	10.9 %	3.3 %
Europa	18,842	19,919	33,891	25,744	32,344	29,982	30,223	32,723	39,652	21.2 %	2.5 %
Asia	3,265	4,927	7,504	5,848	5,699	7,514	8,292	11,459	11,040	-3.7 %	0.7 %
Otros	4,354	4,560	6,416	6,462	7,659	7,161	7,381	8,389	7,283	-13.2 %	0.5 %
<b>Total Turistas</b>	<b>1,090,926</b>	<b>1,149,561</b>	<b>1,184,497</b>	<b>1,254,724</b>	<b>1,282,792</b>	<b>1,345,165</b>	<b>1,401,598</b>	<b>1,433,613</b>	<b>1,556,069</b>	<b>8.5 %</b>	<b>100.0 %</b>

Fuente: CORSATUR- MIGRACION- ARALDI- ITCORNER, SPSS SA DE CV, Datos vía aérea de MIGRACIÓN.

Gráfico 10:  
Llegadas de turistas internacionales, por principal región de procedencia. Años 2016-2017 (% de crecimiento).



Fuente: Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017 y datos vía aérea de MIGRACIÓN.

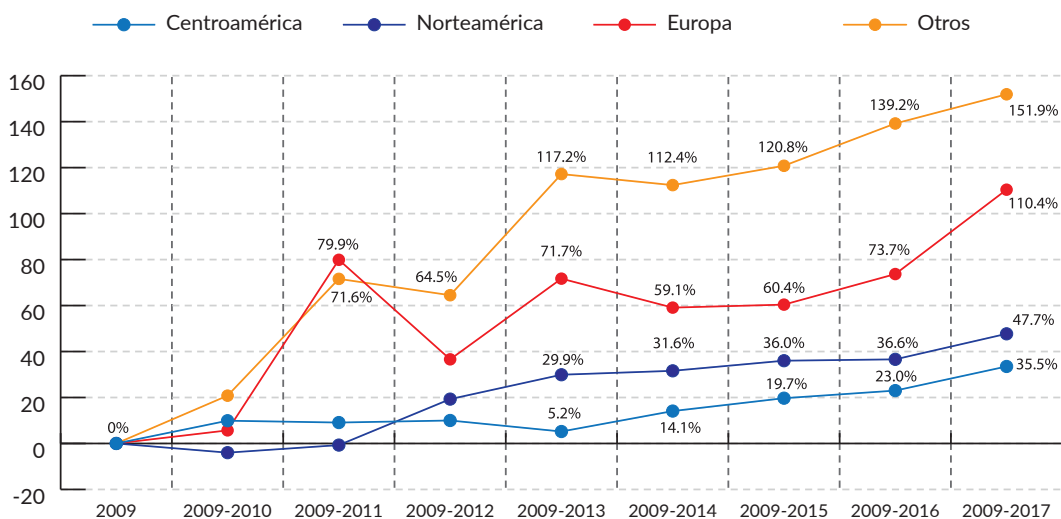
### 3.4 Análisis de la llegada de turistas por regiones tomando como año base 2009

crecimiento en 2011 con un 79.9 % (Gráfico 11), en el año 2017 fue superado con un 110.4 %.

La variación porcentual de turistas por principales regiones de procedencia, tomando como base el año 2009, permite visualizar el comportamiento de crecimiento o decrecimiento que ha tenido el turismo a lo largo de estos ocho años; la región de Europa, la cual tenía su punto más alto de

No se puede obviar que las estrategias de conectividad han sido un factor positivo que se ve reflejado en la región de Norteamérica con un 47.7 % y una tendencia de crecimiento ascendente, de igual forma la promoción y publicidad implementadas para estos destinos, juega un papel muy importante.

Gráfico 11:  
Variación % de turistas, por principal región de procedencia. Años base: 2009 con relación a 2010-2017.



Fuente: Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017 y datos vía aérea de MIGRACIÓN.

### 3.5 Llegada de turistas por vía utilizada

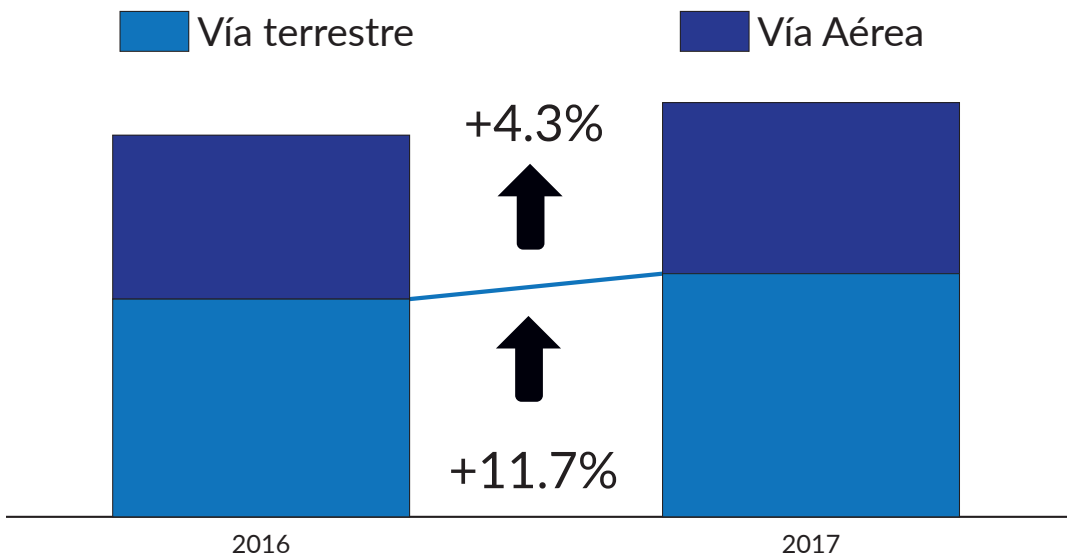
Del total de turistas que ingresó al país durante el año 2017, el 41.0 % lo hizo por vía aérea, y el restante 59.0 % por vía terrestre, con

respecto al año anterior, el ingreso de turistas por vía aérea aumentó en 4.3 %, y el ingreso de turistas por vía terrestre lo hizo en 11.7 %. **Gráficos 12,13 y Tabla 5.**

Gráfico 12:

Llegadas de turistas por vía utilizada.

Años: 2016-2017.

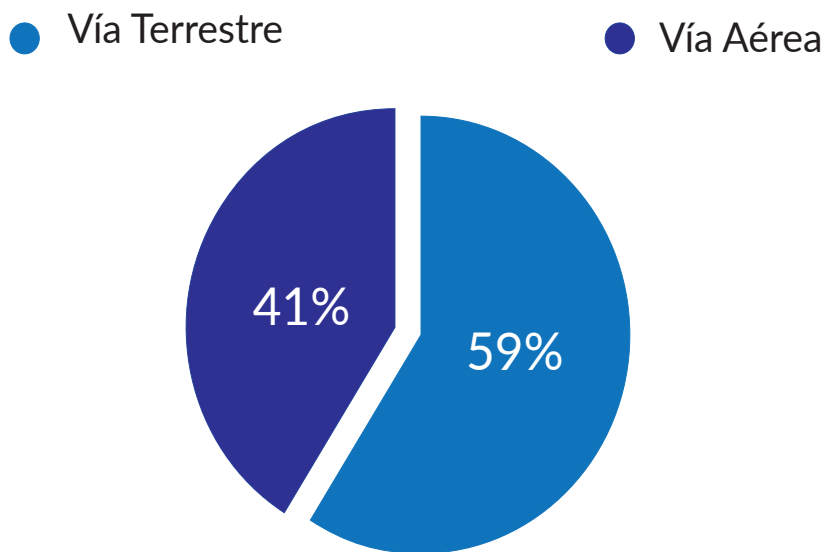


Fuente: Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017 y datos vía aérea de MIGRACIÓN.

Gráfico 13:

Participación de llegadas de turistas por vía utilizada.

Año: 2016-2017.



Fuente: Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017 y datos vía aérea de MIGRACIÓN.



Tabla 5:  
Llegada turistas a El Salvador por Vía de ingreso  
Años: 2009-2017

Vía de Ingreso	2009	2010	2011	2012	2013	2014	2015	2016	2017	Variación Porcentual 10/09	Variación Porcentual 11/10	Variación Porcentual 12/11	Variación Porcentual 13/12	Variación Porcentual 14/13	Variación Porcentual 15/14	Variación Porcentual 16/15	Variación Porcentual 17/16
Vía aérea	429,946	426,171	469,591	541,121	589,113	591,268	598,805	615,844	642,476	-0.9 %	10.2 %	15.2 %	8.9 %	0.4 %	1.3 %	2.8 %	4.3 %
Vía terrestre	660,980	723,390	714,906	713,603	693,679	753,897	802,793	817,769	913,333	9.4 %	-1.2 %	-0.2 %	-2.8 %	8.7 %	6.5 %	1.9 %	11.7 %
<b>Total</b>	1,090,926	1,149,561	1,184,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,555,809	5.4 %	3.0 %	5.9 %	2.2 %	4.9 %	4.2 %	2.3 %	8.5 %

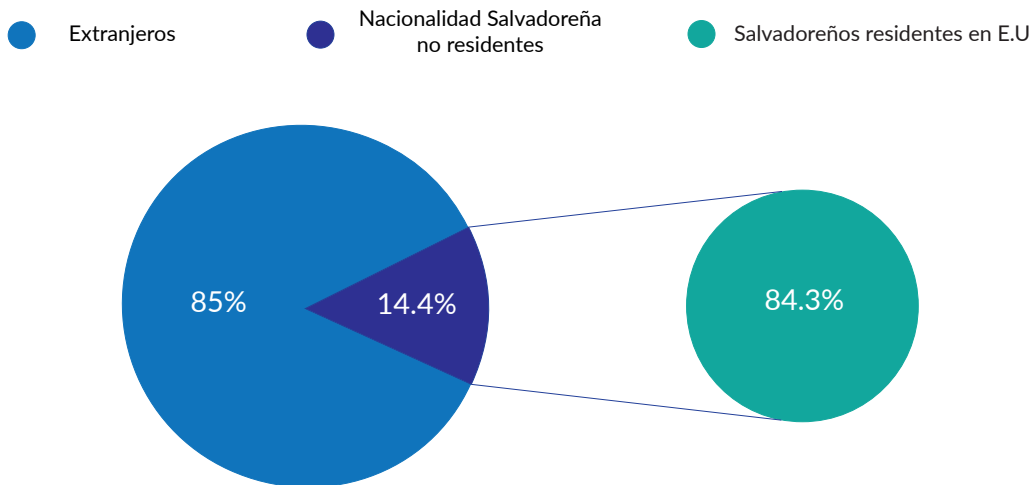
Fuente: Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARAIDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017 y datos vía aérea de MIGRACION.

### 3.6 Llegadas de turistas por nacionalidad y país de residencia

Del total de llegadas de turistas durante 2017 (1,556,069), 14.4 % son salvadoreños residentes en el exterior y el resto son extranjeros no salvadoreños (85.6 %).

Cabe destacar que, del total de turistas salvadoreños residentes en el exterior, el 84.3 % procede de Estados Unidos; los extranjeros no residentes han experimentado un ascenso del 4.4 % y los salvadoreños residentes en el exterior han aumentado en 42.1 % (*Gráfico 14 y Tabla 6*).

Gráfico 14:  
Llegadas por nacionalidad y país de residencia 2017.



Fuente: Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017 y datos vía aérea de MIGRACIÓN.

Tabla 6:  
Llegada de turistas a El Salvador por nacionalidad  
Años: 2009-2017

Nacionalidad	2009	2010	2011	2012	2013	2014	2015	2016	2017	Variación Porcentual 17/16	Participación Porcentual 2017
Salvadoreños residentes en el exterior	208,349	204,792	206,900	297,267	224,570	219,584	188,475	158,147	224,687	42.1 %	14.4 %
Extranjeros	882,577	944,769	977,597	957,457	1,058,222	1,125,581	1,213,123	1,275,466	1,331,381	4.4 %	85.6 %
<b>Total</b>	<b>1,090,926</b>	<b>1,149,561</b>	<b>1,184,497</b>	<b>1,254,724</b>	<b>1,282,792</b>	<b>1,345,165</b>	<b>1,401,598</b>	<b>1,433,613</b>	<b>1,556,069</b>	<b>8.5 %</b>	<b>100.0 %</b>

Fuente: Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017 y datos vía aérea de MIGRACIÓN.

### 3.7 Aspectos económicos del turismo

El gasto turístico hace referencia a la suma pagada por la adquisición de bienes y servicios de consumo y de objetos valiosos, para uso propio o para regalar, antes y durante los viajes turísticos.

Según resultados de la "Encuesta del Perfil y Gasto del Visitante Internacional", durante el año 2017 los turistas que visitaron el país

gastaron antes y durante el viaje US\$1,209.84 millones de dólares. La estadía promedio resultó en 6.2 noches.

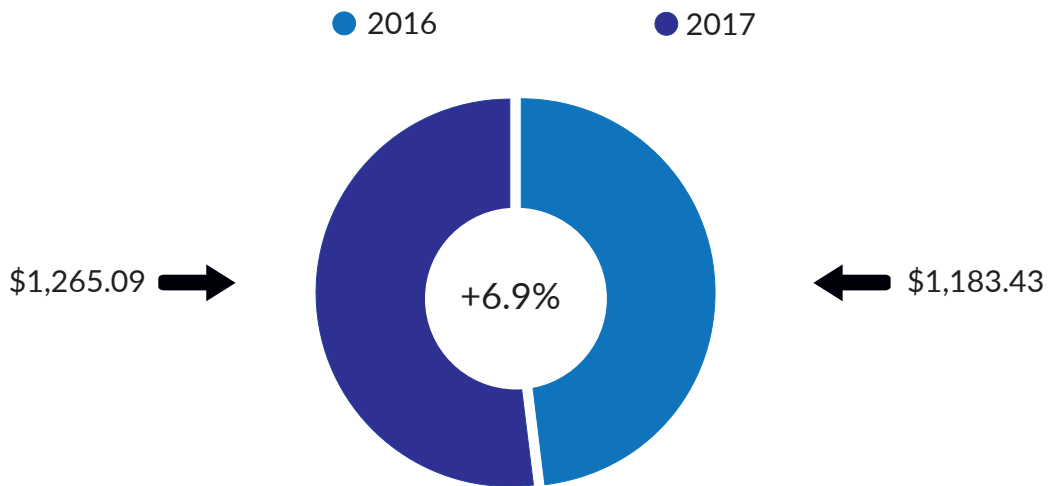
Los ingresos reportados por los excursionistas fue de US\$55.25 millones de dólares, en total los visitantes (turistas más excursionistas) fue de US\$1,265.09 millones de dólares, lo cual representa un 6.9 % más que el año 2016 (*Tabla 7 y Gráfico 15*).

**Tabla 7:**  
Ingresos turísticos en millones de US\$  
Años: 2009-2017.

Clasificación	2009	2010	2011	2012	2013	2014	2015	2016	2017
Turistas	\$503.52	\$499.41	\$597.20	\$751.56	\$867.57	\$1,073.49	\$1,121.33	\$1,136.99	\$1,209.84
Variación %		-0.8 %	19.6 %	25.8 %	15.4 %	23.7 %	4.5 %	1.4 %	6.4 %
Excursionistas	\$13.11	\$18.63	\$17.99	\$19.99	\$26.27	\$33.95	\$48.12	\$46.44	\$55.25
Variación %		42.1 %	-3.4 %	11.1 %	31.4 %	29.2 %	41.7 %	-3.5 %	19.0 %
Visitantes	\$516.63	\$518.04	\$615.19	\$771.55	\$893.84	\$1,107.43	\$1,169.45	\$1,183.43	\$1,265.09
<b>Variación %</b>		0.3 %	18.8 %	25.4 %	15.8 %	23.9 %	5.6 %	1.2 %	6.9 %

Fuente: Encuesta del Perfil y Gasto del Visitante Internacional CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017.

**Gráfico 15:**  
Gasto turístico internacional 2016-2017.



Ingresos turísticos Fuente: Encuesta del Perfil y Gasto del Visitante Internacional CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017.

El gasto promedio diario más alto durante 2017, fue el reportado por los turistas de Estados Unidos (US\$145.9), resto del mundo (US\$145.6) y México (US\$131.2) (Tabla 8).

Al analizar el gasto por nacionalidad del turista, el más alto es el de los salvadoreños residentes en el exterior (US\$136.7), de igual forma la estadía media (12.4 noches). (Tabla 9).

Playa El Tunco, La Libertad

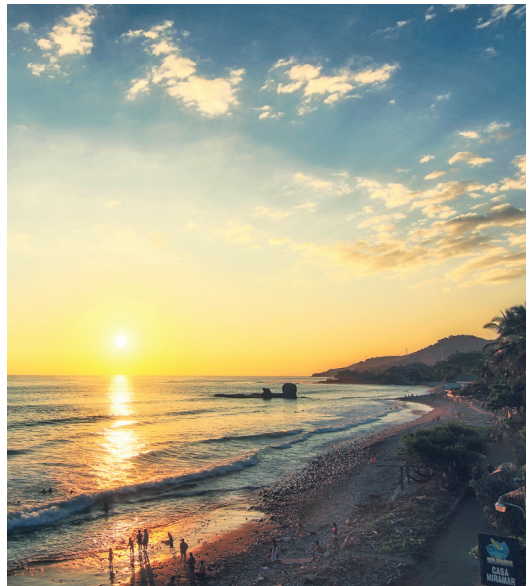


Tabla 8:  
Gasto diario promedio del turista receptor por país de residencia.  
Años: 2009-2017.

Región de Residencia	2009		2010		2011		2012		2013		2014		2015		2016		2017	
	Gasto diario promedio en US\$	Estadia promedio (noches)	Gasto diario promedio en US\$	Estadia promedio (noches)	Gasto diario promedio en US\$	Estadia promedio (noches)	Gasto diario promedio en US\$	Estadia promedio (noches)	Gasto diario promedio en US\$	Estadia promedio (noches)	Gasto diario promedio en US\$	Estadia promedio (noches)	Gasto diario promedio en US\$	Estadia promedio (noches)	Gasto diario promedio en US\$	Estadia promedio (noches)	Gasto diario promedio en US\$	Estadia promedio (noches)
Guatemala	31.2	2.6	37.7	2.5	54.9	2.3	39.4	2.2	46.7	2.1	56.2	2.4	51.2	2.4	57.9	2.2	65.4	2.3
Honduras	25.7	3.9	32.3	3.5	44.1	3.6	43.4	3.1	43.3	3.5	49.6	3.2	57.7	3.0	59.1	2.7	60.3	2.8
Nicaragua	43.8	4.7	49.5	4.1	69.6	4.6	58.2	5.2	70.3	4.1	69.1	4.6	67.9	4.5	69.4	4.8	93.8	4.5
Resto de C.A	102.3	8.1	123.2	7.0	113.5	8.4	70.2	10.4	86.4	10.9	71.4	12.5	75.1	14.7	86.9	10.2	105.2	8.3
Estados Unidos	93.7	11.5	92.1	10.9	111.4	9.5	120.8	10.8	125.3	10.9	131.8	12.4	142.3	11.5	144.0	11.0	145.9	11.3
México	91.6	9.3	91.7	8.3	101.1	8.5	84.4	9.5	98.8	8.0	85.9	10.5	99.4	9.4	93.3	7.8	131.2	5.9
Sudamérica	120.1	7.4	135.8	7.5	123.5	10.4	114.9	9.9	115.3	11.3	99.8	13.0	110.2	12.0	114.0	11.4	127.1	10.9
Resto del mundo	112.0	10.4	102.8	10.8	110.2	9.0	114.8	9.5	104.7	10.6	86.4	11.3	107.2	12.5	101.0	9.7	145.6	9.1

Fuente: Encuesta del Perfil y Gasto del Visitante Internacional CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017.



**Tabla 9:**

**Gasto diario promedio y estadía promedio del turista salvadoreño residente en el exterior, turista extranjero y excursionista.**

**Años: 2009-2017.**

Gasto y estadía promedio, por nacionalidad, turista y excursionista (2009-2017)	2009	2010	2011	2012	2013	2014	2015	2016	2017	% de Variación
<b>Turista salvadoreño</b>										
Estadía media (noches)	11.2	10.9	10.0	12.0	12.5	15.1	16.6	14.1	12.4	-11.6 %
Gasto por persona y día (en US\$)	\$88.4	\$87.8	\$106.3	\$105.8	\$107.1	\$115.5	\$119.9	\$137.5	\$136.7	-0.6 %
<b>Turista extranjero</b>										
Estadía media (noches)	5.0	4.6	4.4	4.2	5.2	5.6	5.3	5.2	5.1	-2.3 %
Gasto por persona y día (en US\$)	\$70.8	\$73.5	\$89.2	\$89.7	\$100.9	\$100.2	\$109.8	\$112.1	\$117.8	5.1 %
<b>Total turista</b>										
Estadía media (noches)	6.2	5.8	5.4	6.0	6.5	7.1	6.8	6.2	6.2	-1.2 %
Gasto por persona y día (en US\$)	\$76.8	\$78.5	\$94.2	\$98.5	\$103.2	\$105.7	\$112.9	\$117.4	\$123.8	5.5 %
<b>Excursionista</b>										
Estadía media (noches)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 %
Gasto por persona y día (en US\$)	\$33.5	\$41.0	\$40.2	\$41.1	\$48.4	\$61.8	\$85.0	\$75.0	\$79.1	5.5 %

**Fuente:** Encuesta del Perfil y Gasto del Visitante Internacional CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017.

### 3.8 La actividad turística en el PIB

La participación del sector turístico en la economía nacional es sumamente importante, tomando en cuenta que en 2017 del total

anual del producto interno bruto (PIB) le corresponde el 5.1 %, debido a la captación de US\$1,265.1 millones de dólares en ingreso turístico receptor (*Tabla 10 y Gráfico 16*).

**Tabla 10:**

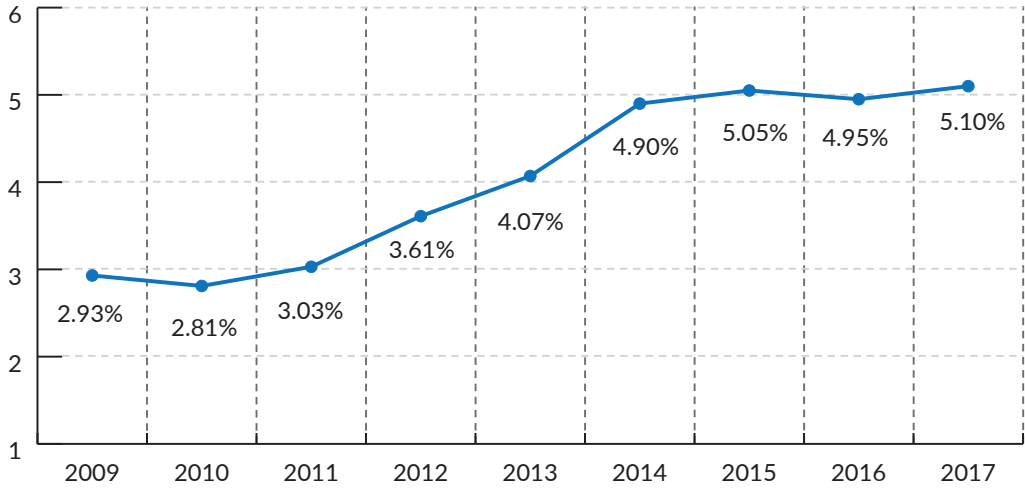
**Relación del ingreso turístico en el PIB.**

Año	PIB (US \$ millones)	Turismo (US \$ millones)	IT/PIB %
2009	17,601.62	516.6	2.9 %
2010	18,447.93	518	2.8 %
2011	20,283.78	615.1	3.0 %
2012	21,386.15	771.5	3.6 %
2013	21,977.40	893.8	4.1 %
2014	22,585.84	1,107.40	4.9 %
2015	23,166.03	1,169.40	5.0 %
2016	23,912.23	1,183.40	4.9 %
2017	24,805.44	1,265.10	5.1 %

**Fuente:** PIB= BCR / PIB= Preliminar con la nueva base publicada por BCR, el 23 de marzo de 2018.

Ingresos turísticos totales, Fuente: Encuesta del Perfil y Gasto del Visitante Internacional CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017. Nota: Toda la serie fue modificada 2009-2017, respecto a los nuevos datos publicados por BCR, pero aún puede haber ajustes.

**Gráfico 16:**  
Impacto de ingreso turístico en el PIB  
2009 – 2017.



Fuente: PIB= BCR

PIB= Preliminar con la nueva base publicada por BCR, el 23 de marzo de 2018.

Ingresos turísticos totales, Fuente: Encuesta del Perfil y Gasto del Visitante Internacional CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017.

Nota: Toda la serie fue modificada 2009-2017, respecto a los nuevos datos publicados por BCR, pero aún puede haber ajustes.



Lago de Coatepeque, Santa Ana





# 4.

Data Tur.  
Encuesta de  
ocupación hotelera

*Playa Punta Roca, La Libertad*



#### 4. Data Tur. Encuesta de ocupación hotelera

Con información, al mes de diciembre de 2017, Data Tur informa sobre el comportamiento de las principales variables en materia de ocupación hotelera a nivel del Gran San Salvador.

Las variables procesadas en este sistema son las siguientes:

- Cuartos disponibles
- Cuartos ocupados por residentes y no residentes
- Llegadas de turistas residentes y no residentes
- Turistas noche residentes y turistas noche no residentes; entre otras.

Data Tur es un sistema de información dinámico que facilita los procesos de

recolección de información relacionada al comportamiento hotelero, es decir, son los alojamientos mismos los que hacen la entrada de las cifras asegurando así la confiabilidad y oportunidad de la información estadística.

De esta manera, se puede obtener información mensual del sector hotelero respetando el secreto estadístico.

#### 4.1 Resultados 2009-2017 del Gran San Salvador.

##### Disponibilidad y alojamiento

La ocupación hotelera del Gran San Salvador, durante los años 2009-2017, se describe en la **Tabla 11**, en la cual se detalla que los meses donde ha sido más alta la ocupación son los meses de enero, febrero, marzo y noviembre de 2017.

**Tabla 11:**  
Ocupación hotelera  
Años: 2009-2017.

Región de Residencia	AÑOS									
	2009	2010	2011	2012	2013	2014	2015	2016	2017	
Enero	49.92	56.29	56.71	61.09	64.48	57.69	78.5	80.0	82.0	
Febrero	65.82	73.66	72.52	77.31	80.66	69.57	78.6	67.35	67.38	
Marzo	65.99	66.07	74.2	76.91	81.02	66.5	70.39	62.44	67.79	
Abril	60.48	65.03	59.31	60.3	59.72	50.23	56.02	62.78	54.87	
Mayo	58.89	69.28	65.5	71.1	74.4	65.94	60.73	57.81	59.36	
Junio	65.02	64.94	76.48	80.27	86.0	86.0	67.8	62.02	64.06	
Julio	65.87	67.66	71.48	73.94	72.03	75.78	71.34	61.43	59.26	
Agosto	59.34	58.99	59.34	62.1	63.31	63.93	54.57	54.73	56.97	
Septiembre	67.18	61.29	67.65	55.66	63.09	59.23	64.41	56.25	60.65	
Octubre	71.04	64.65	64.4	64.48	67.62	66.15	64.5	57.56	64.29	
Noviembre	71.03	67.39	70.44	67.29	72.35	71.6	68.29	70.11	66.72	
Diciembre	54.78	51.23	47.27	44.79	52.08	48.07	52.9	50.58	53.83	
Total	62.9	63.8	65.3	66.3	69.7	65.1	65.7	61.9	63.1	

Fuente: DATA TUR EL SALVADOR 2009-2017

P= Porcentaje de ocupación

Datos de enero-agosto 2012 son estimados, de igual forma los meses de enero-junio 2013 y junio-agosto 2014, enero 2015, 2016 y 2017.

El **Gráfico 17** describe, en forma anual, el porcentaje de ocupación hotelera durante los años 2009-2017.

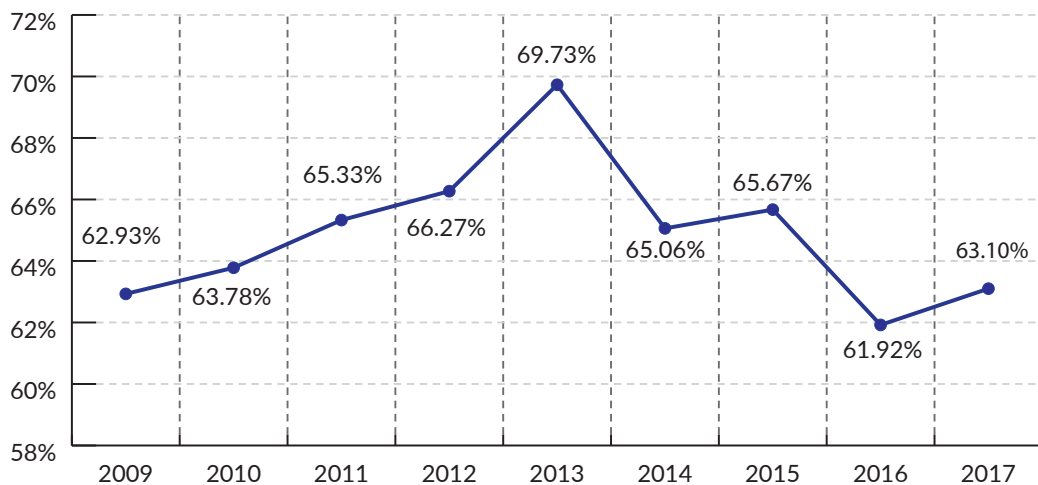
La oferta de alojamiento en el año 2017 en El Salvador fue de 465 hoteles con 9,261 habitaciones. El departamento de San Salvador posee una participación de

110 hoteles y 2,798 habitaciones, que corresponden al 61.64 % de la oferta total a nivel nacional.

La ocupación de la oferta hotelera del Gran San Salvador, se muestra en el **Gráfico 18**, donde se observa la evolución durante estos doce meses del año 2017.

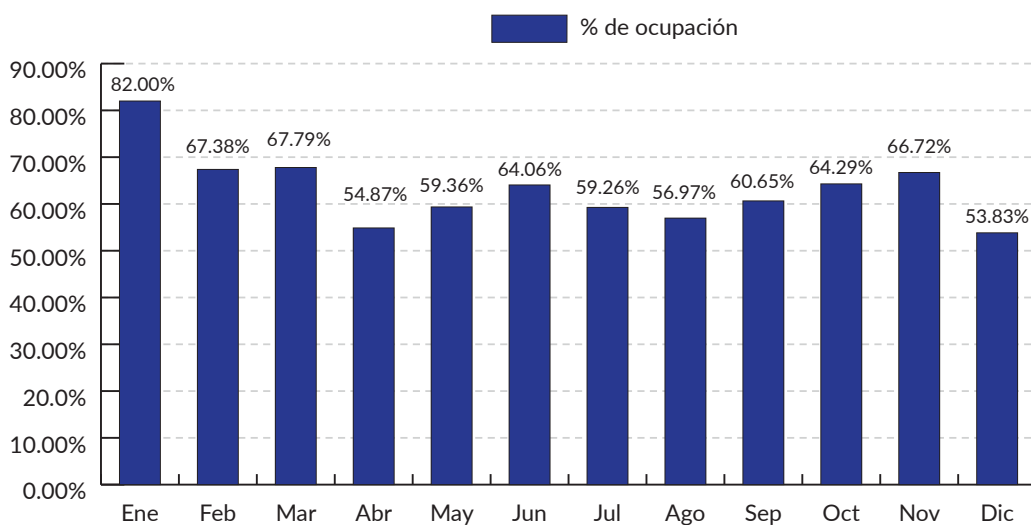


**Gráfico 17:**  
**Porcentaje de ocupación hotelera del Gran San Salvador**  
**Años: 2009 – 2017.**



**Fuente:** DATATUR El Salvador 2009-2017  
 \* Datos de enero-agosto 2013; enero-junio 2014; enero-febrero 2015, enero 2016-2017 son estimados.

**Gráfico 18:**  
**Ocupación hotelera 2017.**



**Fuente:** DATATUR El Salvador 2016.  
 \* Datos de enero 2017 son estimados.





# 5.

La evolución del empleo  
en las actividades  
características  
del turismo



El empleo es una variable de gran importancia en el análisis económico de las actividades productivas, y lo mismo sucede en el caso de turismo.

Para el año 2017 se alcanzó la cifra de 52,252 empleos promedios con un incremento del 4.4 % comparado con 2016 (**Tabla 12 y Gráfico 19**).

El empleo generado en turismo, según datos del Seguro Social, el mes de diciembre de 2017 presenta un crecimiento del 4.3 % con

respecto al mismo mes del año 2016.

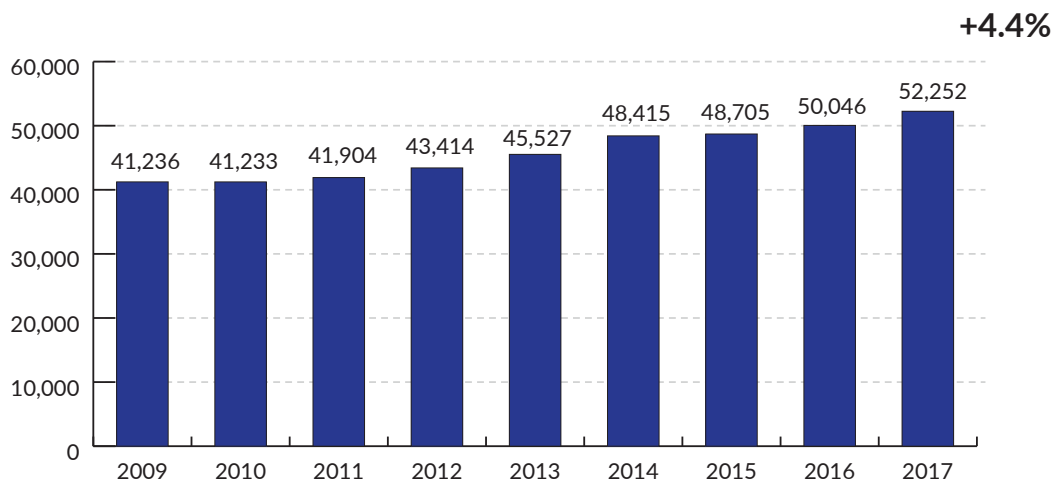
**Gráfico 20.**

Otro punto de interés, es señalar que la participación del empleo que genera el sector turismo en la economía nacional es del 4.3 %. En el mes de diciembre 2017 se obtuvieron 53,267 empleos, 2,191 más que el año 2016.

**Gráfico 21.**

Para el mes de diciembre de 2017, el salario promedio en el sector turismo ronda los \$510.27.

**Gráfico 19:**  
La evolución del empleo  
# de trabajadores 2009 – 2017.



**Fuente:** Elaboración propia con datos del ISSS.

**Nota:** A partir del mes de julio de 2017 los datos del ISSS pasaron del CIU revisión 3 a la revisión 4.

Tabla 12:  
Promedio anual de empleo en el sector turismo  
2009-2017.

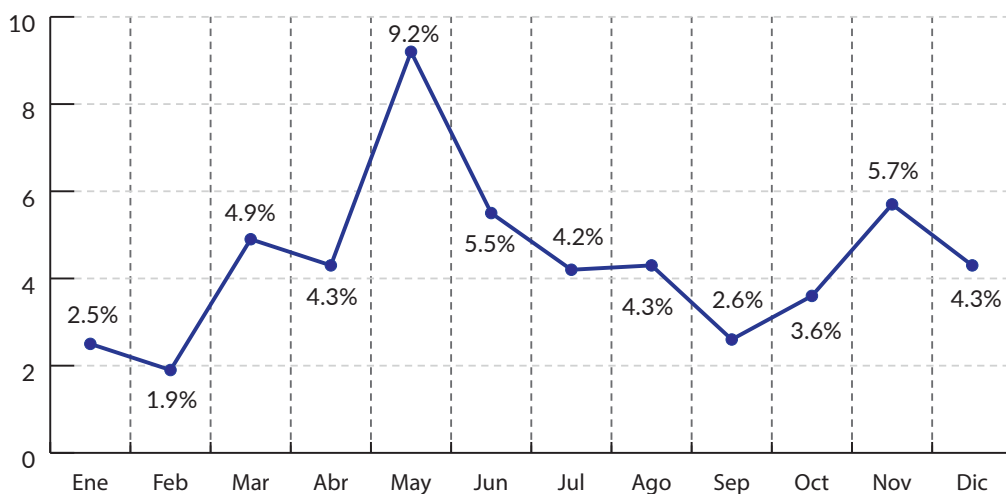
Actividades/ Enero- Diciembre	Número de trabajadores 2009	Número de trabajadores 2010	Variación %	Número de trabajadores 2011	Variación %	Número de trabajadores 2012	Variación %	Número de trabajadores 2013	Variación %	Número de trabajadores 2014	Variación %	Número de trabajadores 2015	Variación %	Número de trabajadores 2016	Variación %	Número de trabajadores 2017	Variación %
Hoteles y similares	4,891	5,012	2.5 %	5,159	2.9 %	4,481	-13.2 %	4,584	2.3 %	4,679	2.1 %	5,389	15.2 %	5,930	10.0 %	5,858	-1.2 %
Restaurantes, bares y similares	16,704	16,707	0.02 %	17,035	2.0 %	18,112	6.3 %+	19,819	9.4 %	20,792	4.9 %	21,535	3.6 %	23,434	8.8 %	25,107	7.1 %
Transporte	12,146	12,349	1.7 %	13,396	8.5 %	13,489	0.7 %	13,463	-0.2 %	13,724	1.9 %	13,581	-1.0 %	13,727	1.1 %	12,198	-11.1 %
Otros	7,495	7,164	-4.4 %	6,313	-11.9 %	7,333	16.2 %	7,661	4.5 %	9,221	20.4 %	8,200	-11.1 %	6,956	-15.2 %	9,089	30.7 %
<b>Total</b>	41,236	41,232	-0.01 %	41,903	1.6 %	43,415	3.6 %	45,527	4.9 %	48,415	6.3 %	48,705	0.6 %	50,046	2.8 %	52,252	4.4 %

Fuente: Elaboración propia con datos del ISSS.

Nota: A partir del mes de julio de 2017 los datos del ISSS pasaron del CIU revisión 3 a la revisión 4.



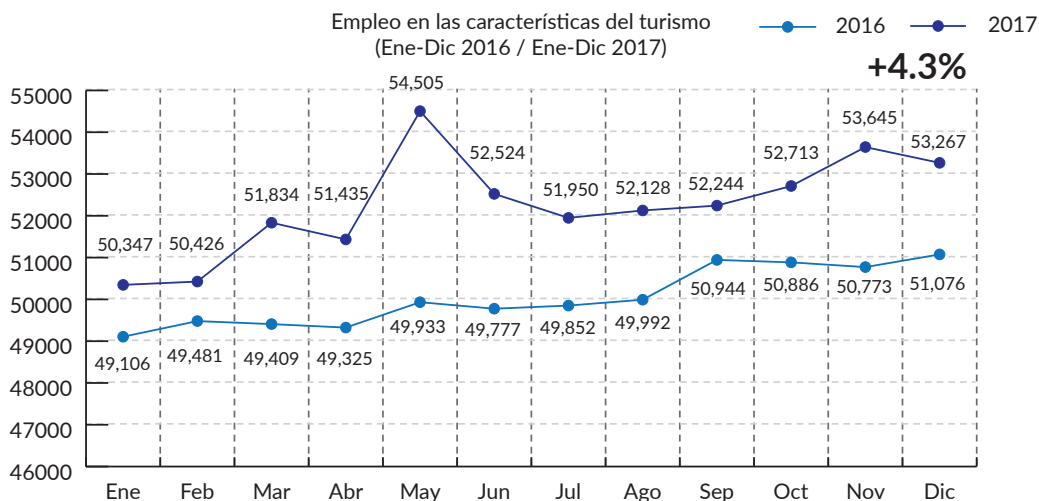
**Gráfico 20:**  
Evolución del empleo enero-diciembre 2016-2017.  
Variación porcentual respecto a similar mes del año anterior.



Fuente: Elaboración propia con datos del ISSS.

Nota: A partir del mes de julio de 2017 los datos del ISSS pasaron del CIU revisión 3 a la revisión 4.

**Gráfico 21:**  
Empleo en el sector turismo 2014-2017.



Fuente: Elaboración propia con datos del ISSS.

Nota: A partir del mes de julio de 2017 los datos del ISSS pasaron del CIU revisión 3 a la revisión 4.



## 6.

Perfil del turista  
internacional

Según datos de las encuestas de turismo receptor, realizadas en 2017, el 71.4 % de los encuestados es del género masculino y el 28.6 % del género femenino.

Por grupos de edades, el 61.28 % del total de encuestados tiene edades que oscilan entre el rango de 25 a 44 años de edad, 34.76 % es mayor y el 3.96 % corresponde a personas menores de 25 años.

Según el nivel de estudios, el 67.47 % ha realizado estudios superiores, un 25.98 % posee estudios secundarios y solo un 6.55 % ha realizado estudios primarios, preescolares o no posee.

### 6.1 Características del viaje

El 92.91 % de los turistas organizaron su viaje por cuenta propia y solo el 7.09 % utilizó

paquete turístico. El 51 % de los viajeros encuestados viene en grupo al país y el 49 % viaja solo.

El principal medio de alojamiento utilizado por los turistas son viviendas de familiares y amigos con un 48.61 %, seguido de los hoteles o establecimientos similares en un 47.31 %, el 2.0 % es de viviendas en propiedad o en alquiler, y el 2.08 % en otro tipo de alojamiento.

### 6.2 Motivo del viaje

El principal motivo de viaje del turista que visitó El Salvador en 2017 se debió a visita a familiares y amigos con un 46.2 % y visita con fines de ocio con un 38.7 % (*Tabla 13*).

Tabla 13: Motivo de viaje turistas.

Motivo de viaje turistas 2009-2017	2009	2010	2011	2012	2013	2014	2015	2016	2017	% Partic.
Negocios	167,984	178,571	158,713	154,790	146,344	157,672	165,164	202,417	136,687	8.8 %
Educación	1,121	2,726	782	629	1,330	1,449	1,366	1,526	1,084	0.1 %
Visita a familiares o amigos	463,585	446,733	369,119	509,158	500,211	533,565	524,955	554,874	718,710	46.2 %
Tratamiento de salud	6,392	11,365	13,374	16,144	15,815	19,301	25,978	24,654	24,255	1.6 %
Religioso	21,609	24,082	46,217	34,511	53,754	71,690	35,396	50,868	47,746	3.1 %
Ocio	409,381	461,878	554,431	501,357	493,067	513,113	605,211	567,260	602,009	38.7 %
Otros motivos	20,854	24,207	41,862	38,135	72,271	48,376	43,529	32,016	25,579	1.6 %
<b>Total</b>	<b>1,090,926</b>	<b>1,149,562</b>	<b>1,184,498</b>	<b>1,254,724</b>	<b>1,282,792</b>	<b>1,345,165</b>	<b>1,401,598</b>	<b>1,433,613</b>	<b>1,556,069</b>	<b>100.0 %</b>

Fuente: Encuesta del Perfil y Gasto del Visitante Internacional CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017.





7.

Turismo  
emisor

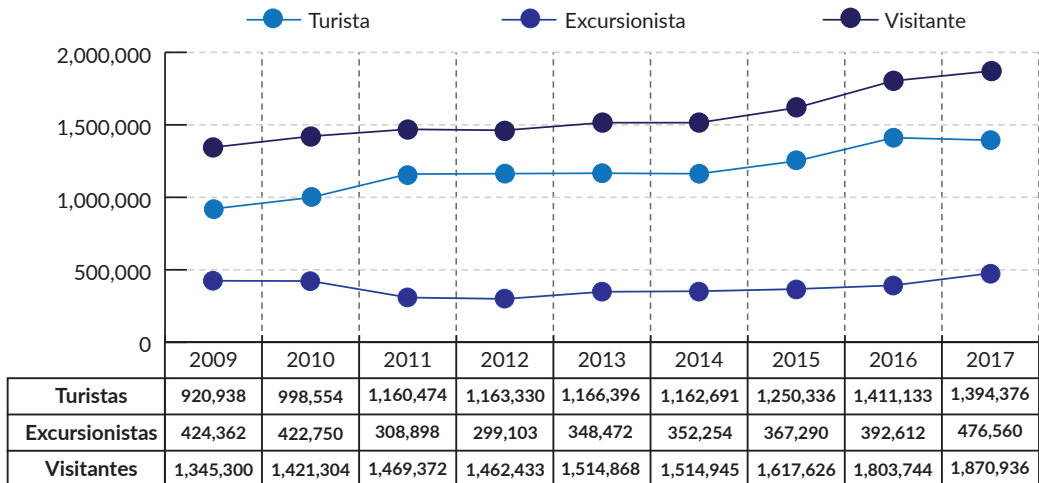
*La Puerta del Diablo, San Salvador*



Al finalizar el año 2017 se movilizaron 1,870,936 visitantes de nacionalidad salvadoreña que viajaron al exterior, un 3.73 % en crecimiento con respecto al año anterior (Gráfico 22). Al analizar los datos desde el

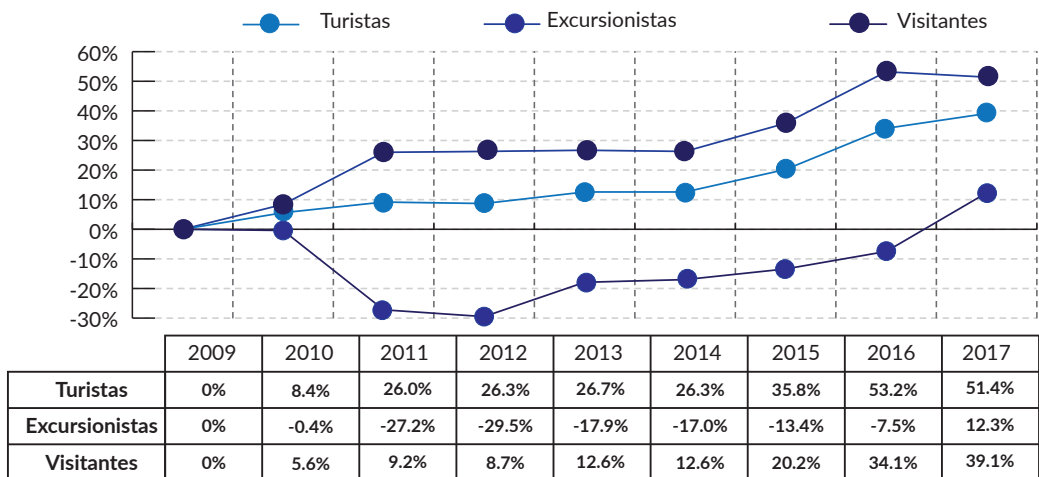
año 2009, estos indican una tendencia de crecimiento en los visitantes, esta tendencia puede verse reflejada en los turistas y los excursionistas a partir del año 2013 (Gráfico 23) tomando como año base 2009.

**Gráfico 22:**  
Salida anual de salvadoreños y residentes.  
Años 2009-2017.



**Fuente:** Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017 y datos vía aérea de MIGRACIÓN.

**Gráfico 23:**  
Porcentaje de crecimiento y/o de crecimiento anual.  
Año base: 2009 vs 2010-2017.

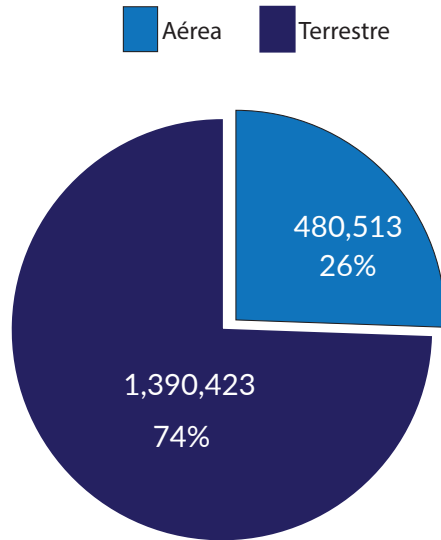


**Fuente:** Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2016 y datos vía aérea de MIGRACIÓN.

En el **Gráfico 24** se observa que la mayor parte de los salvadoreños egresa por vía terrestre para viajar a sus diferentes destinos con un 74 % y un 26 % para vía aérea. Las principales fronteras terrestres por donde

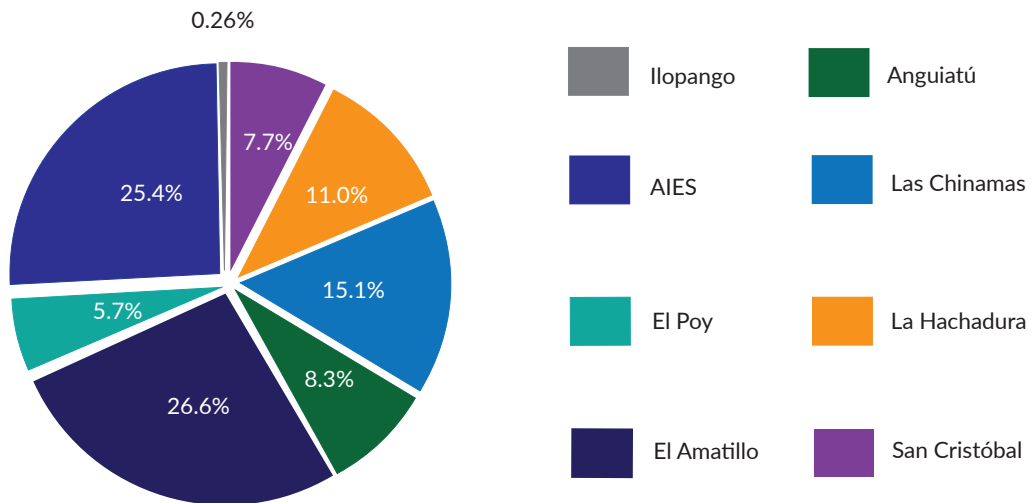
salen los salvadoreños son El Amatillo (26.6 %) y Las Chinamas (15.1 %), y con respecto a la vía aérea el Aeropuerto Internacional de El Salvador Monseñor Óscar Arnulfo Romero y Galdámez (25.4 %), (**Gráfico 25**).

**Gráfico 24:**  
Salida de salvadoreños por vía utilizada.  
Año 2017.

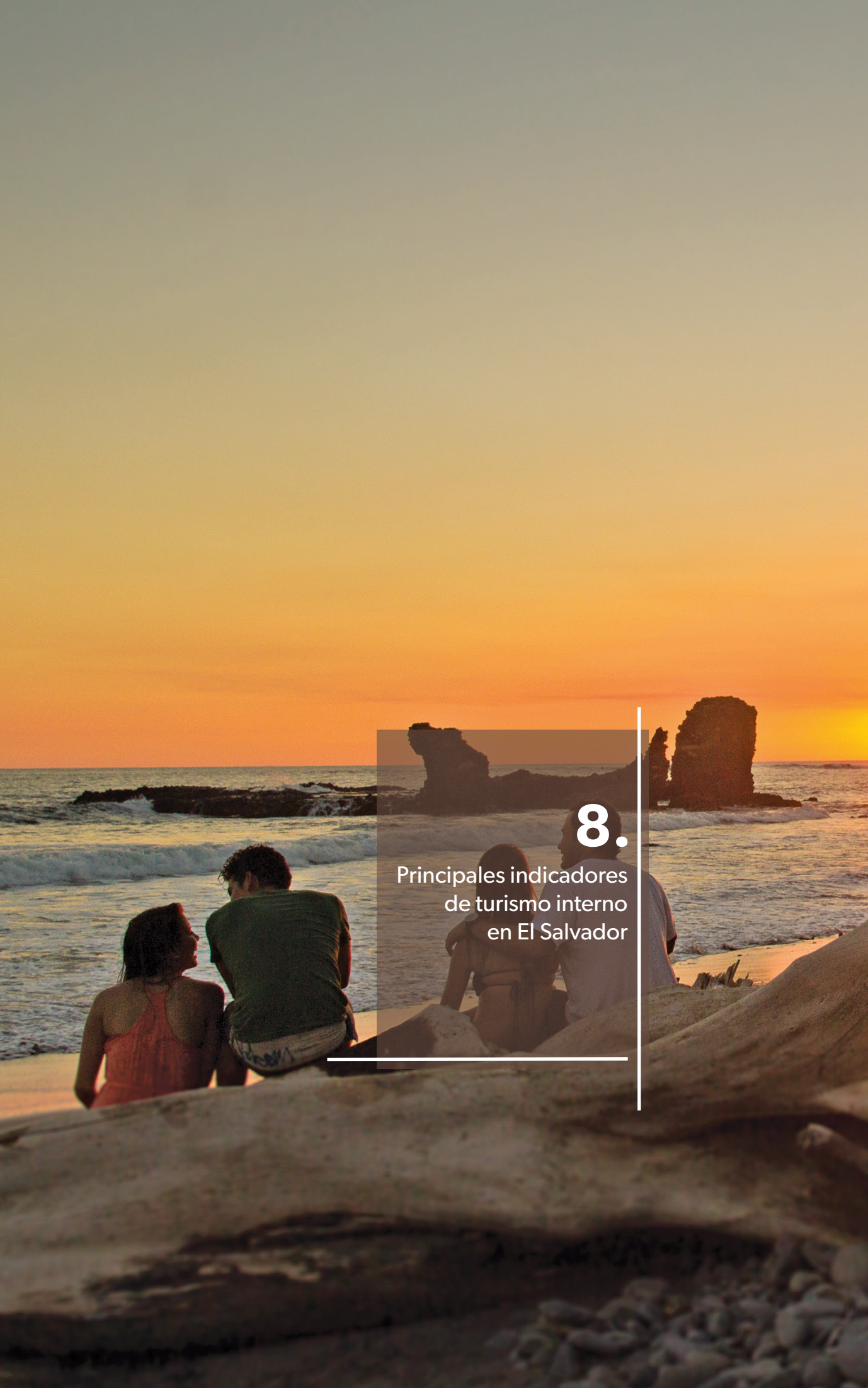


**Fuente:** Fuente: Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR SPSS SA DE CV 2017 y datos vía aérea de MIGRACIÓN.

**Gráfico 25.**  
Salida de salvadoreños por frontera.  
Año 2017.



**Fuente:** Encuesta de conteos Movimientos Turísticos en Fronteras Terrestres CORSATUR SPSS SA DE CV 2014- 2017 y datos vía aérea de MIGRACIÓN.



# 8.

Principales indicadores  
de turismo interno  
en El Salvador



## 8.1 Principales indicadores

El turismo es considerado por los países como un factor de desarrollo económico. El impacto de este fenómeno en las estructuras económicas de las sociedades requiere una observación sistemática de parte de todos los actores involucrados, especialmente de aquellos que directa o indirectamente diseñan y promueven programas en la materia.

Así, no solo los gobiernos necesitan información sobre aspectos específicos del turismo, sino que también aparecen diversos tipos de usuarios, tales como los profesionales, la población y los grupos de investigación, que permanentemente gestionan y/o generan datos estadísticos sobre el tema.

En efecto, la producción y administración de información acerca del turismo ha ido incrementándose en los últimos años, buscando producir insumos que contribuyan a entender la dinámica, evolución y cambios que atraviesa este fenómeno y sus efectos sobre otras dimensiones sociales.

Para El Salvador, el turismo constituye una actividad económica importante así como también para los demás países de la región centroamericana. En el año 2017, para El Salvador el turismo representó en torno al 5.1 % del PIB, generó 52,252 empleos relacionados a las actividades características del turismo y la oferta hotelera ubicada en el Gran San Salvador con una ocupación del 63.1 % en promedio para el año 2017.

Desde la Corporación Salvadoreña de Turismo (CORSATUR) a través de la Dirección General de Estadística y Censos (DIGESTYC) en el marco del Convenio de Cooperación Interinstitucional entre el Ministerio de Economía, Banco Central de Reserva, CORSATUR y Ministerio de Turismo, en El Salvador se desarrollan esfuerzos de diversa naturaleza con el fin de optimizar la información estadística disponible, desarrollar indicadores de coyuntura del sector turístico y herramientas para el análisis del impacto de la actividad.

La Encuesta sobre Turismo Doméstico de los Residentes Salvadoreños Dentro del Territorio Nacional es la primera investigación nacional que describe los perfiles de viajeros y gastos realizados por los hogares residentes en viajes por turismo dentro y fuera del país.

En este contexto, esta investigación tiene por objeto monitorear el impacto de la demanda turística doméstica, a fin de dimensionar su tamaño y determinar sus características socio-demográficas y de hábitos de viaje.

Una contribución importante a este objetivo ha sido la firma del convenio con las instituciones antes detalladas. Todas estas iniciativas se orientan a la elaboración, en el mediano plazo, de la Cuenta Satélite de Turismo de El Salvador.

## 8.2 Metodología utilizada

Se trata de un estudio de tipo cuantitativo, a través de encuestas mediante el cual se busca describir el fenómeno del Turismo Interno en El Salvador, para el abordaje de este trabajo se utiliza la técnica de la encuesta.

Este operativo utiliza un instrumento de recolección de datos: un cuestionario estructurado destinado a los turistas y los excursionistas tanto internos como externos, el estudio comprende una medición de doce meses, que inició en enero de 2017 y finalizó en diciembre de 2017.

La metodología aplicada es de tipo cuantitativa, a través de encuestas por muestreo, con entrevistas cara a cara en visita domiciliaria en los hogares integrados por poblaciones urbanas y rurales, llegando a nivel de departamento.

La muestra es una submuestra de la encuesta de hogares que realiza la Dirección General de Estadísticas y Censos a nivel nacional, el tamaño de la muestra en los doce meses es de 5,052 encuestas, distribuidas en el área urbana y rural de los catorce departamentos del país.

El levantamiento de la información de la Encuesta sobre Turismo Doméstico de los Residentes Salvadoreños dentro del Territorio Nacional, lo realiza una brigada de encuestadores y supervisores, los cuales visitan las viviendas seleccionadas en la muestra según la programación mensual.

La metodología aplicada en el desarrollo de la encuesta se basa fundamentalmente en los siguientes aspectos:

El informante clave es el jefe de hogar o el encargado de la vivienda y este responde por todos los miembros del hogar cuando estos se encuentren ausentes, de lo contrario, cada uno responde las preguntas seleccionadas.

La información recolectada del hogar se hace haciendo referencia a los tres últimos meses del levantamiento de la encuesta.

La encuesta es realizada con dispositivo móvil PDA (Asistente Personal Digital), el cual permite hacer el levantamiento de la información por medio de cuestionario digital y luego hacer la descarga de la información recolectada directamente a una base de datos.

Cuando no se encuentra en la primera visita a la persona indicada se hace otra visita a fin de entrevistar a la persona que cumple con los requerimientos definidos previamente.

Cuando la vivienda está cerrada y no es posible contactar a ningún miembro del hogar se hace otra visita, si en una segunda visita no se encuentra a ninguna persona se hace una tercera visita y de no encontrarse nuevamente a ninguna persona se define la encuesta como ausencia prolongada o si la vivienda presenta indicios de no tener ocupantes se establece el estado de la vivienda como desocupada según sea el caso.

## 8.3 Principales resultados

### 8.3.1 Viajes con pernoctación y de un día con destino interno 2011-2017

La Encuesta de Turismo Interno permitió estimar en forma trimestral el volumen total de miembros de los hogares que realizó viajes con pernoctaciones y visitas de un día, de forma trimestral.

Los datos están referidos a nivel nacional, con expansión a la población total del país de 6, 582,016 habitantes, y refieren a un total de 1, 876,084 hogares. (4.º trimestre de 2017).

### 8.3.2 Viajes con pernoctación (Hogares)

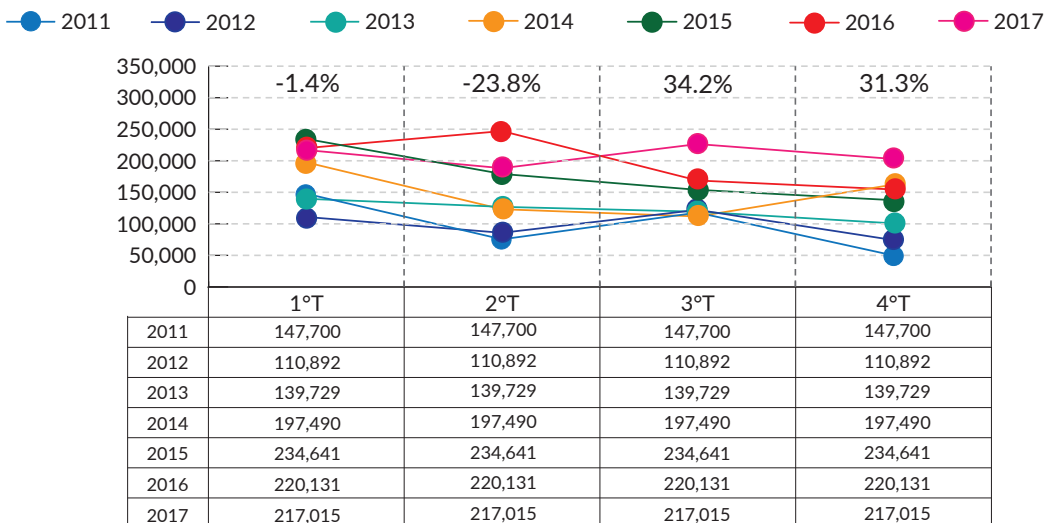
Los viajes con pernoctación se refieren a personas que realizan viajes y que se quedan a dormir por lo menos una noche en el destino visitado.

Los resultados presentados en el **Gráfico 26**, muestran que, al comparar los cuatro trimestres evaluados del año 2017 y 2016, en el primer y segundo trimestre disminuye con 1.4 y 23.8 % respectivamente, lo cual representa 62,006 viajes menos en los dos primeros trimestres que 2016 y 185,212 más que los dos primeros trimestres que en 2011; esto demuestra que la estrategia transversal PUEBLOS VIVOS y las campañas nacionales desarrolladas en temporadas vacacionales por CORSATUR está dando los resultados esperados.

El resto de trimestres presenta incrementos que van desde el 34.2% en el tercer trimestre y en el cuarto trimestre un 31.3%.

Gráfico 26:

Comparativo de viajes por hogar con pernoctación, destino interno por trimestres, % de crecimiento  
Año: 2011-2017.



Fuente: Encuesta sobre Turismo Doméstico de los Residentes Salvadoreños dentro del Territorio Nacional DIGESTYC - CORSATUR 2011 - 2017. Datos preliminares.

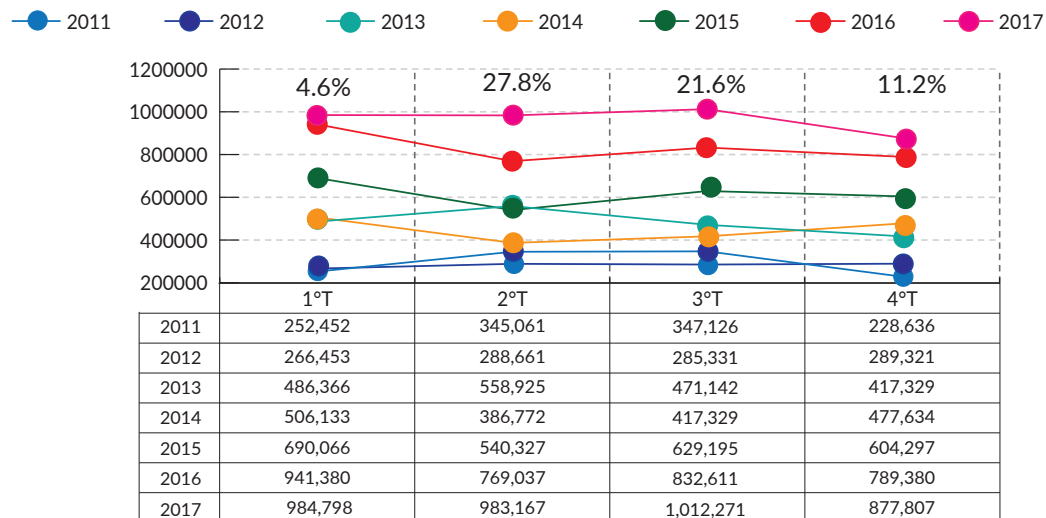
### 8.3.3 Viajes de un día por hogar

Los viajes de un día son los que las personas realizan durante un día llamados viajes de excursión. Estos viajes son los de mayor

preferencia de los salvadoreños. El **Gráfico 27** muestra el comportamiento de este tipo de viajes, pero a diferencia de los viajes con pernoctación durante el cuarto trimestre representa un crecimiento del 11.2 %.

Gráfico 27:

Viajes de un día destino interno por trimestre, % de crecimiento / Año 2011 - 2017.



Fuente: Encuesta sobre Turismo Doméstico de los Residentes Salvadoreños dentro del Territorio Nacional DIGESTYC - CORSATUR 2011 - 2017. Datos preliminares.

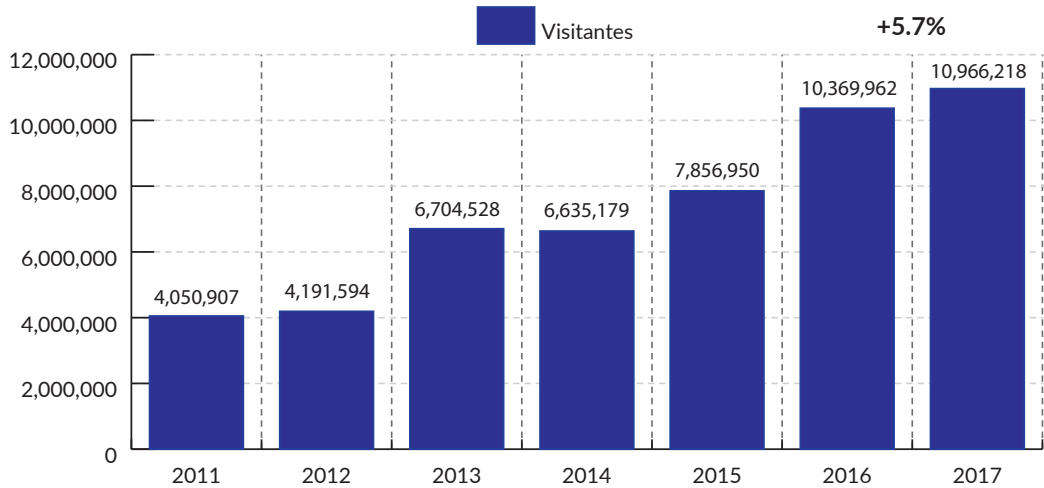


### 8.3.4 Visitantes por cada miembro de los hogares, turismo interno

en El Salvador, representando un 5.7 % de crecimiento con respecto al año 2016 (Gráfico 28).

En el año 2017 un total de 10,966,218 de visitantes realizaron viajes turismo interno

Gráfico 28:  
Visitantes turismo interno / Año: 2011-2017.



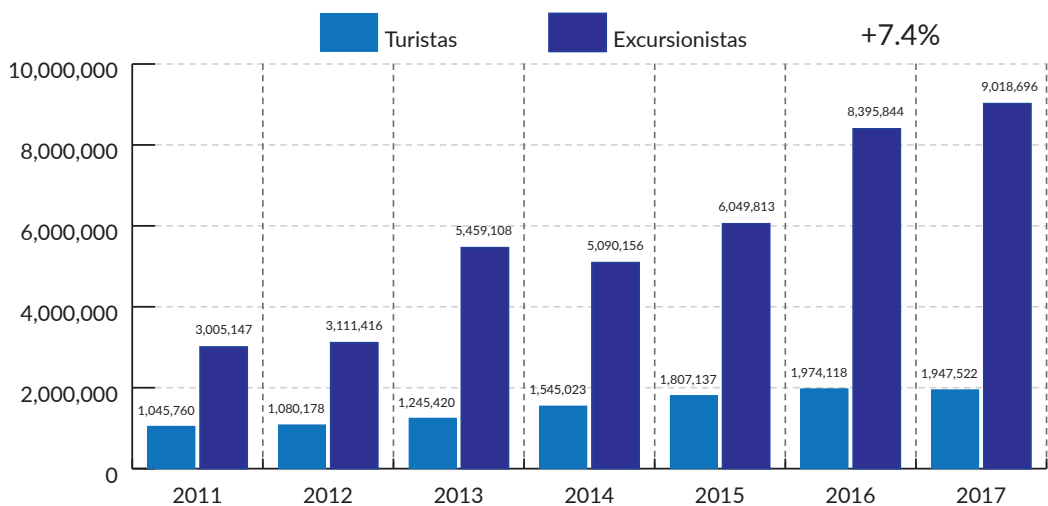
Fuente: Encuesta sobre Turismo Doméstico de los Residentes Salvadoreños dentro del Territorio Nacional DIGESTYC - CORSATUR 2011 – 2017. Datos preliminares.

### 8.3.5 Turistas y excursionistas por cada miembro de los hogares, turismo interno

menos una noche en los destinos visitados, presentan un decrecimiento registrado de -1.3 % con respecto al año 2016. Para el caso de los excursionistas (visitantes de un día) este fue de 9,018,696 un 7.4 % más que en 2016 (Gráfico 29).

Durante el año 2017, se contabilizaron 1,947,522 personas que realizaron viajes como turistas o sea las que pernoctaron por lo

Gráfico 29:  
Turistas y excursionistas turismo interno / Año: 2011-2017



Fuente: Encuesta sobre Turismo Doméstico de los Residentes Salvadoreños dentro del Territorio Nacional DIGESTYC - CORSATUR 2011 – 2017. Datos preliminares.

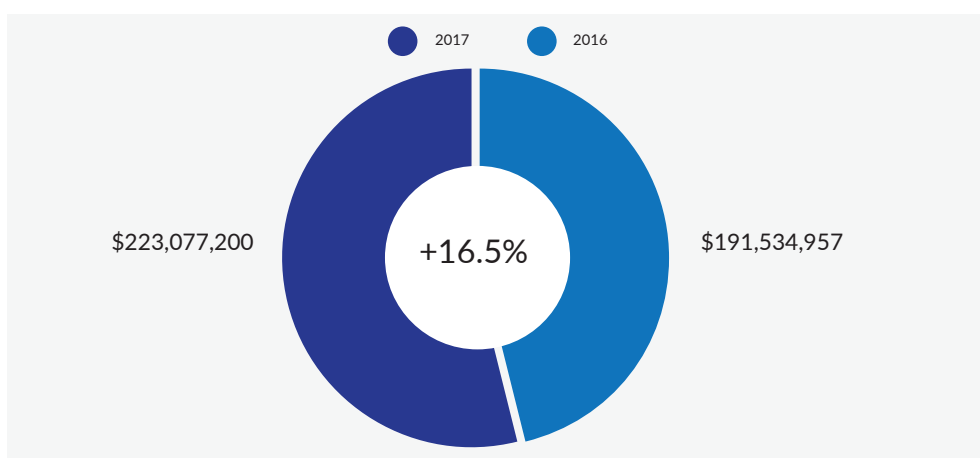
## 8.4 Ingresos económicos por turismo

En el año 2017, los ingresos por turismo interno alcanzaron los US\$223,077,200 esta cifra representa un crecimiento del 16.5 % en términos reales, **Gráfico 30**; por otra parte se menciona que la encuesta mide además del

turismo interno el turismo emisor y determina el gasto de cada uno de ellos; en el caso del turismo emisor se puede determinar el gasto que los salvadoreños realizan en El Salvador, siendo este de US\$32.99 millones.

**Gráfico 30:**

Ingresos turísticos. Turismo interno 2016-2017.



**Fuente:** Encuesta sobre Turismo Doméstico de los Residentes Salvadoreños dentro del Territorio Nacional DIGESTYC - CORSATUR 2011 - 2017. Datos preliminares.

## 8.5 Gasto diario promedio turismo interno

El gasto diario medio representa una de las variables claves del fenómeno turístico. Mediante el conocimiento de dicho comportamiento se puede estimar el impacto que tiene el turismo en la economía tanto local como nacional. A continuación se

presentarán los valores declarados por las personas durante el operativo de encuesta llevado a cabo durante el año 2017.

Resumiendo, se dice que el turista que pernocta gasta en promedio por su estancia \$25.34 y el visitante de día o sea el excursionista gasta en promedio \$19.16 (**Tabla 14**).

**Tabla 14:**

Gasto diario y estadía media año 2017.

2017					
Estadía y gasto por persona y día	1.º Trimestre	2.º Trimestre	3.º Trimestre	4.º Trimestre	Promedio anual
<b>Turista</b>					
Estadía (noches)	2.72	2.15	2.37	2.49	2.43
Gasto promedio diario por persona (\$)	10.92	9.28	8.89	12.61	10.43
<b>Excursionista</b>					
Estadía (noches)	0	0	0	0	0.0
Gasto promedio diario por persona (\$)	20.70	18.95	18.37	18.62	19.16
<b>Visitante</b>					
Estadía (noches)	2.72	2.15	2.37	2.49	2.43
Gasto promedio diario por persona (\$)	8.20	8.89	7.96	8.45	8.38

**Fuente:** Encuesta sobre Turismo Doméstico de los Residentes Salvadoreños dentro del Territorio Nacional DIGESTYC - CORSATUR 2017. Datos preliminares.

## 8.6 Perfil del turista interno. Año 2017.

Perfil del Turista Interno. Año 2017	
Gasto promedio diario (\$)	\$10.43
Estadía promedio (noches)	\$2.43
Gasto total del turista por su estancia	\$25.34
Motivo del viaje	Visita de amigos y familiares 76.07 %, ocio 11.10 %, negocios 1.41 %, resto 11.43 %.
Edad	0-15 años 29.66 %, 16-30 años 25.81 %, 31-45 años 21.20 %, 46-60 años 13.47 %, mayor de 60 años 9.87 %.
Estado familiar	Casado 21.54 %, acompañado 19.54 %, soltero 39.04 % (incluye menores de edad), viudo 13.33 %, divorciado 1.97 %, separado 4.59 %.
Situación laboral	Ocupado 57.04 %. El resto se encuentra inactivo.
Ocupación principal	Trabajo permanente 28.79 %, cuenta propia 12.61 %, ama de casa 27.07 %, trabajo por cuenta propia pero no tiene local 18.37 %, otros 13.17 %.
Estudios finalizados	Primaria 31.55 %, secundaria 19.41 %, bachillerato 18.99 %, estudios universitarios 10.75 %, maestrías 0.15 %, no tiene estudios 19.15 %.
Nivel de ingresos	Menor de \$100.00 37.86 %, de \$100.00 a \$500.00 51.87 %, más de \$500.00 el resto 10.28 %.
Alojamiento utilizado	Vivienda de familiares 58.73 %, hoteles 10.92 %.
Organización del viaje	Sin paquete turístico 99.66 %.
Modo del viaje	En grupo 84.98 %, el resto lo hace solo.
Distribución del gasto	Alimentos 29.28 %, hoteles 12.65 %, automóvil 11.18 %, restaurantes 12.65 %, otros 29.98 %.

Fuente: Encuesta sobre Turismo Doméstico de los Residentes Salvadoreños dentro del Territorio Nacional DIGESTYC - CORSATUR 2017. Datos preliminares.



# ANEXOS

## Turismo receptivo

### Anexo 1

CONCEPTO	UNIDADES	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>TURISMO RECEPTOR</b>												
Turistas (Visitantes que pernoctan)	Miles	1,719,827	1,875,004	1,481,748	1,605,358	1,634,679	1,738,317	1,822,003	1,886,398	1,972,854	2,051,653	2,246,618
Excursionistas	Miles	1,338,543	1,384,773	1,090,926	1,149,561	1,184,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,556,069
<b>PRINCIPALES MERCADOS TURISTICOS</b>												
<b>TOTAL</b>	Miles	1,338,543	1,384,773	1,090,926	1,149,561	1,184,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,556,069
Centroamérica	Miles	852,660	889,531	673,324	739,843	734,796	740,698	708,541	768,259	805,634	827,865	898,652
Norteamérica	Miles	386,543	422,907	371,280	356,608	368,641	443,075	482,211	488,547	505,078	507,299	548,541
Suramérica	Miles	41,044	27,137	19,861	23,704	33,249	32,897	46,337	43,701	44,991	45,879	50,901
Europa	Miles	40,020	32,656	18,842	19,919	33,891	25,744	32,344	29,982	30,223	32,723	39,652
Resto del mundo	Miles	18,276	12,542	7619	9487	13920	12310	13,359	14,676	15,672	19,848	18,323
<b>PRINCIPALES PAISES EMISORES</b>												
<b>TOTAL</b>	Miles	1,338,543	1,384,773	1,090,926	1,149,561	1,184,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,556,069
Guatemala	Miles	488,453	537,578	462,944	518,957	535,245	537,612	465,055	511,829	530,531	524,758	558,371
Honduras	Miles	189,453	213,075	138,104	145,868	126,446	136,451	171,763	177,777	202,339	220,582	250,131
Nicaragua	Miles	113,883	96,956	42,844	43,488	40,755	32,566	32,937	33,931	28,262	29,027	30,711
Costa Rica	Miles	44,782	27,668	17,714	18,443	20,300	20,306	25,150	27,981	28,737	33,424	41,669
Estados Unidos	Miles	320,298	361,858	327,314	318,569	320,737	396,909	422,811	431,792	447,628	452,329	477,257
México	Miles	32,418	28,999	17,633	17,607	19,699	15,950	27,489	27,567	32,654	31,383	40,848
Canadá	Miles	33,827	32,050	26,333	20,432	28,205	30,216	31,911	29,188	24,796	23,587	30,436
Alemania	Miles	5,671	4,128	1,968	2,020	4,993	3,265	5,440	4,123	3,532	3,398	4,966
España	Miles	12,003	8,543	5,496	5,843	10,620	8,624	7,788	7,850	8,565	9,288	16,040
Otros países	Miles	97,755	73,918	50,576	58,334	77,497	72,825	92,448	93,126	94,554	105,837	105,640
<b>LLEGADAS POR MEDIO DE TRANSPORTE</b>												
<b>TOTAL</b>	Miles	1,338,543	1,384,773	1,090,926	1,149,561	1,184,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,556,069

CONCEPTO	UNIDADES	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Vía aérea	Miles	526,722	489,625	429,946	426,171	469,591	541,121	589,113	591,268	598,805	615,844	642,476
Vía terrestre	Miles	811,100	891,879	660,980	723,390	714,906	713,603	693,679	753,897	802,793	817,769	913,333
Vía marítima	Miles	721	3,269	0	0	0	0	0	0	0	0	260
Cruceros (número de personas) *	Miles	1,450	1,155	0	2,365	650	1,058	1,733	2,424	686	1,105	7,209
Número de buques de pasajeros *		3	3	0	4	2	3	2	4	3	4	8
<b>TURISMO EMISOR</b>												
Salvadoreños que viajan al extranjero	Miles	1,125,595	1,440,435	1,345,300	1,421,304	1,469,372	1,462,433	1,514,868	1,514,945	1,617,626	1,803,744	1,870,936
<b>ALOJAMIENTO **</b>												
Hoteles		315	352	394	394	402	408	408	465	465	465	465
Habitaciones	HA	7,264	7,967	8,298	8,282	8,373	8,805	8,805	9,261	9,261	9,261	9,261
Plazas cama	HA	12,872	14,061	14,037	14,061	14,286	15,862	15,862	16,660	16,660	16,660	16,660
Tasa de ocupación	Por Ciento	56.7	59.0	62.9	63.8	65.3	66.3	69.7	65.1	65.7	61.9	61.4
Estadía promedio	Noches	6.7	7.1	2.9	2.8	2.9	2.9	2.9	2.9	2.9	2.6	1.9
<b>ASPECTOS ECONÓMICOS DEL TURISMO</b>												
Total ingreso por concepto de turismo	Millones US\$	725,890,386	733,880,150	516,632,502	518,034,842	615,151,460	771,550,700	893,838,502	1,107,434,438	1,169,454,328	1,183,434,176	1,265,090,472
Ingreso por turistas (con pernoctación)	Millones US\$	709,899,032	711,598,928	503,525,550	499,408,765	597,158,899	751,560,737	867,571,986	1,073,485,831	1,121,334,098	1,136,994,652	1,209,836,414
Ingreso por excursionista (sin pernoctación)	Millones US\$	15,991,354	22,281,222	13,106,952	18,626,077	17,992,561	19,989,963	26,266,516	33,948,607	48,120,230	46,439,524	55,254,058
Producto Interno Bruto 1/	Millones US\$	20,104.9	21,430.9	17,601.6	18,447.9	20,283.8	21,386.2	21,977.4	22,585.8	23,166.0	23,912.2	24,805.4
Relación turismo / PIB	Por Ciento	3.6 %	3.4 %	2.5 %	2.4 %	2.7 %	3.2 %	3.7 %	4.4 %	4.5 %	4.95 %	5.1 %

Fuente: Banco Central de Reserva, PIB Preliminar CORPORACIÓN SALVADOREÑA DE TURISMO. Datos de Ingreso 2007 son ajustes efectuados con Banco Central de Reserva producto de la consultoría. Los datos de ocupación 2009-2017 su fuente es DATA TUR El Salvador de igual forma la estadía promedio en hoteles.

\* / Fuente: Cepa 2007-20016 son pasajeros y 2017 son cruceristas y su fuente es Migración. PIB : preliminar con la nueva base publicada por BCR, el 23 de marzo de 2018

Nota: Toda la serie fue modificada 2009-2017, respecto a los nuevos datos publicados por BCR.

Fuente: Llegadas de visitantes internacionales - encuestas de conteos de visitantes internacionales. 2007-2017 CORSATUR, AARALDI; IT CORNER; SPSS SA DE CV

## Anexo 2

### COMPARATIVO DE LLEGADAS DE TURISTAS Y EXCURSIONISTAS INTERNACIONALES Y VISITANTES ENERO-DICIEMBRE 2016/2017

MES	EXCURSIONISTAS				TURISTAS				VISITANTES		VARIACIÓN ABSOLUTA 2017-2016	VARIACIÓN RELATIVA 2017-2016
	2016	2017	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	2016	2017	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	2016	2017		
ENE	54,463	55,249	786	1.4 %	108,164	123,022	14,858	13.7 %	162,627	178,271	15,644	9.6 %
FEB	52,465	58,417	5,952	11.3 %	109,890	103,206	-6,684	-6.1 %	162,355	161,623	-732	-0.5 %
MAR	51,418	61,732	10,314	20.1 %	110,855	113,600	2,745	2.5 %	162,272	175,332	13,059	8.0 %
ABR	39,439	52,333	12,894	32.7 %	107,436	127,686	20,251	18.8 %	146,875	180,019	33,144	22.6 %
MAY	49,683	58,196	8,513	17.1 %	116,025	114,145	-1,880	-1.6 %	165,708	172,341	6,633	4.0 %
JUN	55,253	60,021	4,768	8.6 %	125,576	136,134	10,558	8.4 %	180,830	196,155	15,326	8.5 %
JUL	53,409	57,259	3,850	7.2 %	131,609	147,254	15,645	11.9 %	185,018	204,514	19,495	10.5 %
AGO	32,674	44,540	11,866	36.3 %	133,887	147,862	13,975	10.4 %	166,561	192,402	25,841	15.5 %
SEP	41,934	48,206	6,272	15.0 %	92,860	103,207	10,347	11.1 %	134,793	151,413	16,619	12.3 %
OCT	58,148	66,048	7,901	13.6 %	102,923	112,862	9,939	9.7 %	161,071	178,910	17,839	11.1 %
NOV	57,459	62,152	4,692	8.2 %	127,724	135,654	7,931	6.2 %	185,183	197,806	12,623	6.8 %
DIC	71,695	66,396	-5,299	-7.4 %	166,665	191,436	24,771	14.9 %	238,360	257,832	19,472	8.2 %
<b>TOTAL</b>	<b>618,040</b>	<b>690,550</b>	<b>72,509</b>	<b>11.7 %</b>	<b>1,433,613</b>	<b>1,556,069</b>	<b>122,455</b>	<b>8.5 %</b>	<b>2,051,653</b>	<b>2,246,618</b>	<b>194,965</b>	<b>9.5 %</b>

Fuente: Encuesta de Movimientos Turísticos en Fronteras Terrestres y Aeropuertos Internacionales de El Salvador y Puerto de Acajutla, CORSATUR-SPSS SA DE CV 2016-2017.



## Anexo 3

### LLEGADA DE TURISTAS INTERNACIONALES POR VÍA UTILIZADA 2016-2017

VÍA / FRONTERA	ENERO - DICIEMBRE		Var. %	Part. %	ENERO - DICIEMBRE		Var. %	Part. %
	2016	2017			2016	2017		
Terrestre	97,885	115,724	18.2	60.5	817,769	913,333	11.69	58.7
Chinamas	14,341	37,929	164.5	19.8	239,119	288,301	20.6	18.5
San Cristóbal	11,196	6,618	-40.9	3.5	66,122	66,309	0.3	4.3
Hachadura	28,684	26,123	-8.9	13.6	232,095	231,461	-0.3	14.9
Anguiatú	2,188	29,863	1265.1	15.6	27,085	68,018	151.1	4.4
El Amatillo	28,937	11,929	-58.8	6.2	168,094	173,970	3.5	11.2
El Poy	12,540	3,262	-74.0	1.7	85,255	85,275	0.0	5.5
Aérea	68,780	75,712	10.1	39.5	615,844	642,476	4.3	41.3
Aerop. I. El Salvador	68,157	74,786	9.7	39.1	609,934	633,388	3.8	40.7
Ilopango *	623	926	0.0	0.5	5,910	9,088	53.8	0.58
Marítimo *	0	0	0.0	0.0	0	260	0.0	0.0
La Unión	0	0	0.0	0.0	0	0	0.0	0.00
Acajutla	0	0	0.0	0.0	0	260	0.0	0.02
Puerto Barilla	0	0	0.0	0.0	0	0	0.0	0.00
Punta Gorda	0	0	0.0	0.0	0	0	0.0	0.00
Bahía del Sol	0	0	0.0	0.0	0	0	0.0	0.00
<b>Total</b>	<b>166,665</b>	<b>191,436</b>	<b>14.9</b>	<b>100.0</b>	<b>1,433,613</b>	<b>1,556,069</b>	<b>8.5</b>	<b>100.0</b>

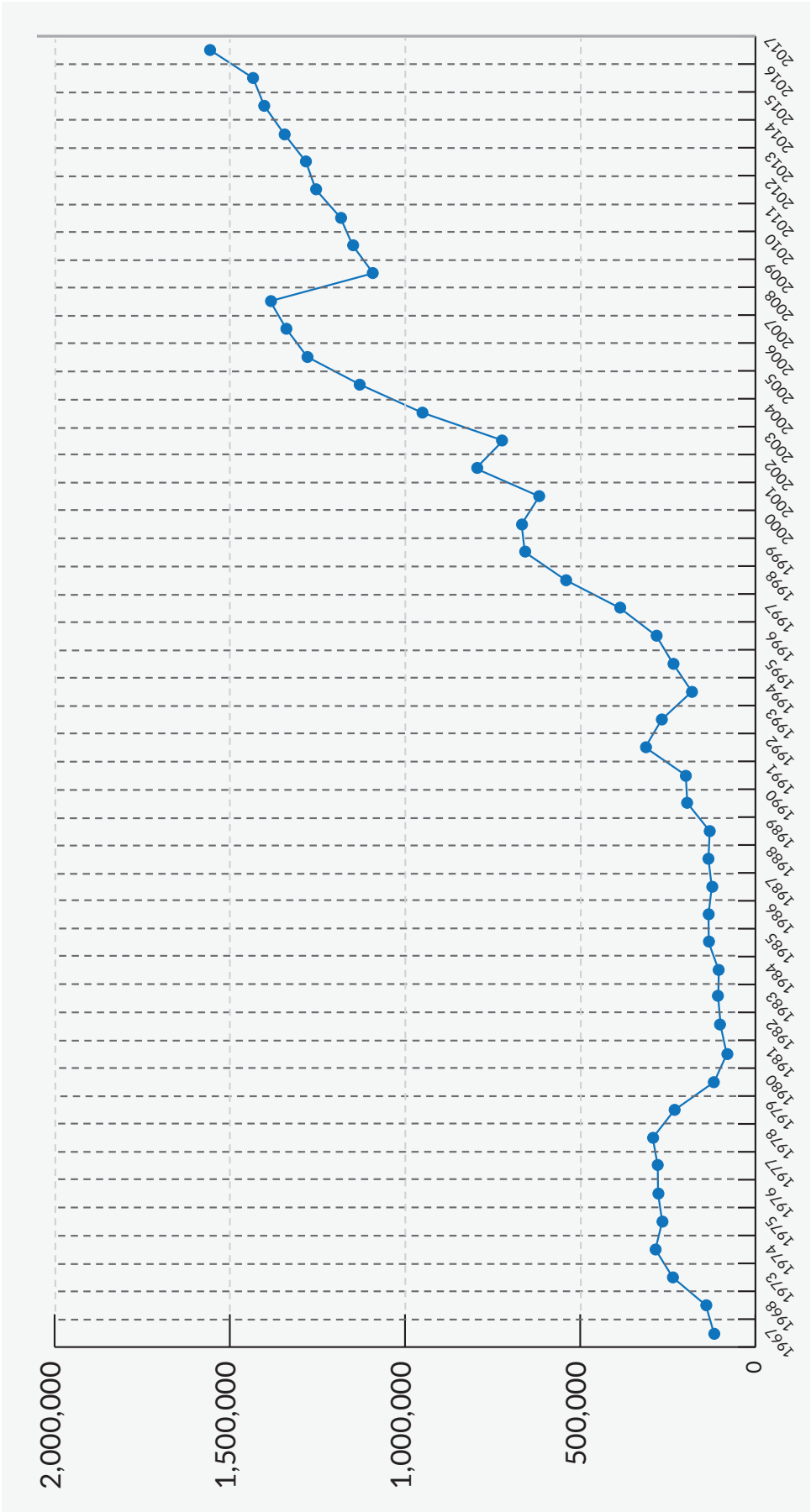
Fuente: Encuesta de Movimientos Turísticos en Fronteras Terrestres y Aeropuertos de El Salvador y Puerto de Acajutla CORSATUR-SPSS SA DE CV 2016-2017.

## Anexo 4

### EL SALVADOR: SERIE HISTÓRICA DE LLEGADA

AÑOS	TURISTAS	% VAR.	AÑOS	TURISTAS	% VAR.	AÑOS	TURISTAS	%VAR
<b>1967</b>	118,433	-	<b>1984</b>	104,477	-1.5	<b>2001</b>	616,888	-7.6
<b>1968</b>	141,579	19.5	<b>1985</b>	133,208	27.5	<b>2002</b>	798,243	29.4
<b>1969</b>	134,160	-5.2	<b>1986</b>	133,944	0.6	<b>2003</b>	719,963	-9.8
<b>1970</b>	137,804	2.7	<b>1987</b>	124,687	-6.9	<b>2004</b>	950,745	32.1
<b>1971</b>	167,229	21.4	<b>1988</b>	134,024	7.5	<b>2005</b>	1,127,141	18.6
<b>1972</b>	174,494	4.3	<b>1989</b>	130,602	-2.6	<b>2006</b>	1,278,924	13.5
<b>1973</b>	236,137	35.3	<b>1990</b>	194,268	48.7	<b>2007</b>	1,338,543	4.7
<b>1974</b>	285,415	20.9	<b>1991</b>	198,918	2.4	<b>2008</b>	1,384,773	3.5
<b>1975</b>	266,016	-6.8	<b>1992</b>	314,482	58.1	<b>2009</b>	1,090,926	-21.2
<b>1976</b>	277,896	4.5	<b>1993</b>	267,425	-15.0	<b>2010</b>	1,149,561	5.4
<b>1977</b>	278,761	0.3	<b>1994</b>	181,332	-32.2	<b>2011</b>	1,184,497	3.0
<b>1978</b>	293,080	5.1	<b>1995</b>	235,007	29.6	<b>2012</b>	1,254,724	5.9
<b>1979</b>	230,889	-21.2	<b>1996</b>	282,835	20.4	<b>2013</b>	1,282,792	2.2
<b>1980</b>	118,005	-48.9	<b>1997</b>	387,052	36.8	<b>2014</b>	1,345,165	4.9
<b>1981</b>	81,847	-30.6	<b>1998</b>	541,863	40.0	<b>2015</b>	1,401,598	4.2
<b>1982</b>	98,981	20.9	<b>1999</b>	658,191	21.5	<b>2016</b>	1,433,613	2.3
<b>1983</b>	106,090	7.2	<b>2000</b>	667,315	20.7	<b>2017</b>	1,556,069	8.5

Fuente: 1967-2006-DIRECCIÓN GENERAL DE MIGRACIÓN, CORSATUR, ISTU, 2007-2017 CORSATUR, ARALDI, IT CORNER, SPSS SA DE CV



## Anexo 5

**EL SALVADOR: LLEGADA MENSUAL SEGÚN PAÍS DE RESIDENCIA  
AÑO: 2017**

PAÍS/MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	TOTAL	%
<b>CENTROAMÉRICA</b>	75,223	61,235	62,551	72,024	68,857	66,004	79,370	93,709	65,291	65,368	81,770	107,251	898,652	57.8
Guatemala	40,703	35,358	42,095	45,831	51,977	45,124	48,880	43,678	43,478	44,074	44,572	72,600	558,371	35.9
Honduras	25,185	20,298	14,403	19,934	10,393	14,130	23,108	41,358	14,954	13,461	27,341	25,568	250,132	16.1
Nicaragua	2,515	2,007	1,910	1,362	2,367	2,262	2,597	2,987	2,742	2,938	3,288	3,736	30,711	2.0
Costa Rica	5,028	2,028	2,753	3,782	2,838	3,282	3,408	3,136	2,969	3,577	4,982	3,885	41,669	2.7
Panamá	1,747	1,437	1,332	1,042	1,214	1,114	1,305	2,049	1,013	1,185	1,520	1,406	16,364	1.1
Belize	45	107	57	73	67	92	72	500	135	133	67	57	1,406	0.1
<b>NORTEAMÉRICA</b>	39,769	34,726	39,519	46,430	37,843	55,659	58,498	45,525	30,976	39,056	44,804	75,736	548,541	35.3
Estados Unidos de América	32,042	30,897	34,729	41,824	31,466	51,796	54,205	38,567	26,600	31,547	35,784	67,799	477,257	30.7
México	4,564	1,388	1,654	1,670	4,481	1,835	2,167	4,326	3,125	5,829	6,581	3,228	40,848	2.6
Canadá	3,164	2,441	3,136	2,935	1,896	2,029	2,126	2,631	1,250	1,680	2,439	4,708	30,436	2.0
<b>SURAMÉRICA</b>	3,786	3,371	4,839	3,446	4,041	4,086	4,975	4,073	4,276	4,831	5,176	4,001	50,901	3.3
Argentina	309	272	1,295	215	434	495	454	265	366	595	782	517	5,999	0.4
Brasil	296	413	456	440	488	464	624	644	613	660	512	316	5,926	0.4
Colombia	1,690	1,205	1,472	1,376	1,421	1,630	1,714	1,288	1,469	1,560	1,786	1,494	18,106	1.2
Otros países de América	1,491	1,481	1,616	1,415	1,698	1,497	2,182	1,876	1,828	2,016	2,096	1,674	20,870	1.3



PAÍS/MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	TOTAL	%
<b>CARIBE</b>	297	336	567	249	424	425	321	311	291	445	300	307	4,273	0.3
Cuba	78	75	326	91	133	209	125	102	124	191	139	148	1,741	0.1
República Dominicana	160	210	121	107	147	133	149	114	119	141	115	105	1,621	0.1
Otros El Caribe	59	51	120	51	144	83	47	95	48	113	46	54	911	0.1
<b>EUROPA</b>	3,167	2,786	4,290	3,944	1,813	7,980	2,889	2,493	1,752	2,523	2,700	3,313	39,652	2.5
Alemania	292	284	303	283	286	1,339	309	283	290	322	475	499	4,966	0.3
España	1,606	662	2,324	2,579	528	3,772	949	1,021	584	541	679	795	16,040	1.0
Estonia	5	3	1	2	1	2	0	5	2	6	5	5	37	0.0
Francia	211	360	400	178	145	1,732	488	210	88	192	205	370	4,580	0.3
Italia	315	274	266	205	251	554	429	388	216	267	298	492	3,955	0.3
Reino Unido	180	608	169	128	105	129	143	168	128	151	277	200	2,386	0.2
Otros Europa	558	596	827	569	497	452	571	418	444	1,044	761	952	7,689	0.5
<b>ÁFRICA</b>	35	60	59	26	37	71	29	50	44	37	50	36	534	0.0
<b>ASIA ORIENTAL Y MERIDIONAL</b>	563	577	1,374	1,412	1,020	1,758	886	1,569	446	393	589	452	11,039	0.7
Japón	86	160	813	83	75	499	337	674	85	79	74	109	3,074	0.2
Rep. de Corea	92	88	91	826	585	60	61	84	60	40	92	72	2,151	0.1
Taiwán	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0
Otros de Asia	385	329	470	502	361	1,199	488	812	301	274	423	271	5,815	0.4
<b>OCEANÍA</b>	182	114	400	156	110	150	286	132	131	209	265	341	2,476	0.2
<b>TOTAL</b>	<b>123,022</b>	<b>103,205</b>	<b>113,600</b>	<b>127,686</b>	<b>114,145</b>	<b>136,134</b>	<b>147,254</b>	<b>147,862</b>	<b>103,207</b>	<b>112,862</b>	<b>135,654</b>	<b>191,437</b>	<b>1,556,069</b>	<b>100.0</b>

Fuente: Encuesta de Movimientos Turísticos en Fronteras Terrestres y Aeropuertos de El Salvador y Puerto de Acajutla, CORSATUR-SPSS SA DE CV 2016-2017

## Anexo 5-1

**EL SALVADOR: CRECIMIENTO MEDIO EN LLEGADAS  
AÑOS: 2005-2017**

Meses	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Crecimiento Medio Mensual 05/15	2016	Crecimiento Medio Mensual 05/16	2017	Variación Relativa 16/15
Enero	90,474	110,008	105,181	105,604	100,793	91,862	99,609	105,097	107,800	97,076	105,141	1.8%	108,164	2.0%	123,022	13.7%
Febrero	68,526	85,509	94,477	95,813	77,997	87,004	86,032	91,958	96,115	99,790	106,602	6.2%	109,890	6.0%	103,205	-6.1%
Marzo	94,015	97,191	103,529	128,385	88,737	99,680	97,057	103,846	107,887	106,372	103,632	1.1%	110,855	1.8%	113,600	2.5%
Abril	81,954	104,914	102,043	121,726	96,696	90,860	94,155	88,555	97,772	124,511	114,761	4.4%	107,436	3.1%	127,686	18.8%
Mayo	82,732	92,108	97,960	108,648	72,117	95,898	89,647	94,612	90,196	113,444	122,767	5.4%	116,025	4.0%	114,145	-1.6%
Junio	107,461	103,657	111,715	128,235	81,649	103,202	90,017	116,626	104,314	114,283	125,973	1.9%	125,576	1.7%	136,134	8.4%
Julio	107,415	112,649	115,545	139,929	100,440	99,670	101,967	108,982	118,349	124,334	124,831	1.8%	131,609	2.3%	147,254	11.9%
Agosto	101,219	118,470	144,755	99,842	92,415	104,857	110,753	109,544	116,601	112,814	129,220	3.1%	133,887	3.2%	147,862	10.4%
Septiembre	84,309	102,084	102,359	102,513	83,902	79,526	86,899	88,669	85,638	91,970	94,733	1.4%	92,860	1.0%	103,207	11.1%
Octubre	84,593	103,988	106,711	112,677	76,943	80,698	82,734	91,277	88,883	85,011	90,807	0.8%	102,923	2.2%	112,862	9.7%
Noviembre	99,249	114,605	115,885	105,391	94,196	90,954	102,395	106,172	114,547	113,866	118,927	2.2%	127,724	2.9%	135,654	6.2%
Diciembre	125,194	133,744	138,383	136,010	125,041	125,350	143,232	149,386	154,691	161,695	164,203	3.5%	166,665	3.3%	191,436	14.9%
<b>TOTAL</b>	<b>1,127,141</b>	<b>1,278,927</b>	<b>1,338,543</b>	<b>1,384,773</b>	<b>1,090,926</b>	<b>1,149,561</b>	<b>1,184,497</b>	<b>1,254,724</b>	<b>1,282,792</b>	<b>1,345,165</b>	<b>1,401,598</b>	<b>2.7%</b>	<b>1,433,613</b>	<b>2.7%</b>	<b>1,556,069</b>	<b>8.5%</b>

Fuente: Encuesta de Movimientos Turísticos en Fronteras Terrestres y Aeropuertos de El Salvador y Puerto de Acajutla, CORSATUR-SPSS SA DE CV 2016-2017.

**Anexo 6**

**SERIE HISTÓRICA DE LLEGADAS DE TURISTAS A EL SALVADOR, SEGÚN PAÍS DE RESIDENCIA  
AÑOS: 1967-2017**

Años	Guatemala	Honduras	Nicaragua	Costa Rica	Panamá	Belize	EE.UU.	México	Canadá	Alemania	España	Suramérica	Caribe	Otras Nac.	TOTAL	Variación relativa con respecto año anterior
<b>TOTAL</b>	9,767,176	3,437,064	1,943,755	880,662	295,300	55,948	6,313,348	684,676	482,221	159,503	246,835	703,706	80,984	1,143,365	27,750,614	%
1967	40,009	15,310	11,435	7,040	1,615	10	20,664	6,230	1,011	2,064	1,792	4,689	515	6,049	118,433	
1968	51,615	17,515	12,993	8,058	1,720	10	25,808	6,581	1,110	2,379	1,991	4,780	600	6,419	141,579	19.5
1969	48,959	8,850	14,027	10,465	1,978	0	25,396	6,208	1,872	2,203	1,492	4,899	440	7,371	134,160	-5.2
1970	58,858	79	22,965	10,294	1,735	47	22,303	5,938	1,256	1,883	1,637	4,525	301	5,983	137,804	2.7
1971	74,472	82	23,980	13,752	2,378	47	26,290	7,456	1,521	2,418	1,888	5,431	351	7,163	167,229	21.4
1972	73,969	431	24,516	14,539	2,644	28	29,227	7,853	1,922	2,579	1,963	6,333	506	7,984	174,494	4.3
1973	121,547	1,115	27,780	15,441	3,664	36	34,010	11,292	2,987	2,265	2,486	5,419	666	7,429	236,137	35.3
1974	125,653	2,364	27,009	17,673	7,684	838	40,937	20,050	4,123	4,484	2,989	12,475	3,907	15,229	285,415	20.9
1975	99,907	10,816	37,683	21,063	6,534	287	43,090	14,742	2,891	3,662	2,619	10,414	899	11,409	266,016	-6.8
1976	92,314	7,901	43,175	23,088	5,484	558	60,294	10,293	3,575	3,768	2,492	10,211	1,170	13,573	277,896	4.5
1977	84,059	8,904	53,439	28,476	6,194	977	47,839	10,721	3,498	2,892	2,299	11,661	1,206	16,596	278,761	0.3
1978	96,694	9,703	50,536	32,009	4,651	663	45,656	10,375	3,342	3,227	2,875	13,717	1,241	18,391	293,080	5.1
1979	78,388	18,070	51,775	16,689	3,165	995	28,299	7,875	1,779	1,398	1,279	9,689	807	10,681	230,889	-21.2
1980	43,336	15,322	19,021	14,109	1,206	650	7,280	5,416	897	824	621	4,474	371	4,478	118,005	-48.9
1981	41,872	14,335	1,998	6,722	618	89	5,756	1,832	335	1,139	721	2,283	125	4,022	81,847	-30.6



Años	Guatemala	Honduras	Nicaragua	Costa Rica	Panamá	Belice	EE.UU.	México	Canadá	Alemania	España	Suramé-rica	Caribe	Otras Nac.	TOTAL	Variación relativa con respecto año anterior
1982	48,572	19,749	1,413	5,988	816	143	9,649	2,085	467	1,232	1,044	3,413	173	4,237	98,981	20.9
1983	47,829	24,033	1,735	4,379	823	222	13,295	2,565	499	1,317	1,058	3,562	216	4,557	106,090	7.2
1984	41,369	20,847	2,004	3,711	908	202	18,893	3,223	608	1,562	1,332	4,048	291	5,479	104,477	-1.5
1985	43,882	33,635	8,196	3,496	1,160	301	22,580	3,821	1,005	1,772	1,509	4,681	754	6,416	133,208	27.5
1986	50,838	22,572	7,155	4,573	1,228	258	25,601	4,679	1,021	1,960	1,521	4,849	719	6,970	133,944	0.6
1987	43,742	17,222	4,821	4,990	1,389	280	28,037	5,823	1,280	2,203	1,664	5,595	379	7,262	124,687	-6.9
1988	38,538	12,800	8,590	6,271	1,489	306	38,075	6,012	1,784	2,454	2,105	6,692	474	8,434	134,024	7.5
1989	35,779	18,333	10,806	5,633	1,880	264	32,489	5,021	1,255	2,079	1,850	7,130	507	7,576	130,602	-2.6
1990	69,530	40,101	5,997	6,161	1,672	367	44,450	6,633	1,970	2,237	1,920	5,235	430	7,565	194,268	48.7
1991	63,457	25,123	16,136	7,789	2,145	580	51,878	7,092	3,144	2,813	2,385	6,741	560	9,075	198,918	2.4
1992	110,032	32,675	30,243	13,369	3,323	636	74,601	10,391	4,420	3,999	4,996	9,999	957	14,841	314,482	58.1
1993	68,674	27,181	26,251	12,006	3,646	637	76,181	10,724	5,796	3,923	5,106	10,256	1,195	15,849	267,425	-15.0
1994	34,385	17,837	9,603	9,794	3,518	659	58,240	8,582	5,238	3,648	4,617	9,079	968	15,164	181,332	-32.2
1995	33,050	13,102	9,521	12,464	3,800	823	99,229	11,481	9,735	4,086	6,759	10,952	1,041	18,964	235,007	29.6
1996	54,210	20,644	14,104	19,497	9,050	1,130	88,905	11,276	8,855	5,163	8,242	15,778	1,369	24,612	282,835	20.4
1997	83,685	36,515	24,546	19,919	6,883	1,442	123,355	19,737	9,052	6,415	8,779	16,607	1,468	28,649	387,052	36.8
1998	163,485	84,299	60,735	28,804	10,498	5,197	97,838	19,912	9,282	5,615	7,631	16,471	1,639	30,457	541,863	40.0
1999	205,559	113,268	60,727	23,257	6,938	2,020	143,614	21,007	12,722	5,922	9,810	5,412	1,520	46,415	658,191	21.5

Años	Guatemala	Honduras	Nicaragua	Costa Rica	Panamá	Belice	EE.UU.	México	Canadá	Alemania	España	Suramérica	Caribe	Otras Nac.	TOTAL	Variación relativa con respecto año anterior
2000	229,709	127,569	61,087	24,391	7,595	2,058	120,049	18,832	9,691	4,815	8,298	2,897	405	49,919	667,315	1.4
2001	239,944	95,655	49,903	19,205	5,262	2,147	109,273	16,207	9,155	228	8,308	1,028	6,112	54,461	616,888	-7.6
2002	316,859	115,172	100,198	22,784	6,323	1,894	140,878	18,021	10,112	2,748	8,996	485	12	53,761	798,243	29.4
2003	276,327	87,834	90,779	22,248	6,791	1,809	150,910	16,962	10,631	4,359	8,414	16,411	1,251	25,237	719,963	-9.8
2004	320,763	126,324	138,976	28,908	8,928	2,674	22,853	22,617	14,607	4,725	9,124	19,505	1,993	228,748	950,745	32.1
2005	382,673	198,333	162,377	33,905	10,074	2,889	231,806	24,456	16,042	4,511	9,091	21,415	2,046	27,523	1,127,141	18.6
2006	519,670	253,586	120,871	33,198	9,952	2,537	227,576	23,255	21,186	3,993	8,512	25,666	2,480	26,445	1,278,927	13.5
2007	488,453	189,453	113,883	44,782	13,319	2,770	320,298	32,418	33,827	5,671	12,003	41,044	4,804	35,818	1,338,543	4.7
2008	537,578	213,075	96,956	27,668	11,912	2,342	361,858	28,999	32,050	4,128	8,543	27,137	3,249	29,278	1,384,773	3.5
2009	462,944	138,104	42,844	17,714	10,106	1,611	327,314	17,633	26,333	1,968	5,496	19,861	2,452	16,545	1,090,926	-21.2
2010	518,957	145,868	43,488	18,443	10,579	2,508	318,569	17,607	20,432	2,020	5,843	23,704	2,602	18,941	1,149,561	5.4
2011	535,245	126,446	40,755	20,300	10,733	1,317	320,737	19,699	28,205	4,993	10,620	33,249	3,086	29,112	1,184,497	3.0
2012	537,612	136,451	32,566	20,306	11,479	2,284	396,909	15,950	30,216	3,265	8,624	32,897	3,078	23,087	1,254,724	5.9
2013	465,055	171,763	32,937	25,150	12,263	1,374	422,811	27,489	31,911	5,440	7,788	46,337	4,590	27,884	1,282,792	2.2
2014	511,829	177,777	33,931	27,981	14,808	1,932	431,792	27,567	29,188	4,123	7,850	43,701	4,399	28,286	1,345,165	4.9
2015	530,531	202,339	28,262	28,737	14,222	1,543	447,628	32,654	24,796	3,532	8,565	44,991	4,877	28,920	1,401,598	4.2
2016	524,758	220,582	29,027	33,424	18,518	1,557	452,329	31,383	23,587	3,398	9,288	45,879	5,783	34,101	1,433,613	2.3
2017	558,371	250,131	30,711	41,669	16,364	1,406	477,257	40,848	30,436	4,966	16,040	50,901	4,273	32,696	1,556,069	8.5

Fuente: Encuesta de Movimientos Turísticos en Fronteras Terrestres y Aeropuertos de El Salvador y Puerto de Acajutla, CORSATUR-ARALDI-IT CORNER-SPSS SA DE CV 2017-2009-2017. Y años anteriores CORSATUR-MIGRACIÓN-ISTU

**EL SALVADOR: LLEGADAS DE TURISTAS POR AÑO, SEGÚN PAÍS DE RESIDENCIA  
AÑOS: 1998-2017**

Nacionalidad	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>Centroamérica</b>	353,018	411,769	452,409	412,116	563,230	485,798	626,573	790,251	939,814	852,660	889,531	673,324	739,843	734,796	740,698	708,541	768,259	805,634	827,865	898,652
Guatemala	163,485	205,559	229,709	239,944	316,859	276,327	320,763	382,673	519,670	488,453	537,578	462,944	518,957	535,245	537,612	465,055	511,829	530,531	524,758	558,371
Honduras	84,299	113,268	127,569	95,655	115,172	87,834	126,324	198,333	253,586	189,453	213,075	138,104	145,868	126,446	136,451	171,763	177,777	202,339	220,582	250,131
Nicaragua	60,735	60,727	61,087	49,903	100,198	90,779	138,976	162,377	120,871	113,883	96,956	42,844	43,488	40,755	32,566	32,937	33,931	28,262	29,027	30,711
Costa Rica	28,804	23,257	24,391	19,205	22,784	22,248	28,908	33,905	33,198	44,782	27,668	17,714	18,443	20,300	20,306	25,150	27,981	28,737	33,424	41,669
Panamá	10,498	6,938	7,595	5,262	6,323	6,791	8,928	10,074	9,952	13,319	11,912	10,106	10,579	10,733	11,479	12,263	14,808	14,222	18,518	16,364
Belize	5,197	2,020	2,058	2,147	1,894	1,809	2,674	2,889	2,537	2,770	2,342	1,611	2,508	1,317	2,284	1,374	1,932	1,543	1,557	1,406
<b>Norteamérica</b>	127,032	177,343	148,572	134,635	169,011	178,503	260,077	272,304	272,017	386,543	422,907	371,280	356,608	368,641	443,075	482,211	488,547	505,078	507,299	548,541
Estados Unidos	97,838	143,614	120,049	109,273	140,878	150,910	222,853	231,806	227,576	320,298	361,858	327,314	318,569	320,737	396,909	422,811	431,792	447,628	452,329	477,257
México	19,912	21,007	18,832	16,207	18,021	16,962	22,617	24,456	23,255	32,418	28,999	17,633	17,607	19,699	15,950	27,489	27,567	32,654	31,383	40,848
Canadá	9,282	12,722	9,691	9,155	10,112	10,631	14,607	16,042	21,186	33,827	32,050	26,333	20,432	28,205	30,216	31,911	29,188	24,796	23,587	30,436
<b>Suramérica</b>	16,471	5,412	2,897	1,028	485	16,411	19,505	21,415	25,666	41,044	27,137	19,861	23,704	33,249	32,897	46,337	43,701	44,991	45,879	50,901
Argentina	0	0	0	0	0	3,298	3,817	4,269	4,448	5,807	4,291	2,673	2,501	3,727	2,524	2,950	3,552	3,271	3,548	5,999
Brasil	0	0	0	0	0	1,448	2,039	2,771	3,202	5,849	4,337	3,613	4,180	4,816	4,099	4,974	5,049	5,221	4,973	5,926
Colombia	0	0	0	0	0	4,276	4,522	5,065	5,876	9,103	6,661	5,957	7,698	12,062	14,913	17,428	17,104	16,540	17,123	18,106
Otros Suramérica	0	0	0	0	0	7,389	9,127	9,310	12,140	20,285	11,848	7,618	9,325	12,644	11,361	20,985	17,995	19,959	20,234	20,870
<b>El Caribe</b>	1,639	1,520	405	6,112	12	1,251	1,993	2,046	2,480	4,804	3,249	2,452	2,602	3,086	3,078	4,590	4,399	4,877	5,783	4,273
Cuba	0	0	0	0	0	219	286	335	466	642	519	596	861	580	594	1,101	924	1,279	2,011	1,741

Nacionalidad	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
República Dominicana	0	0	0	0	0	758	1,095	1,198	1,235	2,285	2,009	1,321	1,292	1,847	1,475	2,689	2,589	2,712	2,571	1,621
Otros El Caribe	0	0	0	0	0	274	612	513	779	1,877	721	534	449	659	1,009	800	886	886	1,201	911
<b>Europa</b>	26,391	25,730	22,110	17,684	21,365	29,241	31,617	29,871	27,853	40,020	32,656	18,842	19,919	33,891	25,744	32,344	29,982	30,223	32,723	39,652
Alemania	5,615	5,922	4,815	228	2,748	4,359	4,725	4,511	3,993	5,671	4,128	1,968	2,020	4,993	3,265	5,440	4,123	3,532	3,398	4,966
España	7,631	9,810	8,298	8,308	8,996	8,414	9,124	9,091	8,512	12,003	8,543	5,496	5,843	10,620	8,624	7,788	7,850	8,565	9,288	16,040
Francia	4,288	3,565	3,324	3,448	3,382	2,635	1,632	794	836	2,302	2,063	1,780	1,332	3,023	2,239	3,456	3,125	2,873	6,132	4,580
Italia	4,741	3,679	3,160	3,112	3,419	3,308	4,056	3,800	3,273	4,448	3,054	2,843	2,475	5,228	3,611	3,582	3,380	3,600	4,514	3,955
Reino Unido	4,116	2,754	2,513	2,588	2,820	2,948	3,194	2,665	2,267	3,249	2,176	1,027	759	1,919	1,639	1,970	2,151	2,531	2,667	2,386
Otros de Europa	0	0	0	0	0	7,577	8,886	9,010	8,972	12,347	12,692	5,728	7,490	8,108	6,366	10,108	9,353	9,122	6,722	7,726
<b>África</b>	0	0	0	0	0	368	580	624	753	569	172	91	172	516	906	779	633	487	542	534
<b>Asia</b>	4,681	4,145	3,154	3,288	4,034	7,004	8,124	8,002	8,117	9,944	7,390	3,265	4,927	7,504	5,848	5,699	7,514	8,292	11,459	11,039
Japón	2,072	2,934	1,960	2,435	2,691	2,088	2,277	1,989	2,170	3,615	1,882	863	839	3,184	2,354	1,183	3,262	3,795	4,813	3,074
Rep. de Corea	0	0	0	0	0	1,792	2,175	2,346	1,434	1,582	771	683	896	1,112	574	627	582	748	723	2,151
Taiwán	0	0	0	0	0	1,301	1,704	1,740	1,409	1,605	309	0	2	0	0	0	0	0	0	0
Otros Asia	2,609	1,211	1,194	853	1,343	1,823	1,968	1,927	3,104	3,142	4,428	1,718	3,190	3,208	2,920	3,889	3,670	3,749	5,923	5,815
<b>Oceanía</b>	0	0	0	0	0	1,397	2,276	2,628	2,224	2,959	1,730	1,811	1,786	2,814	2,477	2,290	2,130	2,016	2,064	2,476
Otras Naciones	12,631	32,272	37,768	42,025	40,106	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>	541,863	659,191	667,315	616,888	798,243	719,963	950,745	1,127,141	1,278,924	1,338,543	1,384,773	1,090,926	1,149,561	1,194,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,556,069

Fuente: CORPORACIÓN SALVADOREÑA DE TURISMO, DIRECCIÓN GENERAL DE MIGRACIÓN, ISTU 1998-2006, ARALDI-IT CORNER-SPSS SA DE CV 2007-2017



## Anexo 8 EL SALVADOR: VARIACIÓN PORCENTUAL LLEGADAS POR AÑO, SEGÚN PAÍS DE RESIDENCIA AÑOS: 1998-2017

Nacionalidad	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>Centroamé-rica</b>	104.1	16.6	9.9	-8.9	36.7	-13.7	29.0	26.1	18.9	-9.3	4.3	-24.3	9.9	-0.7	0.8	-4.3	8.4	4.9	2.8	8.6
Guatemala	95.4	25.7	11.7	4.5	32.1	-12.8	16.1	19.3	35.8	-6.0	10.1	-13.9	12.1	3.1	0.4	-13.5	10.1	3.7	-1.1	6.4
Honduras	130.9	34.4	12.6	-25.0	20.4	-23.7	43.8	57.0	27.9	-25.3	12.5	-35.2	5.6	-13.3	7.9	25.9	3.5	13.8	9.0	13.4
Nicaragua	147.4	0.0	0.6	-18.3	100.8	-9.4	53.1	16.8	-25.6	-5.8	-14.9	-55.8	1.5	-6.3	-20.1	1.1	3.0	-16.7	2.7	5.8
Costa Rica	44.6	-19.3	4.9	-21.3	18.6	-2.4	29.9	17.3	-2.1	34.9	-38.2	-36.0	4.1	10.1	0.0	23.9	11.3	2.7	16.3	24.7
Panamá	52.5	-33.9	9.5	-30.7	20.2	7.4	31.5	12.8	-1.2	33.8	-10.6	-15.2	4.7	1.5	7.0	6.8	20.8	-4.0	30.2	-11.6
Belize	260.4	-61.1	1.9	4.3	-11.8	-4.5	47.8	8.0	-12.2	9.2	-15.5	-31.2	55.6	-47.5	73.4	-39.8	40.7	-20.2	0.9	-9.7
<b>Norteamé-rica</b>	-16.5	39.6	-16.2	-9.4	25.5	5.6	45.7	4.7	-0.1	42.1	9.4	-12.2	-4.0	3.4	20.2	8.8	1.3	3.4	0.4	8.1
Estados Unidos	-20.7	46.8	-16.4	-9.0	28.9	7.1	47.7	4.0	-1.8	40.7	13.0	-9.5	-2.7	0.7	23.7	6.5	2.1	3.7	1.1	5.5
México	0.9	5.5	-10.4	-13.9	11.2	-5.9	33.3	8.1	-4.9	39.4	-10.5	-39.2	-0.2	11.9	-19.0	72.3	0.3	18.5	-3.9	30.2
Canadá	2.5	37.1	-23.8	-5.5	10.5	5.1	37.4	9.8	32.1	59.7	-5.3	-17.8	-22.4	38.0	7.1	5.6	-8.5	-15.0	-4.9	29.0
<b>Suramérica</b>	11.6	-7.3	-46.5	-64.5	-52.8	3,283.7	18.9	9.8	19.9	59.9	-33.9	-26.8	19.4	40.3	-1.1	40.9	-5.7	3.0	2.0	10.9
Argentina	0.0	0.0	0.0	0.0	0.0	0.0	15.7	11.8	4.2	30.6	-26.1	-37.7	-6.4	49.0	-32.3	16.9	20.4	-7.9	8.5	69.1
Brasil	0.0	0.0	0.0	0.0	0.0	0.0	40.8	35.9	15.6	82.7	-25.9	-16.7	15.7	15.2	-14.9	21.4	1.5	3.4	-4.8	19.2
Colombia	0.0	0.0	0.0	0.0	0.0	0.0	5.8	12.0	16.0	54.9	-26.8	-10.6	29.2	56.7	23.6	16.9	-1.9	-3.3	3.5	5.7
Otros Sur América	0.0	0.0	0.0	0.0	0.0	0.0	23.5	2.0	30.4	67.1	-41.6	-35.7	22.4	35.6	-10.1	84.7	-14.2	10.9	1.4	3.1
<b>El Caribe</b>	4.1	-11.5	-73.4	1,409.1	-99.8	10,325.0	59.3	2.7	21.2	93.7	-32.4	-24.5	6.1	18.6	-0.3	49.1	-4.2	10.9	18.6	-26.1
Cuba	0.0	0.0	0.0	0.0	0.0	0.0	30.6	17.1	39.10	37.77	-19.16	14.88	44.41	-32.64	2.41	85.35	-16.08	38.42	57.23	-13.43

Nacionalidad	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
República Dominicana	0.0	0.0	0.0	0.0	0.0	0.0	44.5	9.4	3.1	85.0	-12.1	-34.2	-2.2	43.0	-20.1	82.3	-3.7	4.8	-5.21	-36.95
Otros El Caribe	0.0	0.0	0.0	0.0	0.0	0.0	123.4	-16.2	51.85	140.95	-61.59	-25.94	-15.92	46.77	53.11	-20.70	10.74	0.00	35.55	-24.15
<b>Europa</b>	-0.9	-2.5	-14.1	-20.0	20.8	36.9	8.1	-5.5	-6.8	43.7	-18.4	-42.3	5.7	70.1	-24.0	25.6	-7.3	0.8	8.3	21.2
Alemania	-12.5	5.5	-18.7	-95.3	1,105.3	58.6	8.4	-4.5	-11.5	42.0	-27.2	-52.3	2.6	147.2	-34.6	66.6	-24.2	-14.3	-3.8	46.1
España	-13.1	28.6	-15.4	0.1	8.3	-6.5	8.4	-0.4	-6.4	41.0	-28.8	-35.7	6.3	81.8	-18.8	-9.7	0.8	9.1	8.4	72.7
Francia	17.7	-16.9	-6.8	3.7	-1.9	-22.1	-38.1	-51.3	5.3	175.4	-10.4	-13.7	-25.2	127.0	-25.9	54.4	-9.6	-8.1	113.5	-25.3
Italia	5.8	-22.4	-14.1	-1.5	9.9	-3.2	22.6	-6.3	-13.9	35.9	-31.3	-6.9	-12.9	111.2	-30.9	-0.8	-5.6	6.5	25.4	1.4
Reino Unido	24.6	-33.1	-8.8	3.0	9.0	4.5	8.3	-16.6	-14.9	43.3	-33.0	-52.8	-26.1	152.8	-14.6	20.2	9.2	17.6	5.4	48.3
Otros de Europa	0.0	0.0	0.0	0.0	0.0	0.0	17.3	1.4	-0.4	37.6	2.8	-54.9	30.8	8.3	-21.5	58.8	-7.5	-2.5	-26.3	-64.5
<b>África</b>	0.0	0.0	0.0	0.0	0.0	0.0	57.6	7.6	20.7	-24.4	-69.8	-47.1	89.0	200.0	75.7	-14.0	-18.8	-23.1	11.3	-1.5
<b>Asia</b>	25.9	-11.5	-23.9	4.2	22.7	73.6	16.0	-1.5	1.4	22.5	-25.7	-55.8	50.9	52.3	-22.1	-2.5	31.9	10.3	38.2	-3.7
Japón	-17.9	41.6	-33.2	24.2	10.5	-22.4	9.1	-12.6	9.1	66.6	-47.9	-54.1	-2.8	279.5	-26.1	-49.7	175.7	16.3	26.8	-36.1
Rep. de Corea	0.0	0.0	0.0	0.0	0.0	0.0	21.4	7.9	-38.9	10.3	-51.3	-11.4	31.1	24.1	-48.4	9.2	-7.2	28.5	-3.3	197.5
Taiwá	0.0	0.0	0.0	0.0	0.0	0.0	31.0	2.1	-19.0	13.9	-80.7	-100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Otros Asia	0.0	0.0	-1.4	-28.6	57.4	35.7	8.0	-2.1	61.1	1.2	40.9	-61.2	85.6	0.6	-9.0	33.2	-5.6	2.1	58.0	-1.8
<b>Oceanía</b>	0.0	0.0	0.0	0.0	0.0	0.0	62.9	15.5	-15.4	33.0	-41.5	4.7	-1.4	57.6	-12.0	-7.6	-7.0	-5.3	2.4	20.0
Otras Naciones	-0.7	155.5	17.0	11.3	-4.6	-100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
<b>TOTAL</b>	40.0	21.5	1.4	-7.6	29.4	9.8	32.1	18.6	13.5	4.7	3.5	-21.2	5.4	3.0	5.9	2.2	4.9	4.2	2.3	8.5

Fuente: DIRECCIÓN GENERAL DE MIGRACIÓN/ CORSATUR/ ISTU -ARALDI- IT CORNER- SPSS SA DE CV 2016-2017-2009-2017

**EL SALVADOR: LLEGADA MENSUAL DE TURISTAS SEGÚN PAÍS DE RESIDENCIA  
AÑOS: 2016 -2017**

Pais/Mes	Jan-16	Jan-17	Feb-16	Feb-17	Mar-16	Mar-17	Apr-16	Apr-17	May-16	May-17	Jun-16	Jun-17	Total 16	Total 17	Dif.Rel.	Variación %
<b>Centro-américa</b>	63,288	75,223	61,759	61,235	59,025	62,551	59,533	72,024	72,974	68,857	68,212	66,004	384,791	405,893	21,103	5.48
Guatemala	33,657	40,703	44,965	35,358	44,255	42,095	40,535	45,831	52,058	51,977	50,506	45,124	265,976	261,089	-4,887	-1.84
Honduras	21,811	25,185	10,354	20,298	9,993	14,403	14,192	19,934	15,130	10,393	12,222	14,130	83,703	104,342	20,639	24.66
Nicaragua	1,893	2,515	1,462	2,007	1,288	1,910	1,572	1,362	2,199	2,367	2,266	2,262	10,680	12,423	1,743	16.32
Costa Rica	4,295	5,028	2,306	2,028	2,099	2,753	2,167	3,782	2,393	2,838	1,904	3,282	15,163	19,712	4,549	30.00
Panamá	1,600	1,747	2,596	1,437	1,318	1,332	987	1,042	1,115	1,214	1,223	1,114	8,839	7,886	-953	-10.78
Belize	32	45	76	107	72	57	81	73	79	67	90	92	430	441	11	2.57
<b>Norte-américa</b>	38,074	39,769	40,019	34,726	43,512	39,519	41,226	46,430	36,452	37,843	46,195	55,659	245,477	253,948	8,471	3.45
Estados Unidos de América	34,036	32,042	31,760	30,897	40,212	34,729	37,113	41,824	33,139	31,466	43,404	51,796	219,665	222,754	3,090	1.41
México	1,634	4,564	6,502	1,388	1,374	1,654	2,433	1,670	2,086	4,481	1,467	1,835	15,496	15,591	95	0.61
Canadá	2,403	3,164	1,756	2,441	1,927	3,136	1,679	2,935	1,226	1,896	1,324	2,029	10,316	15,602	5,286	51.24
<b>Suramérica</b>	3,299	3,786	3,449	3,371	3,795	4,839	3,533	3,446	3,882	4,041	3,736	4,086	21,694	23,569	1,875	8.64
Argentina	274	309	271	272	633	1,295	232	215	443	434	266	495	2,119	3,020	901	42.49
Brasil	230	296	272	413	321	456	383	440	545	488	474	464	2,225	2,557	332	14.92
Colombia	1,373	1,690	1,173	1,205	1,362	1,472	1,393	1,376	1,284	1,421	1,525	1,630	8,110	8,795	684	8.44
Otros Países de América	1,422	1,491	1,733	1,481	1,479	1,616	1,525	1,415	1,610	1,698	1,471	1,497	9,240	9,198	-42	-0.46
<b>Caribe</b>	343	297	1,087	336	405	567	353	249	482	424	374	425	3,044	2,298	-746	-24.51
Cuba	146	78	739	75	90	326	98	91	122	133	106	209	1,301	912	-389	-29.90

Pais/Mes	Jan-16	Jan-17	Feb-16	Feb-17	Mar-16	Mar-17	Apr-16	Apr-17	May-16	May-17	Jun-16	Jun-17	Total 16	Total 17	Dif.Rel.	Variación %
República Dominicana	0.0	0.0	0.0	0.0	0.0	0.0	44.5	9.4	3.1	85.0	-12.1	-34.2	-2.2	43.0	-20.1	82.3
Otros El Caribe	0.0	0.0	0.0	0.0	0.0	0.0	123.4	-16.2	51.85	140.95	-61.59	-25.94	-15.92	46.77	53.11	-20.70
<b>Europa</b>	-0.9	-2.5	-14.1	-20.0	20.8	36.9	8.1	-5.5	-6.8	43.7	-18.4	-42.3	5.7	70.1	-24.0	25.6
Alemania	-12.5	5.5	-18.7	-95.3	1,105.3	58.6	8.4	-4.5	-11.5	42.0	-27.2	-52.3	2.6	147.2	-34.6	66.6
España	-13.1	28.6	-15.4	0.1	8.3	-6.5	8.4	-0.4	-6.4	41.0	-28.8	-35.7	6.3	81.8	-18.8	-9.7
Francia	17.7	-16.9	-6.8	3.7	-1.9	-22.1	-38.1	-51.3	5.3	175.4	-10.4	-13.7	-25.2	127.0	-25.9	54.4
Italia	5.8	-22.4	-14.1	-1.5	9.9	-3.2	22.6	-6.3	-13.9	35.9	-31.3	-6.9	-12.9	111.2	-30.9	-0.8
Reino Unido	24.6	-33.1	-8.8	3.0	9.0	4.5	8.3	-16.6	-14.9	43.3	-33.0	-52.8	-26.1	152.8	-14.6	20.2
Otros de Europa	0.0	0.0	0.0	0.0	0.0	0.0	17.3	1.4	-0.4	37.6	2.8	-54.9	30.8	8.3	-21.5	58.8
<b>África</b>	0.0	0.0	0.0	0.0	0.0	0.0	57.6	7.6	20.7	-24.4	-69.8	-47.1	89.0	200.0	75.7	-14.0
<b>Asia Oriental y Meridional</b>	25.9	-11.5	-23.9	4.2	22.7	73.6	16.0	-1.5	1.4	22.5	-25.7	-55.8	50.9	52.3	-22.1	-2.5
Japón	-17.9	41.6	-33.2	24.2	10.5	-22.4	9.1	-12.6	9.1	66.6	-47.9	-54.1	-2.8	279.5	-26.1	-49.7
Rep. de Corea	0.0	0.0	0.0	0.0	0.0	0.0	21.4	7.9	-38.9	10.3	-51.3	-11.4	31.1	24.1	-48.4	9.2
Taiwán	0.0	0.0	0.0	0.0	0.0	0.0	31.0	2.1	-19.0	13.9	-80.7	-100.0	0.0	0.0	0.0	0.0
Otros Asia	0.0	0.0	-1.4	-28.6	57.4	35.7	8.0	-2.1	61.1	1.2	40.9	-61.2	85.6	0.6	-9.0	33.2
<b>Oceania</b>	0.0	0.0	0.0	0.0	0.0	0.0	62.9	15.5	-15.4	33.0	-41.5	4.7	-1.4	57.6	-12.0	-7.6
Otras Naciones	-0.7	155.5	17.0	11.3	-4.6	-100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TOTAL</b>	<b>40.0</b>	<b>21.5</b>	<b>1.4</b>	<b>-7.6</b>	<b>29.4</b>	<b>-9.8</b>	<b>32.1</b>	<b>18.6</b>	<b>13.5</b>	<b>4.7</b>	<b>3.5</b>	<b>-21.2</b>	<b>5.4</b>	<b>3.0</b>	<b>5.9</b>	<b>2.2</b>



Pais/Mes	Jul-16	Jul-17	Aug-16	Aug-17	Sep-16	Sep-17	Oct-16	Oct-17	Nov-16	Nov-17	Dec-16	Dec-17	Total 16	Total 17	Dif. Rel.	Variación %
<b>Centroamérica</b>	64,067	79,370	81,758	93,709	57,758	65,291	61,972	65,368	80,507	81,770	97,013	107,251	443,075	492,758	49,684	11.21
Guatemala	37,269	48,880	46,613	43,678	37,154	43,478	40,723	44,074	41,731	44,572	55,294	72,600	258,783	297,282	38,499	14.88
Honduras	19,923	23,108	28,185	41,358	14,904	14,954	14,081	13,461	29,076	27,341	30,712	25,568	136,880	145,789	8,910	6.51
Nicaragua	1,321	2,597	2,296	2,987	2,281	2,742	2,930	2,938	3,388	3,288	6,131	3,736	18,347	18,288	-58	-0.32
Costa Rica	2,867	3,408	2,249	3,136	2,265	2,969	2,999	3,577	4,463	4,982	3,417	3,885	18,260	21,956	3,696	20.24
Panamá	2,445	1,305	1,865	2,049	1,043	1,013	1,180	1,185	1,747	1,520	1,399	1,406	9,679	8,478	-1,201	-12.40
Belize	242	72	550	500	111	135	59	133	103	67	62	57	1,127	965	-162	-14.39
<b>Norteamérica</b>	58,181	58,498	43,568	45,525	28,817	30,976	33,033	39,056	38,568	44,804	59,655	75,736	261,822	294,594	32,771	12.52
Estados Unidos de América	54,260	54,205	37,725	38,567	24,510	26,600	29,301	31,547	33,807	35,784	53,061	67,799	232,664	254,503	21,839	9.39
México	2,004	2,167	3,988	4,326	3,172	3,125	1,572	5,829	2,461	6,581	2,690	3,228	15,887	25,257	9,370	58.98
Canadá	1,917	2,126	1,855	2,631	1,135	1,250	2,160	1,680	2,301	2,439	3,903	4,708	13,271	14,834	1,563	11.78
<b>Suramérica</b>	4,245	4,975	3,790	4,073	3,842	4,276	4,351	4,831	4,395	5,176	3,561	4,001	24,184	27,331	3,147	13.01
Argentina	284	454	207	265	245	366	216	595	268	782	209	517	1,429	2,979	1,550	108.47
Brasil	472	624	575	644	551	613	508	660	372	512	270	316	2,748	3,369	621	22.60
Colombia	1,512	1,714	1,301	1,288	1,346	1,469	1,696	1,560	1,619	1,786	1,539	1,494	9,013	9,311	298	3.31
Otros Países de América	1,977	2,182	1,707	1,876	1,700	1,828	1,931	2,016	2,136	2,096	1,543	1,674	10,994	11,672	678	6.17
<b>El Caribe</b>	358	321	333	311	448	291	505	445	330	300	5,783	307	7,757	1,975	-5,782	-74.54
Cuba	178	125	80	102	64	124	101	191	157	139	130	148	710	829	119	16.76

Pais/Mes	Jul-16	Jul-17	Aug-16	Aug-17	Sep-16	Sep-17	Oct-16	Oct-17	Nov-16	Nov-17	Dec-16	Dec-17	Total 16	Total 17	Dif. Rel.	Variación %
República Dominicana	267	149	219	114	179	119	287	141	269	115	159	105	1,380	743	-637	-46.16
Otros El Caribe	320	47	59	95	90	48	60	113	79	46	41	54	649	403	-246	-37.90
<b>Europa</b>	3,472	2,889	2,492	2,493	1,603	1,752	2,474	2,523	2,578	2,700	2,838	3,313	15,457	15,672	215	1.39
Alemania	311	309	297	283	199	290	226	322	463	475	378	499	1,874	2,179	304	16.24
España	805	949	1,113	1,021	569	584	604	541	808	679	795	795	4,694	4,569	-124	-2.65
Francia	863	488	179	210	116	88	194	192	243	205	291	370	1,886	1,553	-333	-17.63
Italia	797	429	350	388	261	216	406	267	286	298	396	492	2,496	2,090	-406	-16.25
Reino Unido	167	143	137	168	115	128	108	151	143	277	202	200	872	1,067	195	22.36
Otros de Europa	529	571	416	423	343	446	936	1,050	635	766	776	957	3,635	4,213	578	15.91
<b>África</b>	26	29	41	50	38	44	61	37	56	50	51	36	273	246	-27	-9.89
<b>Asia Oriental y Meridional</b>	682	886	1,743	1,569	338	446	412	393	834	589	2,907	452	6,916	4,335	-2,581	-37.32
Japón	88	337	783	674	58	85	69	79	262	74	2,567	109	3,826	1,358	-2,469	-64.52
Rep. de Corea	64	61	60	84	29	60	79	40	70	92	48	72	350	409	59	16.86
Taiwán	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Otros Asia	530	488	901	812	251	301	264	274	502	423	292	271	2,740	2,569	-171	-6.24
<b>Oceania</b>	172	286	137	132	131	131	172	209	281	265	310	341	1,202	1,364	162	13.51
Otras Naciones	131,202	147,254	133,862	147,862	92,975	103,207	102,980	112,862	127,549	135,654	172,118	191,436	760,686	838,276	77,590	10.20
<b>TOTAL</b>	40.0	21.5	1.4	-7.6	29.4	-9.8	32.1	18.6	13.5	4.7	3.5	-21.2	5.4	3.0	5.9	2.2

Fuente: Encuesta de Movimientos Turísticos en Fronteras Terrestres y Aeropuertos de El Salvador y Puerto de Acajutla, CORSATUR-SPSS SA DE CV 2016-2017

## Anexo 10 EL SALVADOR: LLEGADA COMPARATIVA MENSUAL DE TURISTAS, EXCURSIONISTAS Y VISITANTES AÑOS: 2016-2017

MES	EXCURSIONISTAS				TURISTAS				VISITANTES 2016	VISITANTES 2017	VARIACION ABSOLUTA 17/16	VARIACION RELATIVA 17/16
	2016	2017	VARIACION ABSOLUTA 17/16	VARIACION RELATIVA 17/16	2016	2017	VARIACION ABSOLUTA 17/16	VARIACION RELATIVA 17/16				
	ENE	54,463	55,249	786	1.4 %	108,164	123,022	14,858				
FEB	52,465	58,417	5,952	11.3 %	109,890	103,206	-6,684	-6.1 %	162,355	161,623	-732	-0.5 %
MAR	51,418	61,732	10,314	20.1 %	110,855	113,600	2,745	2.5 %	162,272	175,332	13,059	8.0 %
ABR	39,439	52,333	12,894	32.7 %	107,436	127,686	20,251	18.8 %	146,875	180,019	33,144	22.6 %
MAY	49,683	58,196	8,513	17.1 %	116,025	114,145	-1,880	-1.6 %	165,708	172,341	6,633	4.0 %
JUN	55,253	60,021	4,768	8.6 %	125,576	136,134	10,558	8.4 %	180,830	196,155	15,326	8.5 %
JUL	53,409	57,259	3,850	7.2 %	131,609	147,254	15,645	11.9 %	185,018	204,514	19,495	10.5 %
AGO	32,674	44,540	11,866	36.3 %	133,887	147,862	13,975	10.4 %	166,561	192,402	25,841	15.5 %
SEP	41,934	48,206	6,272	15.0 %	92,860	103,207	10,347	11.1 %	134,793	151,413	16,619	12.3 %
OCT	58,148	66,048	7,901	13.6 %	102,923	112,862	9,939	9.7 %	161,071	178,910	17,839	11.1 %
NOV	57,459	62,152	4,692	8.2 %	127,724	135,654	7,931	6.2 %	185,183	197,806	12,623	6.8 %
DIC	71,695	66,396	-5,299	-7.4 %	166,665	191,436	24,771	14.9 %	238,360	257,832	19,472	8.2 %
TOTAL	618,040	690,550	72,509	11.7 %	1,433,613	1,556,069	122,455	8.5 %	2,051,653	2,246,618	194,965	9.5 %

Fuente: ENCUESTA DE MOVIMIENTOS TURISTICOS EN FRONTERAS TERRESTRES Y AEROPUERTOS, CORSATUR SPSS SA DE CV y datos vía aérea MIGRACIÓN

## Anexo 11

### EL SALVADOR: LLEGADA SEGÚN VÍA UTILIZADA Y PUNTO DE ENTRADA. AÑOS: 1996-2017

VÍA UTILIZADA	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
<b>TOTAL</b>	282,835	387,052	541,863	658,191	667,315	616,888	798,243	719,963	950,745	1,127,141	1,278,924
<b>VÍA AÉREA</b>											
<b>SUB TOTAL</b>	163,739	206,216	189,257	229,967	233,627	223,910	252,689	261,889	449,149	499,054	482,527
EL SALVADOR	161,192	204,055	187,261	227,714	231,269	220,496	248,081	258,191	445,434	495,218	478,917
ILOPANGO	2,547	2,161	1,996	2,253	2,358	3,414	4,608	3,698	3,715	3,836	3,610
<b>VÍA TERRESTRE</b>											
<b>SUB TOTAL</b>	118,854	180,666	352,230	423,271	428,744	387,130	540,693	457,020	500,370	627,142	794,704
LAS CHINAMAS	33,738	47,671	57,894	64,923	58,037	96,116	144,914	136,265	107,624	133,456	178,725
SAN CRISTÓBAL	18,936	27,032	40,433	82,213	89,633	75,233	74,192	52,820	68,743	93,844	114,733
LA HACHADURA	26,604	29,032	58,008	76,648	74,487	62,570	90,122	76,016	89,504	81,285	134,476
ANGUIATÚ	3,773	9,856	33,657	34,756	31,677	27,083	35,590	33,402	36,491	43,044	55,512
EL AMATILLO	19,868	38,886	109,459	111,145	132,184	80,942	140,106	107,345	144,771	192,215	214,410
EL POY	9,981	18,016	49,814	53,586	42,726	45,186	55,769	51,172	53,237	83,298	96,848
EL COCO	5,954	10,173	2,965	**	**	**	**	**	**	**	**
LA VIRGEN	**	**	**	**	**	**	**	**	**	**	**
<b>VÍA MARÍTIMA</b>											
<b>SUB TOTAL</b>	242	170	376	4,953	4,944	5,848	4,861	1,054	1,226	945	1,693
ACAJUTLA	0	0	0	3,797	3,089	4,094	3,409	75	184	3	95
LA UNIÓN	242	170	376	1,156	1,855	525	770	361	653	485	273
PUERTO BARILLAS	0	0	0	0	0	461	431	347	296	303	279
PUNTA GORDA	0	0	0	0	0	768	159	221	80	12	931
BAHÍA DEL SOL	0	0	0	0	0	0	92	50	13	142	115
CRUCEROS 1/							588	1,144	1,131	416	1,211

Fuente: DIRECCIÓN GENERAL DE MIGRACIÓN/ CORSATUR -1996-2006, CORSATUR, ARALDI, IT CORNER , SPSS SA DE CV 2007-2017

1/ EXCURSIONISTAS - FUENTE: CEPA



**EL SALVADOR: LLEGADA SEGÚN VÍA UTILIZADA Y PUNTO DE ENTRADA.  
AÑOS: 1996-2017**

2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
1,338,543	1,384,773	1,090,926	1,149,561	1,184,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,556,069
526,722	489,625	429,946	426,171	469,591	541,121	589,113	591,268	598,805	615,844	642,476
522,911	488,136	429,946	426,171	469,591	541,121	589,113	591,268	598,805	609,934	633,388
3,811	1,489	0	0	0	0	0	0	0	5,910	9,088
811,100	891,879	660,980	723,390	714,906	713,603	693,679	753,897	802,793	817,769	913,333
264,074	228,817	187,536	243,267	248,459	253,783	177,844	221,564	248,391	239,119	288,301
61,003	74,374	34,508	28,528	33,276	27,983	48,248	60,431	55,538	66,122	66,309
132,032	222,943	240,192	241,860	242,666	240,940	232,198	220,474	230,144	232,095	231,461
34,035	38,754	24,467	25,227	27,717	26,554	35,241	36,223	32,735	27,085	68,018
253,781	254,829	134,128	149,801	129,128	111,891	127,146	138,050	140,508	168,094	173,970
66,175	72,162	40,150	34,707	33,660	52,452	73,001	77,155	95,477	85,255	85,275
**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**
721	3,269	0	0	0	0	0	0	0	0	260
5	2,725	0	0	0	0	0	0	0	0	260
216	186	0	0	0	0	0	0	0	0	0
250	287	0	0	0	0	0	0	0	0	0
155	54	0	0	0	0	0	0	0	0	0
95	17	0	0	0	0	0	0	0	0	0
1,450	1,155	0	2,365	650	1,058	1,733	2,424	686	1,105	7,209

## Anexo 12 EL SALVADOR: LLEGADAS MENSUALES SEGÚN VÍA UTILIZADA ENERO - DICIEMBRE 2017

Vía Utilizada	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	TOTAL	% de Participación
<b>TOTAL</b>	123,022	103,206	113,600	127,686	114,145	136,134	147,254	147,862	103,207	112,862	135,654	191,436	1,556,069	100.00
<b>VÍA AÉREA</b>														
<b>SUB TOTAL</b>	48,865	44,502	49,886	48,480	46,194	60,306	69,887	52,524	41,768	49,354	54,998	75,712	642,476	41.29
EL SALVADOR	48,217	43,881	49,216	47,928	45,239	59,576	68,954	51,739	41,144	48,788	53,920	74,786	633,388	40.70
ILOPANGO	648	621	670	552	955	730	933	785	624	566	1,078	926	9,088	0.58
<b>VÍA TERRESTRE</b>														
<b>SUB TOTAL</b>	74,157	58,704	63,714	79,206	67,951	75,568	77,367	95,338	61,439	63,508	80,656	115,724	913,333	58.69
LAS CHINAMAS	19,177	13,064	18,280	18,378	27,894	34,169	31,381	29,705	20,926	14,482	22,915	37,929	288,301	18.53
SAN CRISTÓBAL	1,377	4,996	14,333	2,588	2,201	3,450	8,337	6,067	3,159	8,256	4,926	6,618	66,309	4.26
LA HACHADURA	22,521	15,868	14,596	29,552	21,855	20,325	9,486	13,201	18,208	20,168	19,557	26,123	231,461	14.87
ANGUIATÚ	2,250	2,664	737	4,022	2,726	1,144	2,042	2,957	2,837	5,725	2,701	29,863	59,668	3.83
ELAMATILLO	19,316	13,317	9,954	15,199	10,194	12,812	18,744	27,088	11,186	9,525	20,770	11,929	180,034	11.57
EL POY	9,516	8,794	5,815	9,467	3,080	3,668	7,376	16,321	5,123	5,353	9,787	3,262	87,561	5.63
<b>VÍA MARITIMA</b>														
<b>SUB TOTAL</b>	0	0	0	0	0	260	0	0	0	0	0	0	260	0.02
ACAJUTLA						260							260	0.02
PUERTO BARILLAS													0	0.00
LA UNIÓN													0	0.00
PUNTA GORDA													0	0.00
BAHÍA DEL SOL													0	0.00

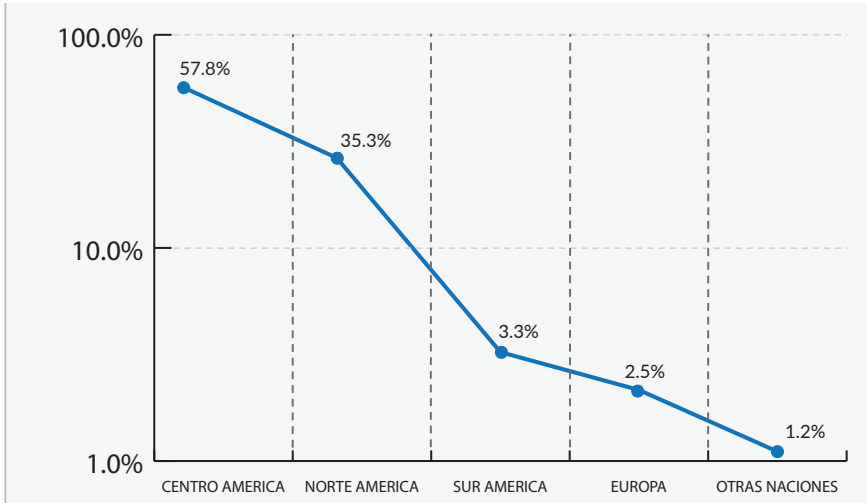
Fuente: Encuesta de Conteos de Movimientos Turísticos en Fronteras Terrestres y Aeropuertos -CORSAUR, ARAIDI, IT CORNER , SPSS SA DE CV y datos vía aérea de Migración 2007-2017

### Anexo 13 EL SALVADOR: LLEGADAS INTERNACIONALES POR REGIÓN AÑO: 2017

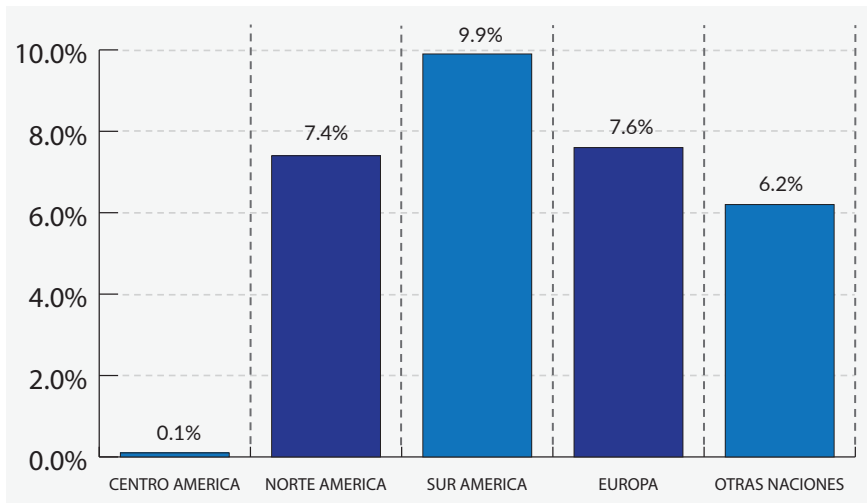
REGIONES	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	% de variación 2016-2017	Cuota de Mercado % 2017	Tasa de crecimiento anual medio 2006-2017 (%)
Centro-américa	939,815	852,660	889,531	673,324	739,843	734,796	740,698	708,541	768,259	805,634	827,865	898,652	8.6 %	57.8 %	0.1 %
Norte-américa	272,017	386,543	422,907	371,280	356,608	368,641	443,075	482,211	488,547	505,078	507,299	548,541	8.1 %	35.3 %	7.4 %
Suramérica	25,666	41,044	27,137	19,861	23,704	33,249	32,897	46,337	43,701	44,991	45,879	50,901	10.9 %	3.3 %	9.9 %
Europa	27,853	40,020	32,656	18,842	19,919	33,891	25,744	32,344	29,982	30,223	32,723	39,652	21.2 %	2.5 %	7.6 %
Otras Naciones	13,573	18,276	12,542	7,619	9,487	13,920	12,310	13,358	14,676	15,672	19,848	18,323	-7.7 %	1.2 %	6.2 %
<b>TOTAL</b>	<b>1,278,924</b>	<b>1,338,543</b>	<b>1,384,773</b>	<b>1,090,926</b>	<b>1,149,561</b>	<b>1,184,497</b>	<b>1,254,724</b>	<b>1,282,792</b>	<b>1,345,165</b>	<b>1,401,598</b>	<b>1,433,613</b>	<b>1,556,069</b>	<b>8.5 %</b>	<b>100.0 %</b>	<b>2.1 %</b>

Fuente: CORPORACIÓN SALVADOREÑA DE TURISMO - CORSATUR-MIGRACIÓN, 2006, CORSATUR, ARALDI, IT. CORNER, SPSS SA DE CV 2007-2017

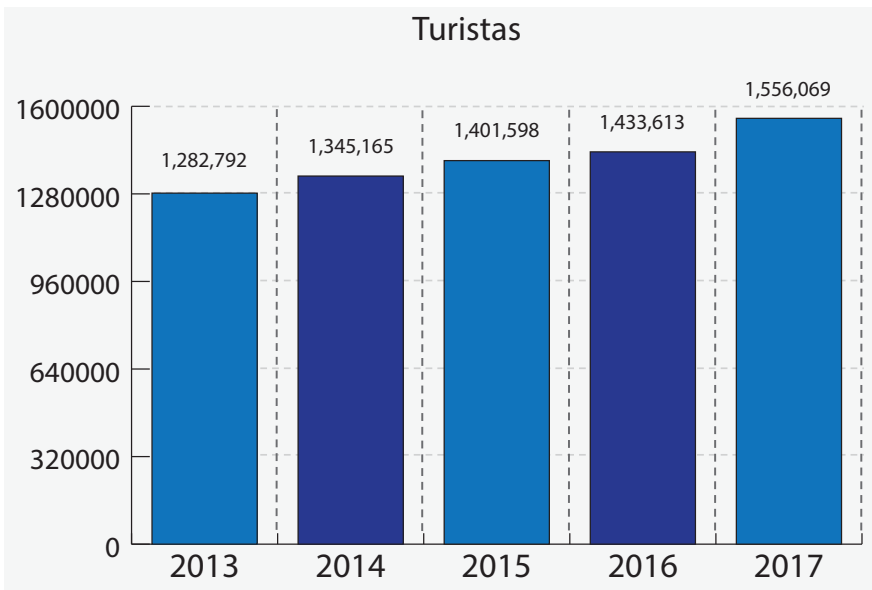
**CUOTA DE MERCADO DEL TURISMO RECEPTIVO POR REGIONES  
AÑO 2017**



**TASA DE CRECIMIENTO ANUAL MEDIO  
2006-2017 (%)**

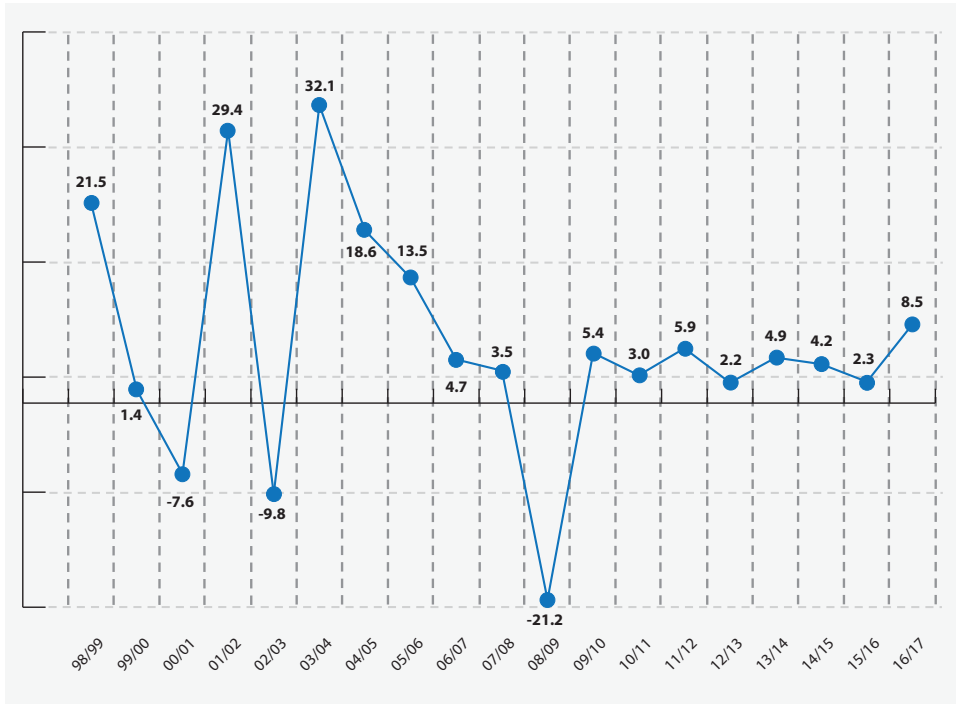


**COMPARATIVO DE LLEGADAS  
AÑOS: 2013 - 2017**

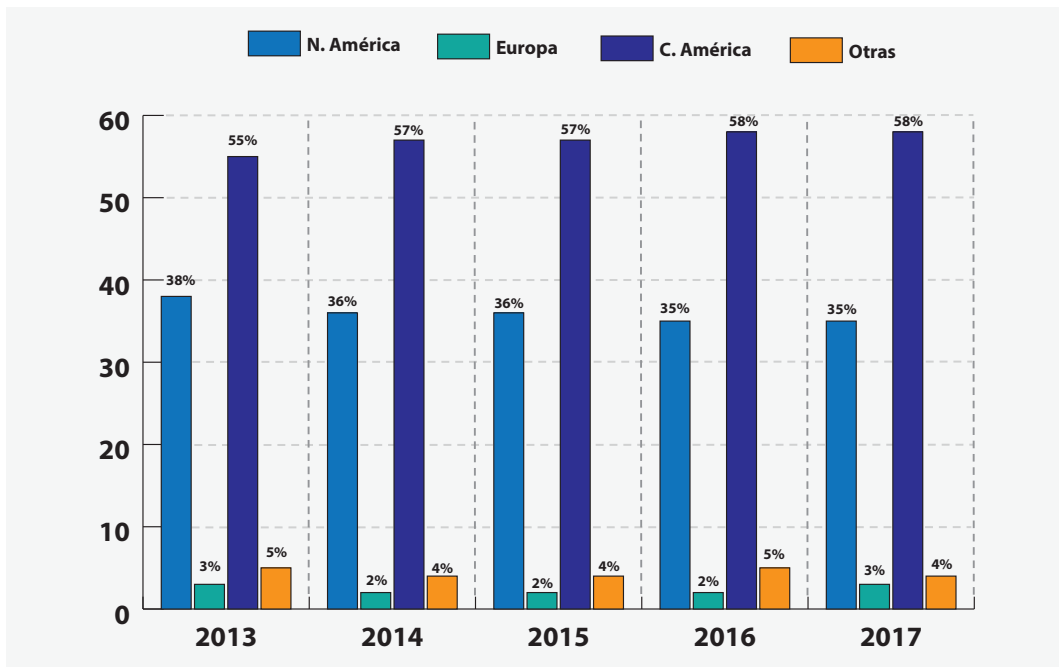




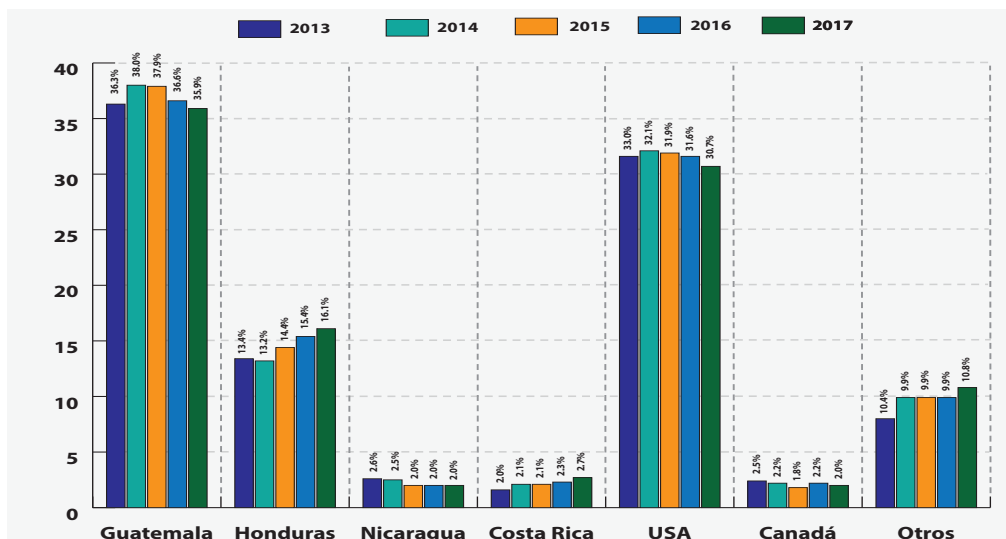
## CRECIMIENTOS PORCENTUALES ANUALES LLEGADAS DE TURISTAS AÑOS: 1998 - 2017



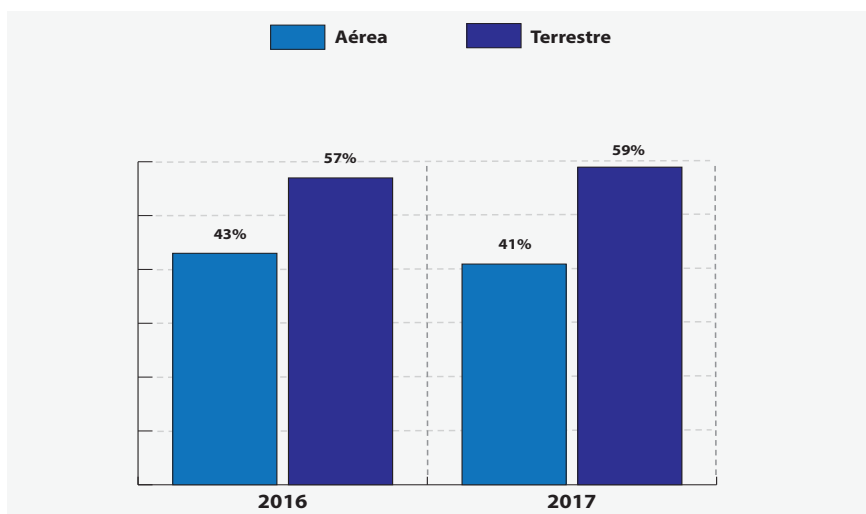
## LLEGADA PORCENTUAL POR REGIÓN AÑOS: 2013 - 2017



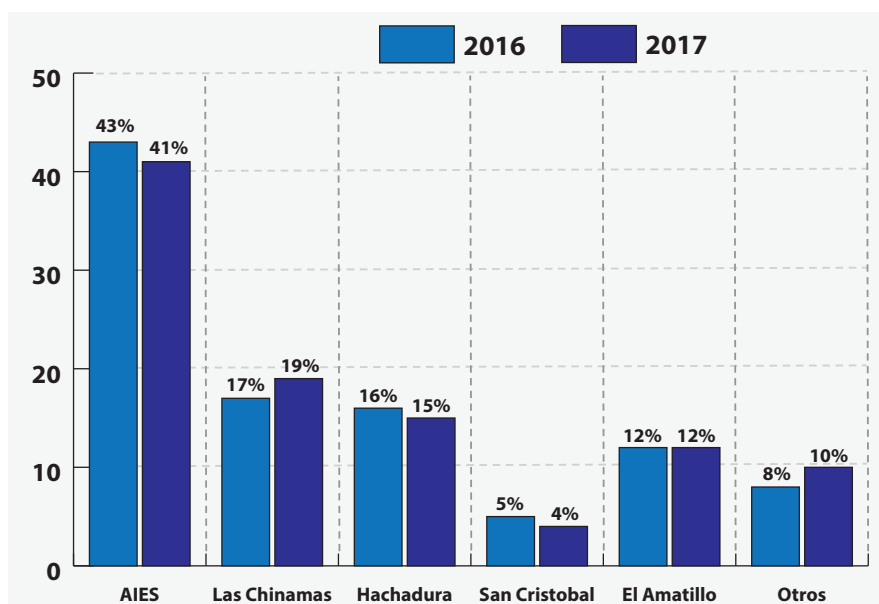
## LLEGADA PORCENTUAL POR PAÍSES AÑOS: 2013 - 2017



## LLEGADA PORCENTUAL SEGÚN VÍA UTILIZADA AÑOS: 2016-2017



## LLEGADA PORCENTUAL SEGÚN FRONTERAS AÑOS: 2016-2017



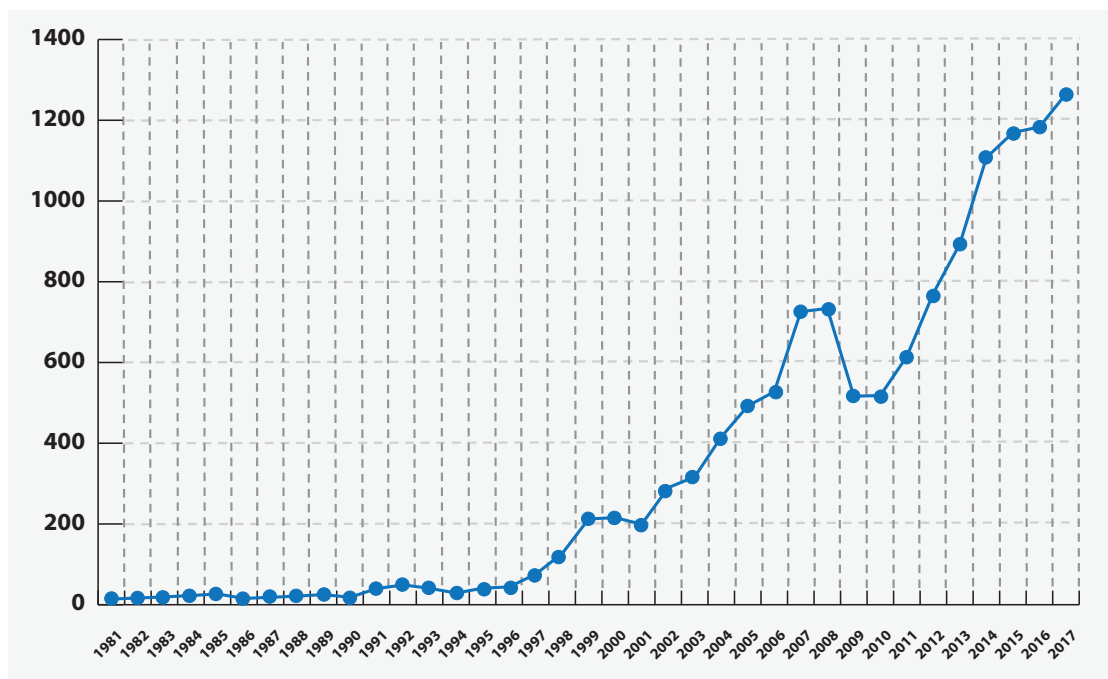
## Anexo 14

### EL SALVADOR: SERIE HISTÓRICA DE INGRESOS POR TURISMO (Gasto que los visitantes internacionales realizan durante el viaje a El Salvador)

AÑO	Millones US\$	AÑO	Millones US\$	AÑO	Millones US\$
1981	14.12	1994	28.83	2007	725.89
1982	16.56	1995	40.90	2008	733.88
1983	19.40	1996	44.10	2009	516.63
1984	22.72	1997	75.56	2010	518.03
1985	26.60	1998	126.65	2011	615.15
1986	15.60	1999	212.42	2012	771.55
1987	18.30	2000	215.71	2013	893.84
1988	21.42	2001	199.41	2014	1107.43
1989	25.10	2002	289.92	2015	1169.45
1990	18.40	2003	316.83	2016	1183.43
1991	39.85	2004	415.32	2017	1265.09
1992	49.10	2005	492.24		
1993	40.79	2006	527.55		

Fuente: CORSATUR, MIGRACIÓN /ISTU 1981-2006 - ENCUESTA DEL PERFIL Y GASTO DEL VISITANTE INTERNACIONAL CORSATUR, ARALDI, IT CORNER, SPSS SA DE CV 2007-2017

### INGRESOS TURÍSTICOS EN MILLONES de US\$ Años: 1981 - 2017



**Anexo 15 EL SALVADOR: INGRESOS POR TURISMO ( US\$ Millones) AÑOS: 2009-2010**

MES	EXCURSIONISTAS						TURISTAS						TOTAL GENERAL 2010	TOTAL GENERAL 2009	VARIACIÓN ABSOLUTA 2010/2009	VARIACIÓN RELATIVA 2010/2009
	2009		2010		VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	2009		2010		VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA				
	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA			VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA						
1. <sup>er</sup> Trimestre	\$3,538,026	\$3,782,757	\$244,731	6.9 %	\$113,742,378	\$113,042,871	-\$699,507	-0.6 %	\$116,825,628	\$117,280,404	-\$454,776	-0.4 %				
2. <sup>o</sup> Trimestre	\$3,036,816	\$4,441,961	\$1,405,145	46.3 %	\$114,756,287	\$130,522,724	\$15,766,437	13.7 %	\$134,964,685	\$117,793,103	\$17,171,582	14.6 %				
3. <sup>er</sup> Trimestre	\$2,941,912	\$4,605,904	\$1,663,992	56.6 %	\$138,244,875	\$123,004,842	-\$15,240,033	-11.0 %	\$127,610,746	\$141,186,787	-\$13,576,041	-9.6 %				
4. <sup>o</sup> Trimestre	\$3,590,198	\$5,795,455	\$2,205,257	61.4 %	\$136,782,010	\$132,838,328	-\$3,943,682	-2.9 %	\$138,633,783	\$140,372,208	-\$1,738,425	-1.2 %				
<b>TOTAL</b>	\$13,106,952	\$18,626,077	\$5,519,125	42.1 %	\$503,525,550	\$499,408,765	-\$4,116,785	-0.8 %	\$518,034,842	\$516,632,502	\$1,402,340	0.3 %				

**EL SALVADOR: INGRESOS POR TURISMO ( US\$ Millones) AÑOS: 2010-2011**

MES	EXCURSIONISTAS						TURISTAS						TOTAL GENERAL 2011	TOTAL GENERAL 2010	VARIACIÓN ABSOLUTA 2011/2010	VARIACIÓN RELATIVA 2011/2010
	2010		2011		VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	2010		2011		VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA				
	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA			VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA						
1. <sup>er</sup> Trimestre	\$3,782,757	\$4,611,102	\$828,345	21.9 %	\$113,042,871	\$4,611,102	-\$108,431,769	-95.9 %	\$137,275,113	\$116,825,628	\$20,449,485	17.5 %				
2. <sup>o</sup> Trimestre	\$4,441,961	\$4,345,515	-\$96,446	-2.2 %	\$130,522,724	\$4,345,515	-\$126,177,209	-96.7 %	\$129,379,980	\$134,964,685	-\$5,584,705	-4.1 %				
3. <sup>er</sup> Trimestre	\$4,605,904	\$5,147,639	\$541,735	11.8 %	\$123,004,842	\$5,147,639	-\$117,857,203	-95.8 %	\$179,928,832	\$127,610,746	\$52,318,086	41.0 %				
4. <sup>o</sup> Trimestre	\$5,795,455	\$3,888,305	-\$1,907,150	-32.9 %	\$132,838,328	\$3,888,305	-\$128,950,023	-97.1 %	\$168,567,535	\$138,633,783	\$29,933,752	21.6 %				
<b>TOTAL</b>	\$18,626,077	\$17,992,561	-\$633,516	-3.4 %	\$499,408,765	\$17,992,561	-\$481,416,204	-96.4 %	\$35,985,122	\$518,034,842	-\$482,049,720	-93.1 %				



### EL SALVADOR: INGRESOS POR TURISMO ( US\$ Millones) AÑOS: 2011-2012

MES	EXCURSIONISTAS				TURISTAS				TOTAL GENERAL 2011	TOTAL GENERAL 2012	VARIACION ABSOLUTA 2012/2011	VARIACION RELATIVA 2012/2011
	2011	2012	VARIACION ABSOLUTA	VARIACION RELATIVA	2011	2012	VARIACION ABSOLUTA	VARIACION RELATIVA				
1. <sup>er</sup> Trimestre	\$4,611,102	\$6,174,309	\$1,563,207	33.9 %	\$132,664,011	\$174,252,837	\$41,588,826	31.3 %	\$137,275,113	\$180,427,146	\$43,152,033	31.4 %
2. <sup>o</sup> Trimestre	\$4,345,515	\$4,603,518	\$258,003	5.9 %	\$125,034,465	\$176,683,749	\$51,649,284	41.3 %	\$129,379,980	\$181,287,267	\$51,907,287	40.1 %
3. <sup>er</sup> Trimestre	\$5,147,639	\$4,199,044	-\$948,595	-18.4 %	\$174,781,193	\$181,134,322	\$6,353,129	3.6 %	\$179,928,832	\$185,333,366	\$5,404,534	3.0 %
4. <sup>o</sup> Trimestre	\$3,888,305	\$5,013,092	\$1,124,787	28.9 %	\$164,679,230	\$219,489,829	\$54,810,599	33.3 %	\$168,567,535	\$224,502,921	\$55,935,386	33.2 %
<b>TOTAL</b>	\$17,992,561	\$19,989,963	\$1,997,402	11.1 %	\$597,158,899	\$751,560,737	\$154,401,838	25.9 %	\$615,151,460	\$771,550,699	\$156,399,240	25.4 %

### EL SALVADOR: INGRESOS POR TURISMO ( US\$ Millones) AÑOS: 2012-2013

MES	EXCURSIONISTAS				TURISTAS				TOTAL GENERAL 2012	TOTAL GENERAL 2013	VARIACION ABSOLUTA 2013/2012	VARIACION RELATIVA 2013/2012
	2012	2013	VARIACION ABSOLUTA	VARIACION RELATIVA	2012	2013	VARIACION ABSOLUTA	VARIACION RELATIVA				
1. <sup>er</sup> Trimestre	\$6,174,309	\$6,649,943	\$475,634	7.7 %	\$174,252,837	\$195,859,787	\$21,606,950	12.4 %	\$180,427,146	\$202,509,730	\$22,082,584	12.2 %
2. <sup>o</sup> Trimestre	\$4,603,518	\$4,970,186	\$366,668	8.0 %	\$176,683,749	\$178,593,869	\$1,910,120	1.1 %	\$181,287,267	\$183,564,055	\$2,276,788	1.3 %
3. <sup>er</sup> Trimestre	\$4,199,044	\$5,660,048	\$1,461,004	34.8 %	\$181,134,322	\$214,153,876	\$33,019,554	18.2 %	\$185,333,366	\$219,813,924	\$34,480,558	18.6 %
4. <sup>o</sup> Trimestre	\$5,013,092	\$8,986,339	\$3,973,247	79.3 %	\$219,489,829	\$278,964,454	\$59,474,625	27.1 %	\$224,502,921	\$287,950,793	\$63,447,872	28.3 %
<b>TOTAL</b>	\$19,989,963	\$26,266,516	\$6,276,553	31.4 %	\$751,560,737	\$867,571,986	\$116,011,249	15.4 %	\$771,550,699	\$893,838,502	\$122,287,802	15.8 %

**EL SALVADOR: INGRESOS POR TURISMO ( US\$ Millones) AÑOS: 2013-2014**

MES	EXCURSIONISTAS				TURISTAS				TOTAL GENERAL 2013	TOTAL GENERAL 2014	VARIACIÓN ABSOLUTA 2014/2013	VARIACIÓN RELATIVA 2014/2013
	2013	2014	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	2013	2014	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA				
1.º Trimestre	\$6,649,943	\$7,011,232	\$361,289	5.4 %	\$195,859,787	\$259,087,319	\$63,227,532	32.3 %	\$202,509,730	\$266,098,551	\$63,588,821	31.4 %
2.º Trimestre	\$4,970,186	\$8,698,019	\$3,727,833	75.0 %	\$178,593,869	\$251,439,450	\$72,845,581	40.8 %	\$183,564,055	\$260,137,469	\$76,573,414	41.7 %
3.º Trimestre	\$5,660,048	\$5,883,763	\$223,714	4.0 %	\$214,153,876	\$273,019,855	\$58,865,979	27.5 %	\$219,813,924	\$278,903,617	\$59,089,693	26.9 %
4.º Trimestre	\$8,986,339	\$12,355,593	\$3,369,254	37.5 %	\$278,964,454	\$289,939,207	\$10,974,754	3.9 %	\$287,950,793	\$302,294,801	\$14,344,008	5.0 %
<b>TOTAL</b>	\$26,266,516	\$33,948,607	\$7,682,091	29.2 %	\$867,571,986	\$1,073,485,831	\$205,913,845	23.7 %	\$893,838,502	\$1,107,434,438	\$213,595,936	23.9 %

**EL SALVADOR: INGRESOS POR TURISMO ( US\$ Millones) AÑOS: 2014-2015**

MES	EXCURSIONISTAS				TURISTAS				TOTAL GENERAL 2014	TOTAL GENERAL 2015	VARIACIÓN ABSOLUTA 2015/2014	VARIACIÓN RELATIVA 2015/2014
	2014	2015	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	2014	2015	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA				
1.º Trimestre	\$7,011,232	\$12,074,465	\$5,063,233	72.2 %	\$259,087,319	\$263,945,379	\$4,858,060	1.9 %	\$266,098,551	\$276,019,844	\$9,921,293	3.7 %
2.º Trimestre	\$8,698,019	\$13,358,917	\$4,660,898	53.6 %	\$251,439,450	\$262,555,884	\$11,116,434	4.4 %	\$260,137,469	\$275,914,801	\$15,777,332	6.1 %
3.º Trimestre	\$5,883,763	\$9,836,073	\$3,952,311	67.2 %	\$273,019,855	\$295,913,133	\$22,893,278	8.4 %	\$278,903,617	\$305,749,206	\$26,845,589	9.6 %
4.º Trimestre	\$12,355,593	\$12,850,774	\$495,181	4.0 %	\$289,939,207	\$298,919,702	\$8,980,495	3.1 %	\$302,294,801	\$311,770,476	\$9,475,676	3.1 %
<b>TOTAL</b>	\$33,948,607	\$48,120,230	\$14,171,623	41.7 %	\$1,073,485,831	\$1,121,334,098	\$47,848,267	4.5 %	\$1,107,434,438	\$1,169,454,328	\$62,019,890	5.6 %

### EL SALVADOR: INGRESOS POR TURISMO ( US\$ Millones) AÑOS: 2015-2016

MES	EXCURSIONISTAS					TURISTAS					TOTAL GENERAL 2015	TOTAL GENERAL 2016	VARIACIÓN ABSOLUTA 2016/2015	VARIACIÓN RELATIVA 2016/2015		
	2015		2016		VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	2015		2016						VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA
	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA			VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA						
1. <sup>er</sup> Trimestre	\$12,074,465	\$11,645,987	-\$428,478	-3.5 %	\$263,945,379	\$269,700,142	\$5,754,764	2.2 %	\$276,019,844	\$281,346,130	\$5,326,286	1.9 %				
2. <sup>o</sup> Trimestre	\$13,358,917	\$11,797,904	-\$1,561,013	-11.7 %	\$262,555,884	\$261,693,837	-\$862,048	-0.3 %	\$275,914,801	\$273,491,741	-\$2,423,060	-0.9 %				
3. <sup>er</sup> Trimestre	\$9,836,073	\$8,837,163	-\$998,910	-10.2 %	\$295,913,133	\$289,123,099	-\$6,790,034	-2.3 %	\$305,749,206	\$297,960,262	-\$7,788,944	-2.5 %				
4. <sup>o</sup> Trimestre	\$12,850,774	\$14,158,469	\$1,307,695	10.2 %	\$298,919,702	\$316,477,574	\$17,557,872	5.9 %	\$311,770,476	\$330,636,043	\$18,865,567	6.1 %				
<b>TOTAL</b>	\$48,120,230	\$46,439,524	-\$1,680,706	-3.5 %	\$1,121,334,098	\$1,136,994,652	\$15,660,554	1.4 %	\$1,169,454,328	\$1,183,434,176	\$13,979,848	1.2 %				

### EL SALVADOR: INGRESOS POR TURISMO ( US\$ Millones) AÑOS: 2016-2017

MES	EXCURSIONISTAS					TURISTAS					TOTAL GENERAL 2016	TOTAL GENERAL 2017	VARIACIÓN ABSOLUTA 2017/2016	VARIACIÓN RELATIVA 2017/2016		
	2016		2017		VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	2016		2017						VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA
	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA			VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA	VARIACIÓN ABSOLUTA	VARIACIÓN RELATIVA						
1. <sup>er</sup> Trimestre	\$11,645,987	\$13,218,987	\$1,572,999	13.5 %	\$269,700,142	\$266,888,556	-\$2,811,587	-1.0 %	\$281,346,130	\$280,107,542	-\$1,238,588	-0.4 %				
2. <sup>o</sup> Trimestre	\$11,797,904	\$17,155,732	\$5,357,828	45.4 %	\$261,693,837	\$282,515,766	\$20,821,929	8.0 %	\$273,491,741	\$299,671,497	\$26,179,757	9.6 %				
3. <sup>er</sup> Trimestre	\$8,837,163	\$8,248,008	-\$589,156	-6.7 %	\$289,123,099	\$311,199,391	\$22,076,292	7.6 %	\$297,960,262	\$319,447,398	\$21,487,136	7.2 %				
4. <sup>o</sup> Trimestre	\$14,158,469	\$16,631,332	\$2,472,863	17.5 %	\$316,477,574	\$349,232,702	\$32,755,128	10.3 %	\$330,636,043	\$365,864,034	\$35,227,991	10.7 %				
<b>TOTAL</b>	\$46,439,524	\$55,254,058	\$8,814,534	19.0 %	\$1,136,994,652	\$1,209,836,414	\$72,841,762	6.4 %	\$1,183,434,176	\$1,265,090,472	\$81,656,296	6.9 %				

Fuente: ENCUESTA DEL PERFIL Y GASTO DEL VISITANTE INTERNACIONAL -CORSATUR, ARAIDI, IT CORNER, SPSS SA DE CV 2007-2017

**SALIDA DE TURISTA EMISOR POR VIA UTILIZADA TERRESTRE Y AÉREA 2009-2017**

TURISTA	2009	2010	2011	2012	2013	2014	2015	2016	2017	VARIACIÓN ABSOLUTA 17/16	VARIACIÓN RELATIVA 17/16
San Cristóbal	14,581	13,474	19,776	14,327	70,323	59,874	45,801	83,770	61,341	-22,429	-26.8 %
La Hachadura	53,132	53,240	34,578	51,029	90,213	117,731	142,337	143,844	134,894	-8,951	-6.2 %
Las Chinamas	176,327	190,268	211,751	241,122	181,793	143,262	148,756	143,485	230,884	87,399	60.9 %
Anguiatú	27,941	16,802	30,422	37,853	60,908	56,107	86,227	90,879	70,983	-19,896	-21.9 %
El Amatillo	376,232	473,908	502,119	494,878	415,859	417,072	385,429	412,908	357,233	-55,675	-13.5 %
El Poy	27,958	22,297	31,226	47,937	57,937	47,302	50,106	50,546	58,529	7,983	15.8 %
AIES	244,768	228,565	330,602	276,184	289,362	321,344	391,679	482,007	475,596	-6,411	-1.3 %
Ilopango	0	0	0	0	0	0	0	3,695	4,917	1,222	33.1 %
<b>TOTAL ENTRADAS</b>	<b>920,938</b>	<b>998,554</b>	<b>1,160,474</b>	<b>1,163,330</b>	<b>1,166,396</b>	<b>1,162,691</b>	<b>1,250,336</b>	<b>1,411,133</b>	<b>1,394,376</b>	<b>-16,757</b>	<b>-1.2 %</b>

**SALIDA DE EXCURSIONISTA EMISOR POR VIA UTILIZADA TERRESTRE Y AÉREA 2009-2017**

EXCURSIONISTA	2009	2010	2011	2012	2013	2014	2015	2016	2017	VARIACIÓN ABSOLUTA 17/16	VARIACIÓN RELATIVA 17/16
San Cristóbal	28,822	25,338	34,798	37,051	46,777	33,540	32,170	45,747	81,948	36,200	79.1 %
La Hachadura	19,957	25,262	11,635	14,400	18,502	23,896	33,832	48,299	71,641	23,342	48.3 %
Las Chinamas	68,607	64,709	57,397	42,960	51,510	75,984	73,794	38,921	51,515	12,594	32.4 %
Anguiatú	55,097	51,357	52,563	52,198	82,248	77,418	68,904	70,801	83,726	12,925	18.3 %
El Amatillo	181,694	196,302	92,589	85,010	97,013	91,844	109,992	145,004	140,478	-4,525	-3.1 %
El Poy	70,185	59,782	59,916	67,484	52,422	49,572	48,598	43,840	47,252	3,412	7.8 %
AIES	0	0	0	0	0	0	0	0	0	0	0.0 %
Ilopango	0	0	0	0	0	0	0	0	0	0	0.0 %
<b>TOTAL ENTRADAS</b>	<b>424,362</b>	<b>422,750</b>	<b>308,898</b>	<b>299,103</b>	<b>348,472</b>	<b>352,254</b>	<b>367,290</b>	<b>392,612</b>	<b>476,560</b>	<b>83,948</b>	<b>21.4 %</b>



**SALIDA DE VISITANTES EMISOR POR VÍA UTILIZADA TERRESTRE Y AÉREA 2009-2017**

VISITANTE	2009	2010	2011	2012	2013	2014	2015	2016	2017	VARIACIÓN ABSOLUTA 17/16	VARIACIÓN RELATIVA 17/16
San Cristóbal	43,403	38,812	54,574	51,379	117,099	93,414	77,972	129,517	143,288	13,771	10.6 %
La Hachadura	73,089	78,502	46,213	65,429	108,716	141,627	176,169	192,143	206,535	14,391	7.5 %
Las Chinamas	244,934	254,977	269,148	284,082	233,304	219,245	222,550	182,405	282,399	99,993	54.8 %
Anguiatú	83,037	68,159	82,985	90,051	143,157	133,525	155,131	161,679	154,709	-6,970	-4.3 %
El Amatillo	557,925	670,210	594,708	579,888	512,871	508,916	495,421	557,911	497,711	-60,201	-10.8 %
El Poy	98,143	82,079	91,142	115,421	110,359	96,874	98,704	94,386	105,781	11,395	12.1 %
AIES	244,768	228,565	330,602	276,184	289,362	321,344	391,679	482,007	475,596	-6,411	0.0 %
Ilopango	0	0	0	0	0	0	0	3,695	4,917	1,222	0.0 %
<b>TOTAL ENTRADAS</b>	<b>1,345,300</b>	<b>1,421,304</b>	<b>1,469,372</b>	<b>1,462,433</b>	<b>1,514,868</b>	<b>1,514,945</b>	<b>1,617,626</b>	<b>1,803,744</b>	<b>1,870,936</b>	<b>67,191</b>	<b>3.7 %</b>

Fuente: ENCUESTA DE MOVIMIENTOS TURÍSTICOS EN FRONTERAS TERRESTRES Y AEROPUERTOS INTERNACIONALES DE EL SALVADOR -CORSTAUAR-ARALDI-HT CORNER -SPSS SA DE CV 2009-2017.

# CORPORACIÓN SALVADOREÑA DE TURISMO

## MISIÓN

Promocionar permanentemente a El Salvador, a nivel nacional e internacional, como un destino turístico, coordinadamente con los diferentes actores de sector.

## VISIÓN

Posicionar a El Salvador como un destino turístico sostenible, atractivo y competitivo.

## VALORES INSTITUCIONALES

### LEALTAD:

Actitud asumida ante principios, instituciones, normas y reglamentos para su cumplimiento.

### COMPROMISO:

Identidad personal que como esfuerzo colectivo, permite alcanzar los objetivos organizacionales.

### ESPÍRITU DE SERVICIO:

Actitud hacia el trabajo con calidad, ética y honestidad en beneficio del cliente interno y externo.

### PRODUCTIVIDAD:

Desarrollar nuestro trabajo con eficiencia y eficacia, buscando ofrecer un valor agregado.

### PASIÓN:


Ofrecer un servicio con amor, entrega y excelencia.

### TRABAJO EN EQUIPO:

Compromiso por conjugar y conjuntar esfuerzos para alcanzar objetivos comunes.







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**NEWSLETTER**  
OF TOURISM  
**STATISTICS**

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**2017**





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# INTRODUCTION

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The Salvadoran Tourism Corporation CORSATUR presents the Newsletter of Tourism Statistics to inform about the trends of the tourism field in El Salvador during the 2009-2017 term. The information presented is the result of the different researches performed by CORSATUR, and the compilation of information related to the tourism area completed by other institutions in the country. This document provides a detailed input on the inbound, outbound and domestic tourism in El Salvador, from the economic perspective and it provides a feedback about the impact of the tourism field in the national economy. It also comprises sections on employment, hospitality, and a glossary of the main tourism terminology to facilitate the review of the content.

This statistical collection is the result of the valuable contribution of the institutions of the Interinstitutional Platform for Tourism Statistics in El Salvador: the Central Reserve Bank of El Salvador (BCR), the Ministry of Economy (MINEC), the General Directorate of Migration and Foreign Affairs (DGME), the Salvadoran Institute of Social Security (ISSS), the Directorate General of Statistics and Census (DIGESTYC) and all the institutions that have indirectly endorsed the compilation of this newsletter.



# PRESENTATION



In the recent years, tourism has proven to be a surprisingly strong economic activity, with a great capacity to contribute to the economic recovery, since it generates billions of dollars in exports, it creates thousands of jobs and reduces the poverty. As in other destinations around the world, in El Salvador tourism has a key role and it has maintained a sustainable growth for the last nine years. Tourism has a multiple resources and attractions that have endowed the country of great competitive advantages with lots of people willing to work enthusiastically.

The indicators of tourism management in El Salvador demonstrate the growth in the income level, and by the end of 2017 it reached up to USD \$1,265.09 million dollars, this is the highest increase in the last 13 years and the arrival of more than 2.2 million visitors with a growth of 9.5%, in contrast with 2016. In addition, this same industry created an average of 52,252 direct jobs during the year 2017, equivalent to 7.9% of the total national employment. Such increases appear along new trends and new groups of consumers, which demand products and services to provide them with experiences, adventures, emotions and memories, what is call tourism with special interests.

Hence, this document aims to analyze the Salvadoran tourism area and its importance as an activity that creates economy income.

Since 2009, we have been working on the promotion and the development of sustainable tourism, starting with a combined approach between international tourism, and domestic tourism, under the “EL SALVADOR IMPRESIONANTE” brand and the country brand called “EL SALVADOR GRANDE COMO SU GENTE” launched in 2017, and for the domestic tourism with the campaign “PUEBLOS VIVOS”, created with the purpose to change the citizen’s opinion on visiting their own country and to establish the minimum conditions to position the image of the country in the regional and international markets.

The underlying philosophy of the “Pueblos Vivos” campaign is aimed to encourage value in our cultural and historical identity, highlighting the traditions, promoting the local gastronomy, practicing gender equity, fostering ethical values and principles, encouraging citizen engagement, fostering support for the micro, small and medium enterprises, as part of the local economic forecast, boosting domestic tourism and the creation of employment.

Positioning El Salvador as an attractive and competitive touristic destination is certainly a challenge, but it is worth stressing that tourism companies must continue to contribute to shape a competitive destination, to attain the qualitative and quantitative goals of tourism development in El Salvador.

CORSATUR is grateful for the valuable contribution received from the General Directorate of Migration and Foreign Affairs of El Salvador, the Central Reserve Bank, the Executive Autonomous Board (CEPA), the General Directorate of Statistics and Censuses and the Salvadoran Institute of Social Security (ISSS). Without their inputs, it could not have been possible to put together most of the statistics comprised in this newsletter.

**Mr. José Napoleón Duarte Durán**  
**Minister of Tourism**

# GLOSSARY

**Tourist Accommodation:**

Is any establishment that provides regular or occasional accommodation to tourists.

**Length of Stay:**

To determine whether a traveler is related to tourism activity, his stay in the place visited must be less than one year. On the other hand, those who visit with the purpose of attending courses or short-term stays (summer courses, summer camps, short-term medical treatments...) are considered visitors in the relevant location.

**Usual Environment:**

It is defined as the geographical boundaries (although not necessarily adjacent), within which an individual person performs his regular routine of life.

**Tourist Expenditure:**

It is defined as the geographical boundaries (although not necessarily adjacent) within which an individual person performs his regular routine of life.

**Purpose of Visit:**

It is the reason failing which the trip would not have occurred.

**Tourism:**

It includes the activities carried out by people during their trips and stays in places other than their usual environment, for a consecutive period of less than one year, for personal/ business or professional purposes.

**Tourist:**

A visitor who spends at least one night in decrease a shared or private accommodation in the visited place.

# GLOSSARY

**International Tourist:**

A foreign visitor who spends at least one night in a shared or private accommodation in a visited place.

**Domestic Tourist:**

A national or local visitor who spends at least one night in a shared or private accommodation in the visited place.

**Inbound Tourism:**

People living abroad who visit a certain country.

**Outbound Tourism:**

Residents of a country who travel to other nations.

**Visitor:**

A person that travels for a period not longer than 12 months, to a country other than their place of residence, and with a different intention other than to perform an activity that is remunerated in the country of destination.

**International Visitor:**

An individual whose country of residence is different than the visited country, including nationals with permanent residency abroad.

**Domestic Visitor:**

A person whose country of residence is the visited country, of national or foreign origin.

**Daily Visitor (Excursionist):**

It is the visitor who does not spend the night in a shared or private accommodation in the visited country.





# 1.

The international, regional tourism activity and the recent trends in the tourism field in El Salvador.



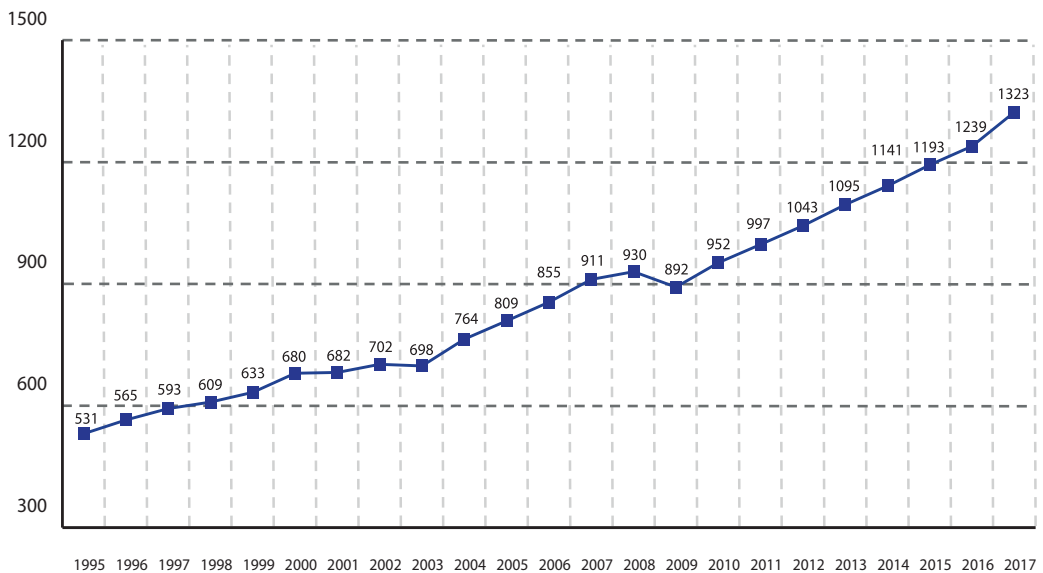
## 1.1 International outlook

In 2017 and despite of the difficulties, the demand of international tourism remained strong. International tourist arrivals increased

by 6.8% and reached up to 1,323 million, around 84 million more tourists (visitors who spend the night) than the previous year.

Graph 1.

Graph 1  
World. Inbound Tourism  
International tourist arrivals in millions



Source: World Tourism Organization (WTO)  
\*\* The data of the series were updated according to the MT Barometer volume 16 of January 2018.

The last few decades have recorded a comparable sequence of uninterrupted solid growth in the tourism area since the 1960s. 2017 has been the eighth consecutive year of sustained growth after the global economic and financial crisis of 2009.

During the previous year, the international tourists' arrivals surpassed by 393 million the record number reached in 2008 and before the crisis. The revenues from international tourism have grown at a similar rate in this period.

In the recent years, our sector has shown extraordinary strength against all odds, particularly the challenges on security in the country. International trips continue to grow and strengthen and they contribute to the creation of employment and the well-being of communities around the world.



By region, Asia and the Pacific (+6%) led the growth of the international tourist arrivals in 2017, driven by a high demand from both intraregional and interregional outbound markets. Africa (+ 9%) has experienced a very significant rebound after three less prosperous years. In the Americas (+3%) the positive momentum previously reached has been maintained. Europe (+8%) has shown mixed results, with double-digit increases in some destinations and some decrease in others.

The demand in the Middle East (+4%) has registered increases in some destinations, which has also turned out to be irregular.

Noting that the United Nations declared 2017 as the International Year for Sustainable Tourism Development, stating that “we must work together to make the best out of the tourism contribution to the economic growth, the social inclusion, environmental conservation and cultural heritage and mutual understanding, especially now that we live in times when respect and tolerance are scarce».

### **The experts are optimistic about 2018**

The forecasts state that during 2018 this strong boost will continue making progress, although at a more sustainable pace after eight years of constant expansion and after the economic and financial crisis of 2009.

Based on the current trends, the economic outlooks and the foresight of the UNWTO Panel of Experts, the Organization anticipates that in 2018, the international tourist arrivals in the world will grow at a rate between 4% and 5%. It is slightly higher than the 3.8% average growth forecast by the UNWTO for the 2010-2020 term in its report “Tourism Towards 2030”, a long-term forecast. It is anticipated that Europe and the Americas will grow between 3.5% and 4.5%, Asia and the Pacific between 5% and 6%, Africa between 5% and 7% and the Middle East between 4% and 6%.

## **1.2 Emergent Economies**

### **Regional outcomes in 2017**

The arrivals of international tourists in Europe reached 671 million in 2017, registering a remarkable growth of 8% after a weak 2016. The growth was spurred by the extraordinary results of Southern and Mediterranean Europe (+ 13%). Western Europe (+ 7%), Northern Europe and Central and Eastern Europe (both + 5%) also registered a solid growth.

The Asian-Pacific region (+ 6%) accounted for 324 million international tourist arrivals in 2017. Arrivals in South Asia grew by 10%, Southeast Asia by 8% and Oceania by 7%. Arrivals in Northeast Asia increased by 3%.

In 2017, the Americas (+ 3%) received 207 million international tourist arrivals, with almost all the destinations showing positive outcomes. South America (+ 7%) led the growth, followed by Central America and the Caribbean (both + 4%). The region already shows clear signs of recovery after the hurricanes Irma and María. In North America (+ 2%), the positive outcomes from Mexico and Canada contrast with the decrease of the United States, which is the largest destination in the region.

Based on the data available for Africa, the growth in 2017 has been estimated at 8%. The region consolidated the 2016 rebound and reached a record of 62 million international arrivals. North Africa experienced a clear recovery, with arrivals increasing by 13%, while arrivals to sub-Saharan Africa grew by 5%.

The Middle East (+ 5%) received 58 million international tourist arrivals in 2017, with sustained growth in some destinations and a strong recovery in others.

**Note:** All the outcomes contained in this document, are based on preliminary data that has been provided by the different world destinations and in UNWTO forecast of the missing data. The UNWTO will compile the rest of the information for a more comprehensive report by countries in the UNWTO World Tourism Barometer for April. The results for Africa and the Middle East should be read cautiously, since those are based on the limited data available so far.





## 2.

### Regional Outlook

*Suchitoto, Cuscatlán*



## 2. Regional Outlook

During 2017, approximately 11.2 million tourists visited the Central American region, which represents an increase of 3.91% from the previous year. (Table 1)

**Table 1:**  
Arrival of tourists to Central America by country of destination. 2009-2017 (Thousands)

Country	2009	2010	2011	2012	2013	2014	2015	2016	2017	Percentage variation 16/17	Percentage variation 2017
Costa Rica	1,923	2,100	2,192	2,343	2,428	2,527	2,660	2,925	2,960	1.20%	26.50%
Panama	1,200	1,324	1,473	1,606	1,658	1,745	2,124	2,007	1,843	-8.17%	16.50%
Guatemala	1,392	1,108	1,148	1,189	1,213	1,360	1,464	1,585	1,660	4.73%	14.86%
El Salvador	1,091	1,150	1,185	1,255	1,283	1,345	1,402	1,434	1,556	8.54%	13.93%
Nicaragua	932	1,011	1,060	1,180	1,229	1,330	1,386	1,504	1,787	18.78%	16.00%
Honduras	836	863	872	895	863	868	881	908	936	3.08%	8.38%
Belize	232	242	250	277	294	321	341	386	427	10.74%	3.82%
<b>Total C.A</b>	<b>7,605.4</b>	<b>7,797.4</b>	<b>8,178.9</b>	<b>8,744.5</b>	<b>8,968.0</b>	<b>9,496.2</b>	<b>10,257.6</b>	<b>10,748.6</b>	<b>11,169.0</b>	<b>3.91%</b>	<b>100.00%</b>

Source: Secretariat of Tourism Integration of C.A. (SITCA).  
Summary of Tourism Statistics 2016

Source: World Tourism Barometer 2017

During 2017, all the countries in the region, except Panama, reported an increase of growth in tourist arrivals, with Nicaragua showing the highest growth (+ 18.78%), Belize (+ 10.74%), and El Salvador (+ 8.54%). As in previous years, Costa Rica remains the country that attracts the largest number of tourists to the region, with a market share of 26.50%, followed by Panama (+ 16.50%). El Salvador attracted 13.93% of the foreign tourists who visited Central America, during the year 2017.

As for tourism income, all the countries in the region showed an increase. The highest growth rates are for Nicaragua (2.32%), El Salvador (6.90%) and Belize (6.51%).

Panama, Costa Rica and Guatemala, remain as the leading countries for income generation for tourism, showing a share of 33.83%, 29.46% and 11.90% respectively. At the regional level, El Salvador is in the fourth rank with a 9.61% share (Table 2)

**Table 2:**  
Income of foreign currency for Central America due to tourism activity. 2009-2017 term (\$US Millions)

Country	2009	2010	2011	2012	2013	2014	2015	2016	2017	Percentage variation 16/17	Percentage share 2017
Costa Rica	\$1,805.80	\$1,857.60	\$1,987.20	\$2,219.20	\$2,433.30	\$2,636.10	\$2,849.80	\$3,657.30	\$3,876.00	5.98%	29.46%
Panama	\$2,269.00	\$1,744.80	\$2,605.40	\$3,066.70	\$3,316.30	\$3,412.20	\$4,199.70	\$4,374.70	\$4,452.00	1.77%	33.83%
Guatemala	\$1,298.00	\$1,378.00	\$1,350.20	\$1,418.90	\$1,480.70	\$1,563.80	\$1,063.10	\$1,603.20	\$1,566.00	-2.32%	11.90%
El Salvador	\$516.60	\$518.00	\$615.20	\$771.60	\$893.80	\$1,107.43	\$1,169.45	\$1,183.40	\$1,265.09	6.90%	9.61%
Nicaragua	\$334.40	\$308.50	\$378.10	\$421.50	\$417.20	\$445.40	\$528.60	\$642.10	\$841.00	30.98%	6.39%
Honduras	\$616.00	\$627.20	\$641.20	\$683.70	\$618.30	\$710.40	\$675.60	\$685.50	\$715.00	4.30%	5.43%
Belize	\$213.90	\$252.50	\$249.90	\$319.60	\$374.90	\$386.70	\$385.50	\$416.00	\$443.10	6.51%	3.37%
<b>Total C.A</b>	<b>\$7,053.70</b>	<b>\$6,686.60</b>	<b>\$7,827.20</b>	<b>\$8,901.20</b>	<b>\$9,534.50</b>	<b>\$10,262.03</b>	<b>\$10,871.75</b>	<b>\$12,562.20</b>	<b>\$13,158.19</b>	<b>4.74%</b>	<b>100.00%</b>

Source: Secretariat of Tourism Integration of C.A (SITCA).  
Summary of Tourism Statistics 2016

Source: Data from Belize 2017, Summary of Tourism Statistics 2017-World. 2017-Tourism Barometer





### 3.

El Salvador.  
Key indicators.  
National Outlook



### 3.1 International Tourism

In 2017, the international tourism in El Salvador continued growing as foreign visitor arrivals increased by 9.5% compared to 2016. In general, at the end of the last quarter of 2017, El Salvador received 2, 246,618 international visitors, 9.5% more than in the 2016 year.

69.26% (1, 556,069) of them stayed overnight at least during one night, the rest (690, 550), known as excursionists, stayed for the day. This is due to the marketing strategies implemented by CORSATUR and the progress in international air transport. The **Table 3** shows the arrival trend of visitors to El Salvador during the last 9 years.

**Table 3:**  
Arrivals of international visitors  
Years: 2009-2017

Country	2009	2010	2011	2012	2013	2014	2015	2016	2017	Average Annual Growth 2009-2017
Visitor	1,481,748	1,605,358	1,634,679	1,738,317	1,822,003	1,886,398	1,972,854	2,051,653	2,246,618	
Variation %		8.3%	1.8%	6.3%	4.8%	3.5%	4.6%	4.0%	9.5%	5.4%
Tourists	1,090,926	1,149,561	1,184,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,556,069	
Variation %		5.4%	3.0%	5.9%	2.2%	4.9%	4.2%	2.3%	8.5%	4.6%
Excursionists	390,822	455,797	450,182	483,593	539,211	541,234	571,256	618,040	690,550	
Variation %		16.6%	-1.2%	7.4%	11.5%	0.4%	5.5%	8.2%	11.7%	7.5%

**Source:** Counting Survey of Tourist in Transit in Land Borders CORSATUR- ARALDI 2009-2013 / ITCORNER2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.

Visitors have had an average annual growth of 5.4% between 2009 and 2017, every year (2009-2017) show an increase. Starting recovery from 2010, showing an increase of 8.3% during that year, of 1.8% in 2011, 6.3% in 2012, of 4.8% in 2013, of 3.5% in 2014, 4.6% in 2015, of 4.0% in 2016 and of 9.5% in 2017.

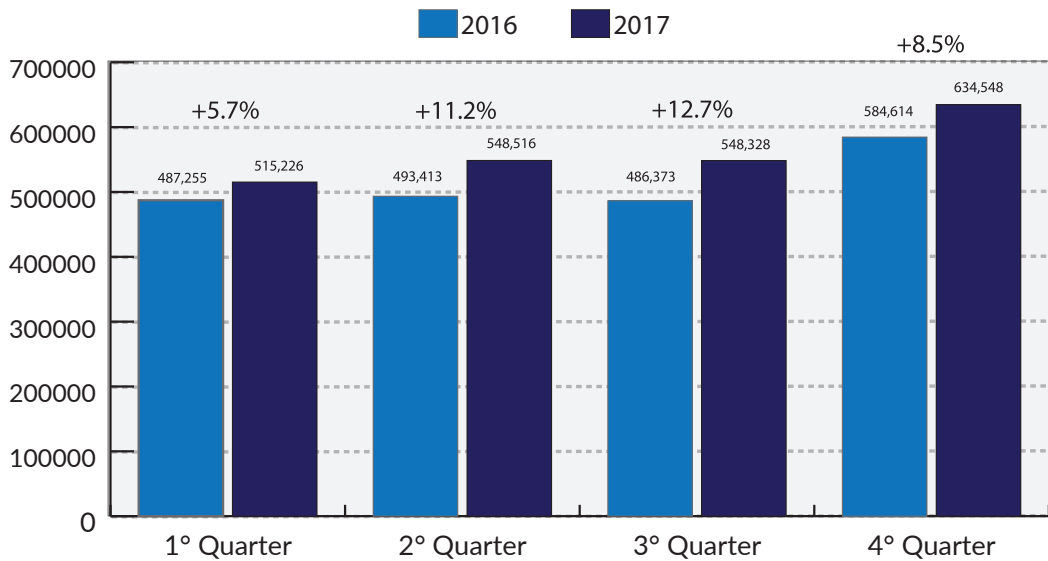
The most important group within the visitors, are the tourists, because they spend at least one night. This group represents 69.3% of the total number of visitors that entered the country during the year 2017 increasing up to 8.5 % in comparison with the previous year. The excursionists show a 11.7 increase by the entrance for one-day visitors arriving from Guatemala and Honduras.

When analyzing the arrival of visitors per quarter, these results confirm the growing trend during the four quarters of 2017 as shown in the **Figure 2**. We can see that each quarter of 2017 was higher than 2016, showing that both, the second and the third quarter indicate the highest growth compared to the same quarters of 2016.

With regard to the arrival of visitors on monthly basis (January to December 2016- 2017), the increase of visitors has been higher compared to 2016, except for February that was affected by the decrease in the arrival of visitors, as a consequence of international warning alerts for travelers about the insecurity issues in El Salvador. (**Figure 3**)

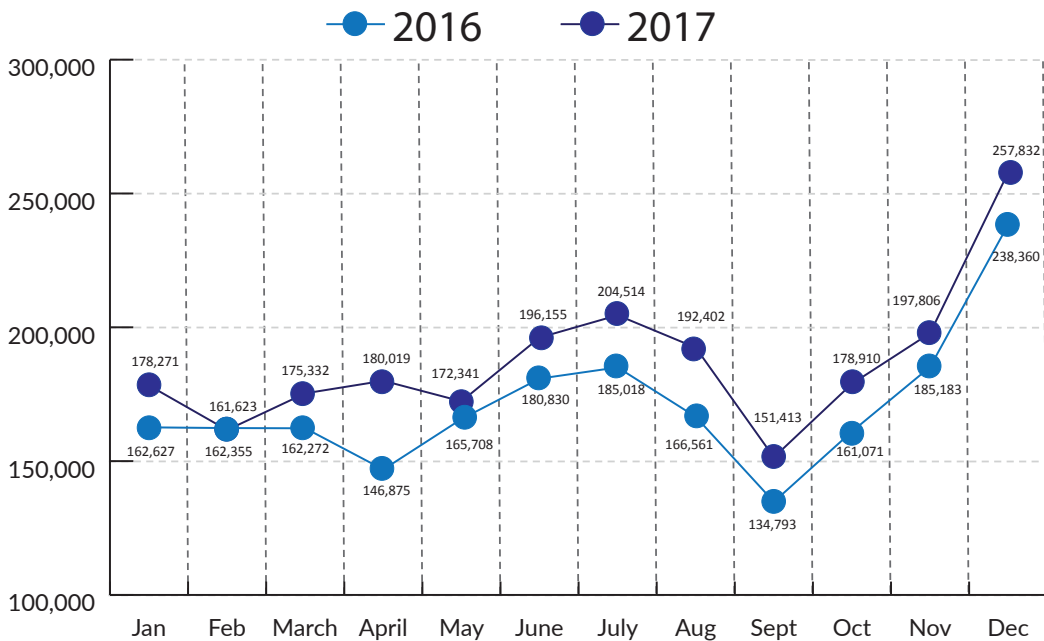
For 2016 the arrival of tourists on monthly basis, is positive. Positive variations were recorded throughout the year, except for February and May, when the arrival of tourists decreased due to the consequences outlined above (**Figure 4**). However, excursionist's arrivals only decreased in December. (**Figure 5**).

**Graph 2:**  
**Arrival of international visitors**  
**2016-2017 (Quarterly)**



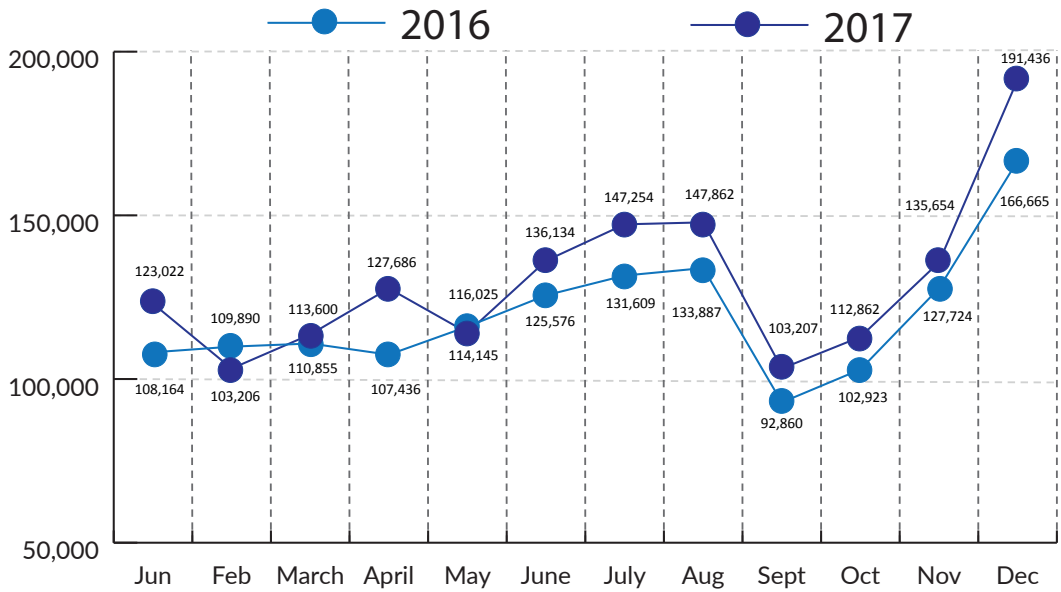
**Source:** Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.

**Graph 3:**  
**Arrival of international visitors 2016 -2017 (Monthly)**  
**(Number of visitors compared to the same month of the**  
**previous year)**



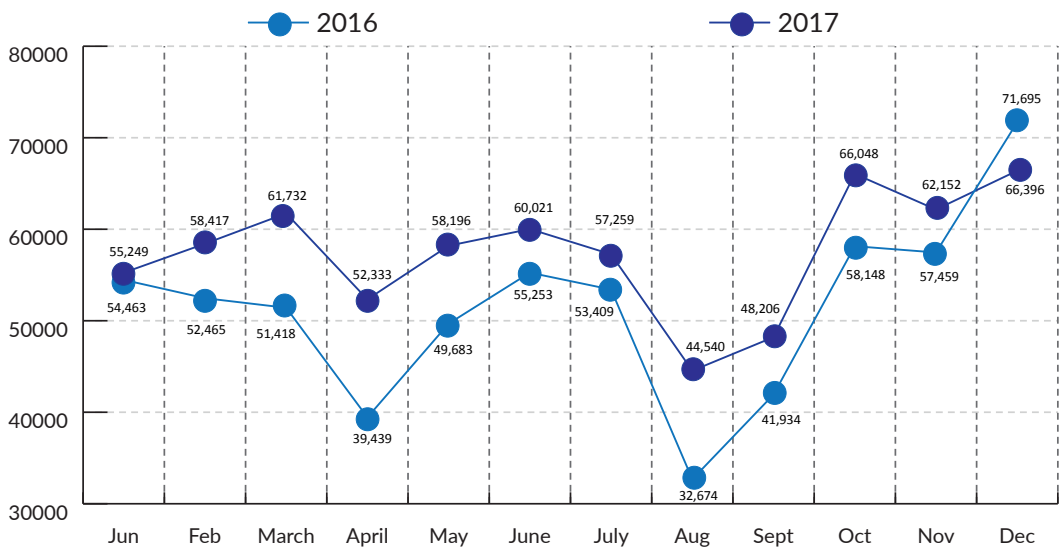
**Source:** Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION

**Graph 4:**  
 Arrival of international tourists 2016-2017 (Monthly)  
 (Number of tourists compared to the same month of the previous year)



Source: Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.

**Graph 5:**  
 Arrival of international excursionists 2016-2017  
 (Number of excursionists compared to the same month of the previous year).



Source: Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.



### 3.2 Review of visitor´s arrivals (tourists + excursionists) based on the year 2009.

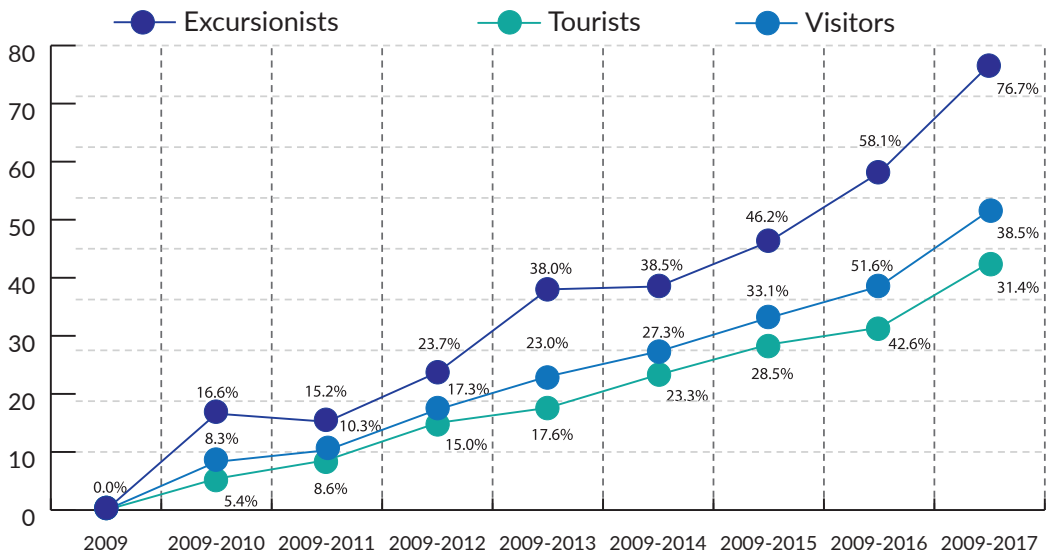
In general, the review includes the increase of the percentage of visitors, tourists and it is based on the year 2009 in comparison to 2010-2017.

As **Figure 6** shows, the number of visitors has increased by 51.6%; and the highest increased is for excursionists with 76.7% at the end of 2017 compared to 2009. Although in 2011 there was a slight decrease in comparison with the 2010 trend that was recovered and increased in 2012.

Similarly, the number of tourists has grown, although in a smaller proportion than the excursionists, with 42.6% at the end of 2017 compared to 2009. The review concluded that there has been an increase throughout those years.

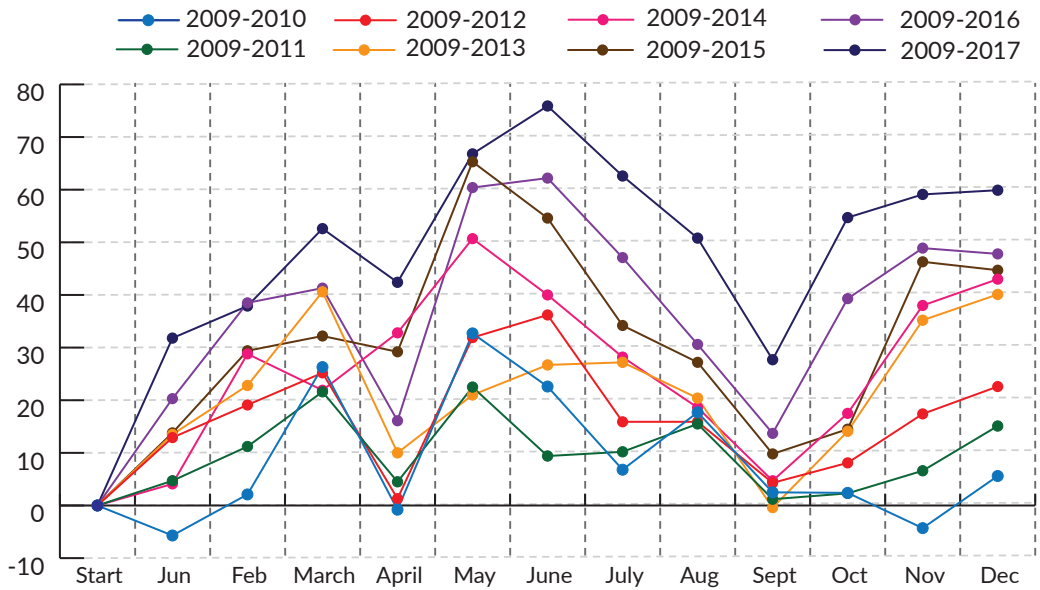
Likewise, and based on the year 2009, there is a monthly increase for visitors, tourists and excursionists. The **Graph 7 and 8** (visitors and tourists) show a higher growth in 2017, as in the **Graph 9**, The excursionists show a higher trend than in the previous years, although 2017 ended with a similar growth as in the 3 previous years.

**Graph 6:**  
% Variation of visitors, tourists and excursionists.  
Based on the year 2009 in relation to 2010-2017



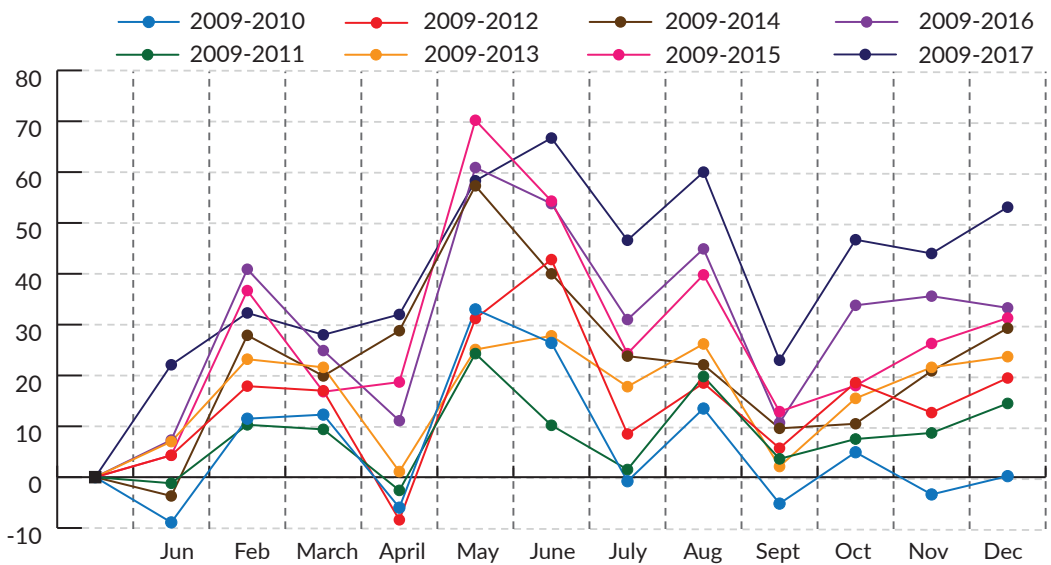
Source: Survey of counts Tourist Movements in Land Borders CORSATUR - ARALDI 2009- 2013 / ITCORNER 2013-2014 / SPSS SA DE CV, 2014-2017 and by air from MIGRATION.

**Graph 7:**  
% Variation of visitors based on the year 2009 compared to 2010-2017.



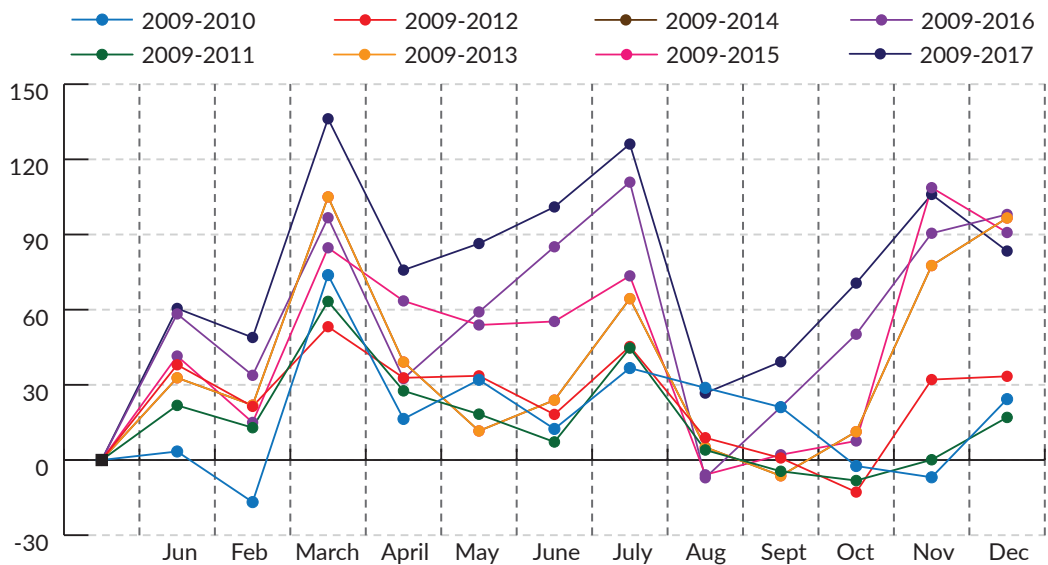
Source: Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.

**Graph 8:**  
% Variation of tourists based on the year 2009 in comparison to 2010-2017.



Source: Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.

**Graph 9:**  
Variation% of excursionists Based on the 2009  
in relation to 2010-2017



Source: Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.

### 3.3 Arrivals or international tourists by main regions and country of residence.

America (35.3%), South America (3.3%), Europe (2.5%) and Rest of the World (1.2 %) (Table 4).

The most important issuing market for the country continues to be Central America with a 57.8% share for 2017, followed by North

In 2017 the arrivals of tourists from all the different destinations of the world increased in comparison to 2016, (Graph 10 y Table 4)

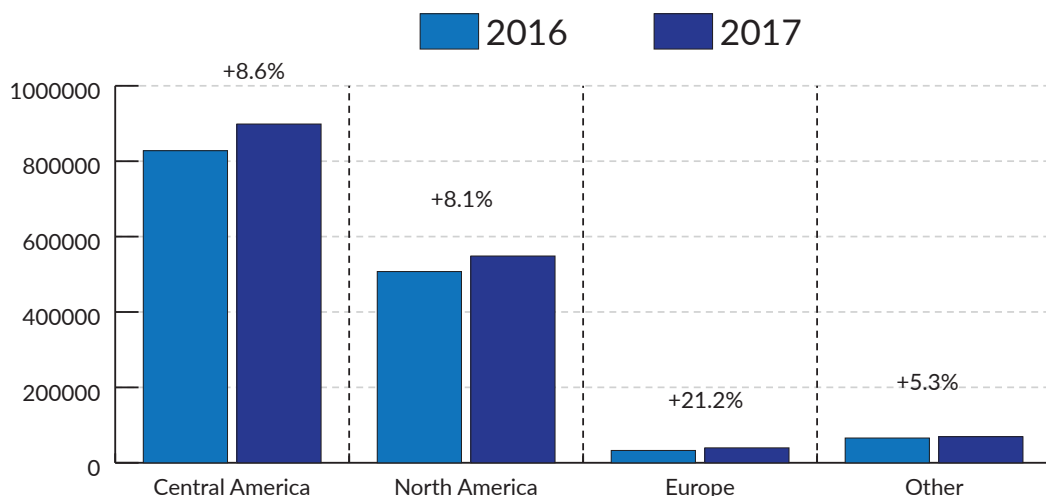
**Table 4:**  
Tourist arrivals to El Salvador by Region of Residence  
Years: 2009-2017

Region of Residence	2009	2010	2011	2012	2013	2014	2015	2016	2017	Percentage variation 16/17	Share in the Market 2017
Central America	673,324	739,843	734,796	740,698	708,541	768,259	805,634	827,865	898,652	8.6%	57.8%
North America	371,280	356,608	368,641	443,075	482,211	488,547	505,078	507,299	548,541	8.1%	35.3%
South America	19,861	23,704	33,249	32,897	46,337	43,701	44,991	45,879	50,901	10.9%	3.3%
Europe	18,842	19,919	33,891	25,744	32,344	29,982	30,223	32,723	39,652	21.2%	2.5%
Asia	3,265	4,927	7,504	5,848	5,699	7,514	8,292	11,459	11,040	-3.7%	0.7%
Other	4,354	4,560	6,416	6,462	7,659	7,161	7,381	8,389	7,283	-13.2%	0.5%
<b>Total Tourist</b>	<b>1,090,926</b>	<b>1,149,561</b>	<b>1,184,497</b>	<b>1,254,724</b>	<b>1,282,792</b>	<b>1,345,165</b>	<b>1,401,598</b>	<b>1,433,613</b>	<b>1,556,069</b>	<b>8.5%</b>	<b>100.0%</b>

Source: CORSATUR-MIGRATION-ARALDI-IT CORNER, SPSS DE CV, Data by air from MIGRATION

Graph 10:

Arrivals of international tourists, per main region of origin. Years 2016-2017 (% growth)



Source: Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.

### 3.4 Analysis of the arrival of tourists by regions, based on the year 2009

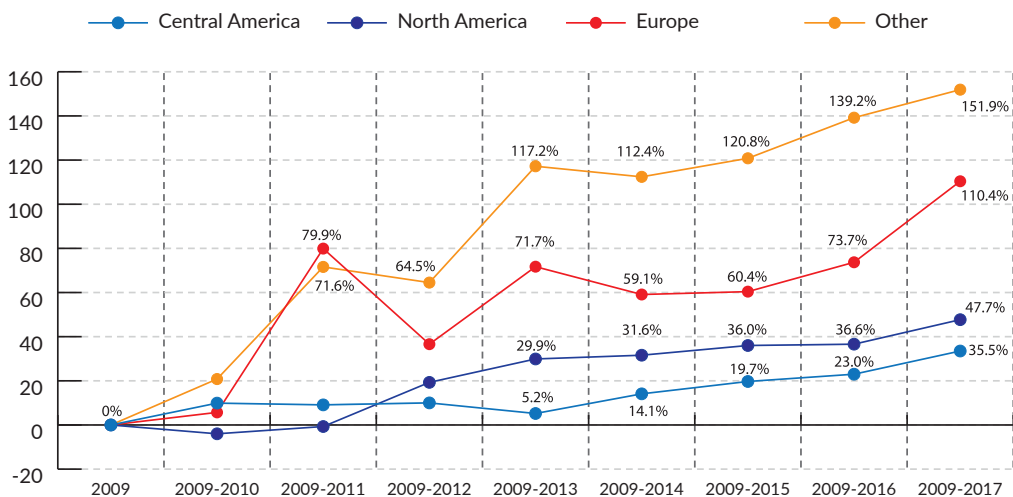
The percentage of tourist’s variation per each of the main regions of origin based on the year 2009, notes both the growth and the decrease in the number of tourists during eight years. The region of Europe, which had its highest peak of growth in 2011 with 79.9%

(Figure 11), increased up to 110.4% in 2017. It is remarkable that the connectivity strategies have been a positive contribution that for the North American region with 47.7% of a growing trend.

In the same way, the promotion and advertising strategies implemented for these destinations, played a key role.

Graph 11:

Percentage of tourist’s variation, by main region of origin. Based on the year 2009 compared to 2010-2017



Source: Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.

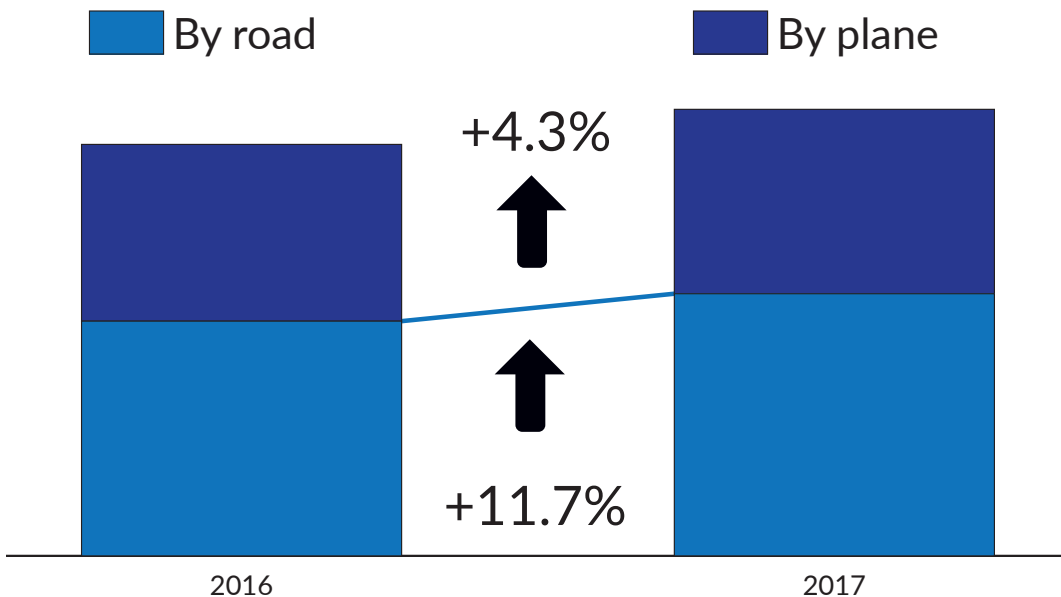


### 3.5 Arrival of tourists by means of travel

road. As in the previous year, the entrance of tourists by air increased up to 4.3%, and 11.7%. by road. **Graph 12,13 y Table 5.**

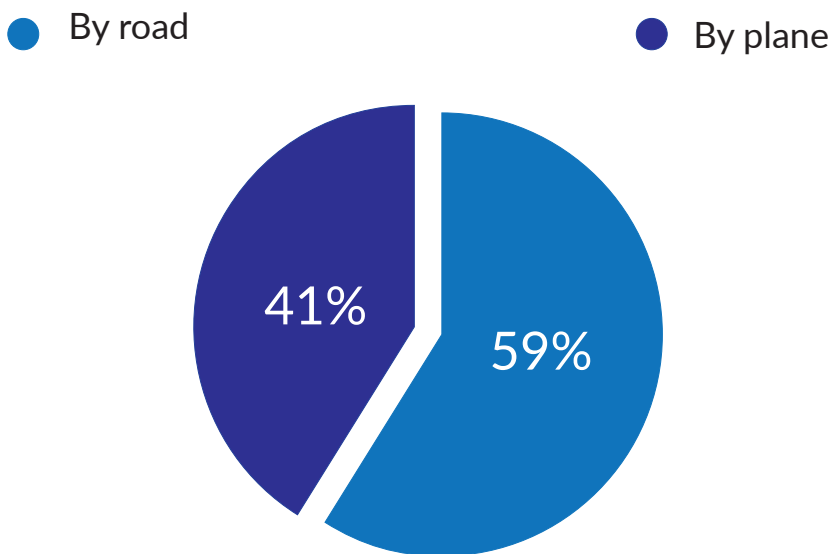
During 2017, 41.0% of tourists arrived to the country by air, and the remaining 59.0% by

**Graph 12:**  
Tourist arrivals by means of travel.  
For the 2016-2017 term.



**Source:** Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.

**Graph 13:**  
Arrival of tourists by means of travel.  
For the 2016 – 2017 term.



**Source:** Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.

Table 5:  
Arrival of tourists to El Salvador by means of travel.  
For the 2009-2017 term

Entrance	2009	2010	2011	2012	2013	2014	2015	2016	2017	Percentage variation 10/09	Percentage variation 11/10	Percentage variation 12/11	Percentage variation 13/12	Percentage variation 14/13	Percentage variation 15/14	Percentage variation 16/15	Percentage variation 17/16
By plane	429,946	426,171	469,591	541,121	589,113	591,268	598,805	615,844	642,476	-0.9%	10.2%	15.2%	8.9%	0.4%	1.3%	2.8%	4.3%
By road	660,980	723,390	714,906	713,603	693,679	753,897	802,793	817,769	913,333	9.4%	-1.2%	-0.2%	-2.8%	8.7%	6.5%	1.9%	11.7%
<b>Total</b>	1,090,926	1,149,561	1,184,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,555,809	5.4%	3.0%	5.9%	2.2%	4.9%	4.2%	2.3%	8.5%

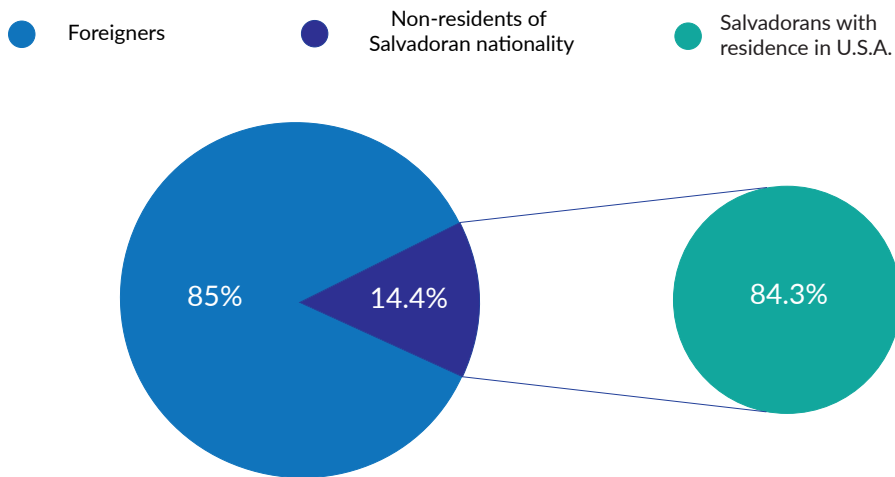
Source: Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARAIDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.

### 3.6 Arrival of tourists by nationality and country of residence.

Of the total of tourist arrivals during 2017 (1, 556,069), 14.4% are Salvadorans living abroad and the rest are non-Salvadoran foreigners (85.6%).

It should be noted that of the total number of Salvadoran tourists residing abroad, 84.3% come from the United States. Non-resident foreigners have experienced a rise of 4.4% and Salvadorans living abroad have increased by 42.1%. (*Graph 14 y Table 6*)

Graph 14:  
Arrivals by nationality and country of residence 2017



Source: Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.

Table 6:  
Arrival of tourists to El Salvador by nationality  
2009-2017

Nationality	2009	2010	2011	2012	2013	2014	2015	2016	2017	Percentage variation 17/16	Percentage share 2017
Salvadorans living abroad	208,349	204,792	206,900	297,267	224,570	219,584	188,475	158,147	224,687	42.1%	14.4%
Foreigners	882,577	944,769	977,597	957,457	1,058,222	1,125,581	1,213,123	1,275,466	1,331,381	4.4%	85.6%
<b>Total</b>	<b>1,090,926</b>	<b>1,149,561</b>	<b>1,184,497</b>	<b>1,254,724</b>	<b>1,282,792</b>	<b>1,345,165</b>	<b>1,401,598</b>	<b>1,433,613</b>	<b>1,556,069</b>	<b>8.5%</b>	<b>100.0%</b>

Source: Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.

### 3.7 The economic aspects of tourism

Tourism expenditure refers to the total paid for the acquisition of consumer goods and services and valuable objects, for own consumption or for gifts, that are purchased before and during the tourist's trip.

SeTourism expenditure refers to the total paid for the acquisition of consumer goods and services and valuable objects, for own

consumption or for gifts, that are purchased before and during the tourist's trip.

The income reported from excursionists was up to US \$ 55.25 Million Dollars. The total income from visitors (Tourists plus excursionists) was US \$ 1, 265.09 Million Dollars, more than 6.9% than in 2016.

*Table 7 y Graph 15.*

**Table 7:**

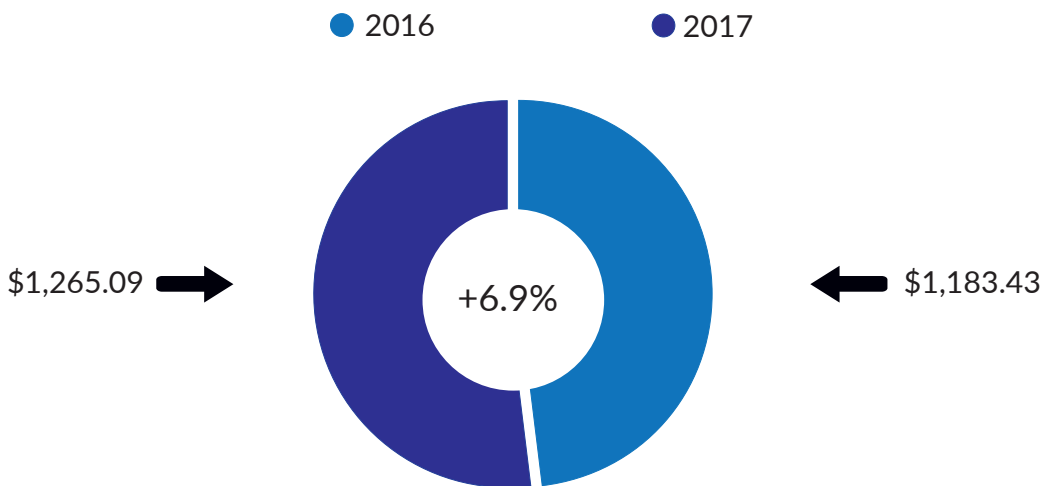
Tourist income in millions of US \$ for the 2009-2017 term.

Ranking	2009	2010	2011	2012	2013	2014	2015	2016	2017
Tourists	\$503.52	\$499.41	\$597.20	\$751.56	\$867.57	\$1,073.49	\$1,121.33	\$1,136.99	\$1,209.84
Variation %		-0.8%	19.6%	25.8%	15.4%	23.7%	4.5%	1.4%	6.4%
Excursionists	\$13.11	\$18.63	\$17.99	\$19.99	\$26.27	\$33.95	\$48.12	\$46.44	\$55.25
Variation %		42.1%	-3.4%	11.1%	31.4%	29.2%	41.7%	-3.5%	19.0%
Visitors	\$516.63	\$518.04	\$615.19	\$771.55	\$893.84	\$1,107.43	\$1,169.45	\$1,183.43	\$1,265.09
<b>Variation %</b>		0.3%	18.8%	25.4%	15.8%	23.9%	5.6%	1.2%	6.9%

Source: Survey of the Profile and Expenditure of the International Visitor CORSATUR - ARALDI 2009-2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017.

**Graph 15:**

International tourist expenditure during 2016-2017.



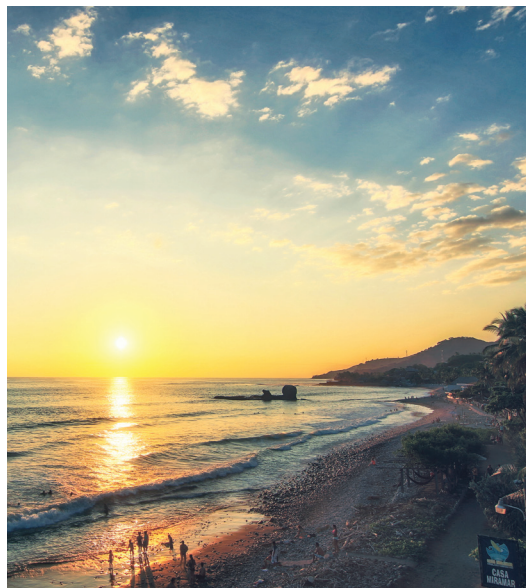
Tourist income Source: Survey of the Profile and Expenses of the International Visitor CORSATUR - ARALDI 2009-2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017.

The highest daily average of expenses during 2017 was reported from tourists from the United States (US \$ 145.9). The rest of the world (US \$ 145.6) and Mexico (US \$ 131.2).

**Table 8**

When analyzing the expenditures per nationality of the tourists, the highest value is from Salvadorans residing abroad (US \$ 136.7), as well as the average stay (12.4 nights). **Table 9**

*El Tunco Beach, La Libertad*





**Table 8:**  
Average of daily expenditure of the inbound tourists by country of residence for the 2009-2017 term.

Región de Residencia	Average of daily expenses in US\$	Average stay (nights)	Average of daily expenses in US\$	Average stay (nights)	Average of daily expenses in US\$	Average stay (nights)	Average of daily expenses in US\$	Average stay (nights)	Average of daily expenses in US\$	Average stay (nights)	Average of daily expenses in US\$	Average stay (nights)	Average of daily expenses in US\$	Average stay (nights)	Average of daily expenses in US\$	Average stay (nights)	Average of daily expenses in US\$	Average stay (nights)
Guatemala	31.2	2.6	37.7	2.5	54.9	2.3	39.4	2.2	46.7	2.1	56.2	2.4	51.2	2.4	57.9	2.2	65.4	2.3
Honduras	25.7	3.9	32.3	3.5	44.1	3.6	43.4	3.1	43.3	3.5	49.6	3.2	57.7	3.0	59.1	2.7	60.3	2.8
Nicaragua	43.8	4.7	49.5	4.1	69.6	4.6	58.2	5.2	70.3	4.1	69.1	4.6	67.9	4.5	69.4	4.8	93.8	4.5
The rest of C.A.	102.3	8.1	123.2	7.0	113.5	8.4	70.2	10.4	86.4	10.9	71.4	12.5	75.1	14.7	86.9	10.2	105.2	8.3
United States	93.7	11.5	92.1	10.9	111.4	9.5	120.8	10.8	125.3	10.9	131.8	12.4	142.3	11.5	144.0	11.0	145.9	11.3
Mexico	91.6	9.3	91.7	8.3	101.1	8.5	84.4	9.5	98.8	8.0	85.9	10.5	99.4	9.4	93.3	7.8	131.2	5.9
South America	120.1	7.4	135.8	7.5	123.5	10.4	114.9	9.9	115.3	11.3	99.8	13.0	110.2	12.0	114.0	11.4	127.1	10.9
The rest of the world	112.0	10.4	102.8	10.8	110.2	9.0	114.8	9.5	104.7	10.6	86.4	11.3	107.2	12.5	101.0	9.7	145.6	9.1

Fuente: Survey of the Profile and Expenditure of the International Visitor CORSATUR - ARALDI 2009-2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017

**Table 9:**

Average of daily expenditure and stay of the Salvadoran Tourist residing abroad, foreign tourists and excursionists. For the 2009-2017 term.

Average expenditure and stay, by nationality, tourist and excursionist (2009-2017)	2009	2010	2011	2012	2013	2014	2015	2016	2017	Variation %
<b>Salvadoran Tourist</b>										
Average stay (nights)	11.2	10.9	10.0	12.0	12.5	15.1	16.6	14.1	12.4	-11.6%
Expense per person and day (in US\$)	\$88.4	\$87.8	\$106.3	\$105.8	\$107.1	\$115.5	\$119.9	\$137.5	\$136.7	-0.6%
<b>Foreign Tourist</b>										
Average stay (nights)	5.0	4.6	4.4	4.2	5.2	5.6	5.3	5.2	5.1	-2.3%
Expense per person and day (in US\$)	\$70.8	\$73.5	\$89.2	\$89.7	\$100.9	\$100.2	\$109.8	\$112.1	\$117.8	5.1%
<b>Total per Tourist</b>										
Average stay (nights)	6.2	5.8	5.4	6.0	6.5	7.1	6.8	6.2	6.2	-1.2%
Expense per person and day (in US\$)	\$76.8	\$78.5	\$94.2	\$98.5	\$103.2	\$105.7	\$112.9	\$117.4	\$123.8	5.5%
<b>Excursionist</b>										
Average stay (nights)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Expense per person and day (in US\$)	\$33.5	\$41.0	\$40.2	\$41.1	\$48.4	\$61.8	\$85.0	\$75.0	\$79.1	5.5%

Source: Survey of the Profile and Expenditure of the International Visitor CORSATUR - ARALDI 2009-2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017.

### 3.8 Tourism activity within the GDP

The activity of the tourism sector is key for the national economy, bearing in mind that in 2017, the contribution of the sector into the

overall gross domestic product (GDP) was up to 5.1%, with US\$1,265.1 Million as income from the inbound tourism. **(Table 10 y Graph 16).**

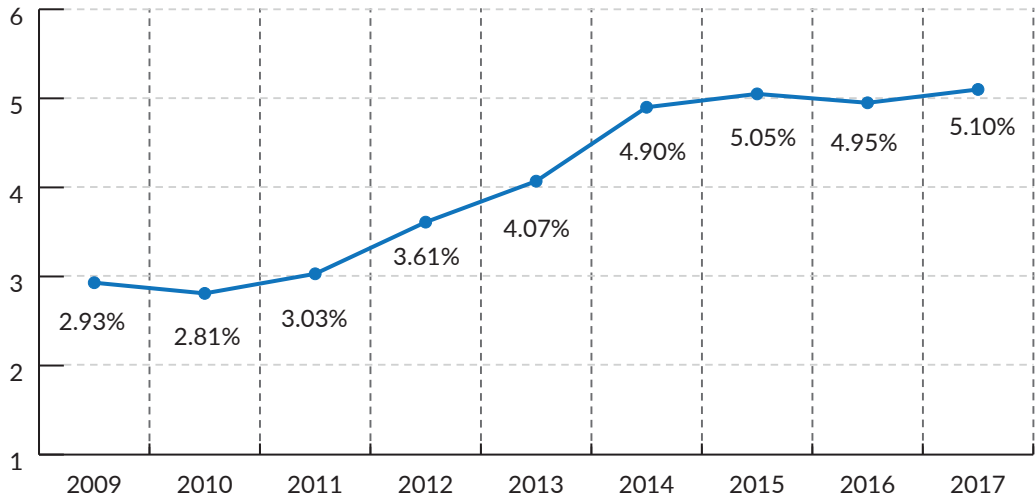
**Table 10:**

Tourist income in the GDP

Year	GDP (US \$ Millions)	Tourism (US \$Millions)	TI/GDP
2009	Tourism (US \$Millions)	516.6	2.9%
2010	TI/GDP	518	2.8%
2011	20,283.78	615.1	3.0%
2012	21,386.15	771.5	3.6%
2013	21,977.40	893.8	4.1%
2014	22,585.84	1,107.40	4.9%
2015	23,166.03	1,169.40	5.0%
2016	23,912.23	1,183.40	4.9%
2017	24,805.44	1,265.10	5.1%

Source: GDP = BCR / GDP = Preliminary report with the new data published by the BCR, on March 23, 2018. Total of the tourism revenue. Source: Survey of the Profile and Expenditure of the International Visitor CORSATUR - ARALDI 2009-2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017. Note: The entire series was modified for 2009-2017, with the new data published by the BCR, but there may still be some more adjustments.

**Graph 16:**  
**Impact of tourist income in the GDP**  
**For the 2009 – 2017 term.**



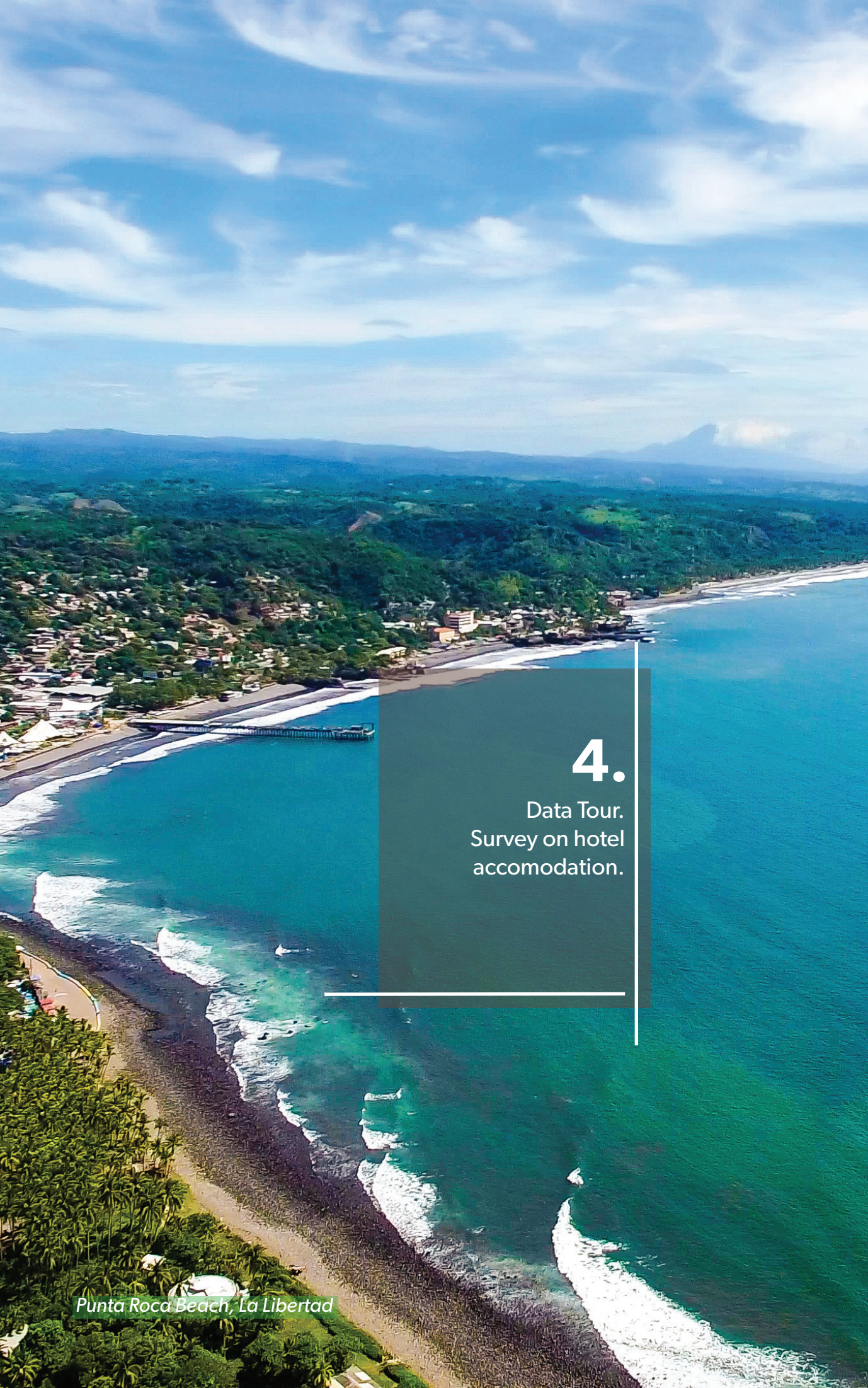
**Source:** GDP = BCR

GDP = Preliminary report with the new data published by the BCR, on March 23, 2018. Total of the tourism revenue. Source: Survey of the Profile and Expenditure of the International Visitor CORSATUR - ARALDI 2009-2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017. Note: The entire series was modified for 2009-2017, with the new data published by the BCR, but there may still be some more adjustments.



*Lake of Coatepeque, Santa Ana*





4.

Data Tour.  
Survey on hotel  
accomodation.

*Punta Roca Beach, La Libertad*



#### 4. Data Tur. Survey on hotel occupation.

With information as of December 2017, Data Tour reports the trend of the main variables for hotel occupancy within the main urban area of San Salvador.

The variables processed in this System are the following:

- Available rooms.
- Rooms occupied by residents and non-residents.
- Arrivals of resident and non-resident tourists.
- Tourists residents and non-resident that spend the night; among others.

Data Tour is a dynamic information system that facilitates the collection of information

related to hotel occupation, that is, the accommodation itself that comprise the entry of the figures, thus ensuring the reliability and timeliness of statistical information.

This way, the information is gathered on monthly basis from the hotel sector observing the statistical secrecy.

#### 4.1 Outcomes for the 2009-2017 term from the main urban area of San Salvador.

##### Availability and accommodation

The hotel occupancy in the main urban area of San Salvador during the 2009-2017 term, is described in Table 11. The detailed information shows that the months with the highest occupancy rate for 2017, are January, February, March and November.

**Table 11:**  
Hotel Occupancy 2009-2017  
Years: 2009-2017

Region of residence	Years								
	2009	2010	2011	2012	2013	2014	2015	2016	2017
January	49.92	56.29	56.71	61.09	64.48	57.69	78.5	80.0	82.0
February	65.82	73.66	72.52	77.31	80.66	69.57	78.6	67.35	67.38
March	65.99	66.07	74.2	76.91	81.02	66.5	70.39	62.44	67.79
April	60.48	65.03	59.31	60.3	59.72	50.23	56.02	62.78	54.87
May	58.89	69.28	65.5	71.1	74.4	65.94	60.73	57.81	59.36
June	65.02	64.94	76.48	80.27	86.0	86.0	67.8	62.02	64.06
July	65.87	67.66	71.48	73.94	72.03	75.78	71.34	61.43	59.26
August	59.34	58.99	59.34	62.1	63.31	63.93	54.57	54.73	56.97
September	67.18	61.29	67.65	55.66	63.09	59.23	64.41	56.25	60.65
October	71.04	64.65	64.4	64.48	67.62	66.15	64.5	57.56	64.29
November	71.03	67.39	70.44	67.29	72.35	71.6	68.29	70.11	66.72
December	54.78	51.23	47.27	44.79	52.08	48.07	52.9	50.58	53.83
Total	62.9	63.8	65.3	66.3	69.7	65.1	65.7	61.9	63.1

Source: DATA TOUR EL SALVADOR 2009-2017

P = Percentage of occupation Data for January-August 2012, including the months of January-June 2013 and June-August 2014, January 2015, 2016 and 2017.

The **Graph 17** describes the anual percentage of hotel occupancy during the 2009-2017 term.

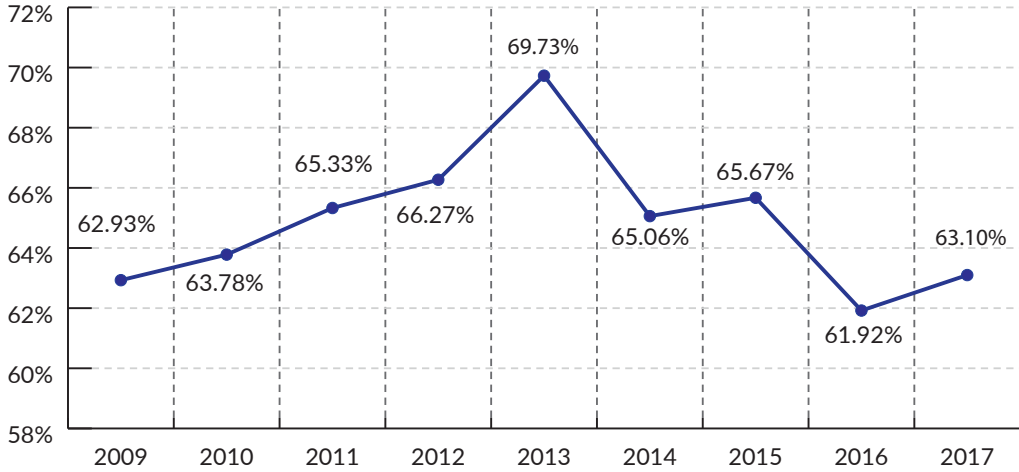
The accommodation offer during 2017 in El Salvador was 465 hotels with 9,261 rooms. The Department of San Salvador has a participation of 138 hotels and 110

rooms, representing 61.64% of the total offer nationwide.

The hotel occupation offered in the main urban area of San Salvador, is shown in the **Graph 18** demonstrating the performance during the 12 months of the year 2017.

Graph 17:

Percentage of hotel occupancy in the main urban area of San Salvador for the 2009 – 2017 term.

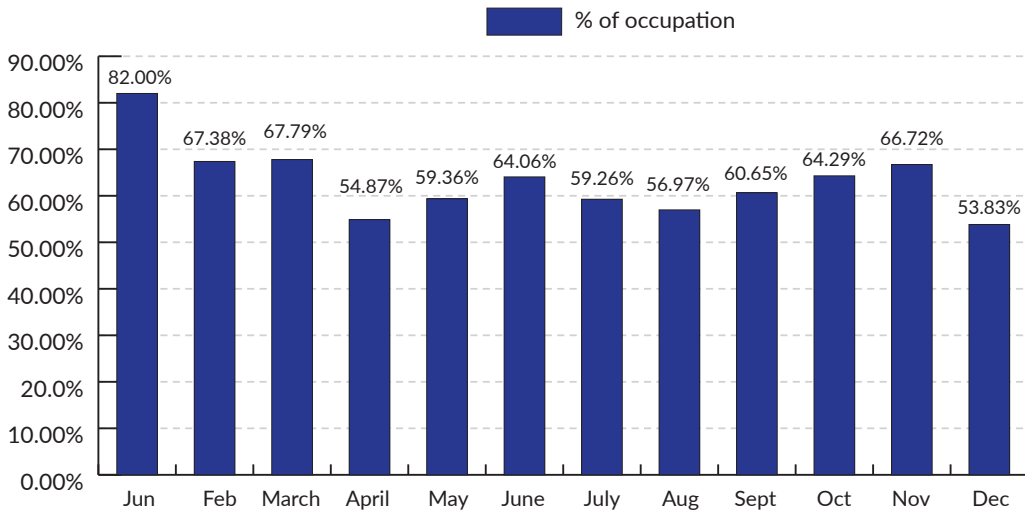


Source: DATA TOUR El Salvador 2009-2017

\*Including data from January-August 2013; January-June 2014; January-February 2015 and January 2016-2017.

Graph 18:

Hotel Occupancy 2017



Source: DATATUR El Salvador 2016

\* Data for January 2017 are estimated





# 5.

Employment performance within the relevant areas for tourism.



The employment is a variable of utmost importance for the economic study of productive activities, as it is also the case of tourism.

In 2017 the average jobs reached were 52,252, with an increase of 4.4% compared to 2016. **(Table 12 y Graph 19)**

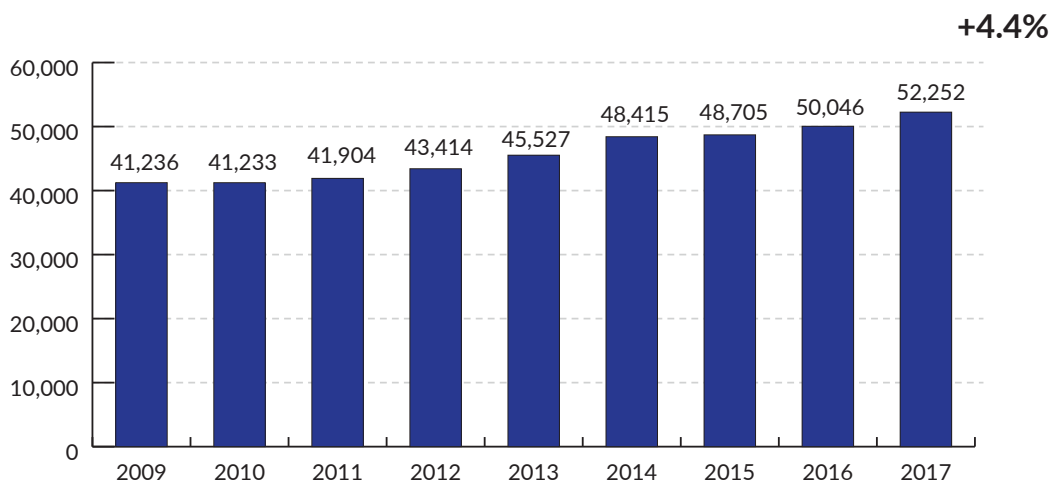
According to the social security data, the employment created by tourism, in the month of December 2017 shows an increase of 4.3% in contrast with the same month of

the year 2016. **Graph 20.**

It is also worth mentioning that the employment created by the tourism sector in the national economy is 4.3% for the month of December 2017. A 53,267 jobs were recorded, 2,191 more than in 2016, **Graph 21.**

For the month of December 2017, the average salary in the tourism sector was around \$ 510.27.

**Graph 19:**  
The evolution of employment  
# of workers 2009 – 2017



**Source:** Self-developed with data from the Salvadoran Institute of Social Security, ISSS.  
**Note:** As of July 2017, the ISSS data took the CIU review from 3 to 4.

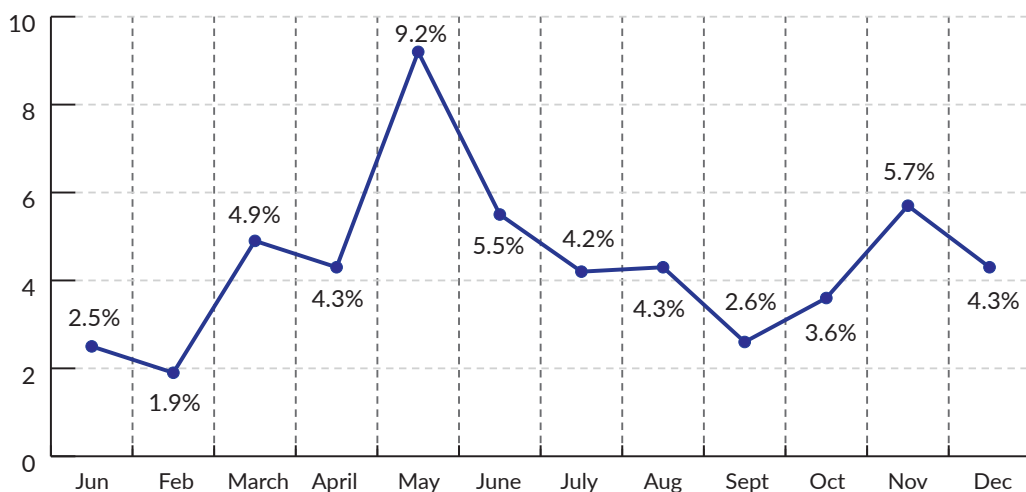


Table 12:  
Annual average of employment in the tourism sector  
2009-2017

January/ December activities	Number of workers 2009	Number of workers 2010	Variation %	Number of workers 2011	Variation %	Number of workers 2012	Variation %	Number of workers 2013	Variation %	Number of workers 2014	Variation %	Number of workers 2015	Variation %	Number of workers 2016	Variation %	Number of workers 2017	Variation %
Hotels and similar accommo- dations	4,891	5,012	2.5%	5,159	2.9%	4,481	-13.2%	4,584	2.3%	4,679	2.1%	5,389	15.2%	5,930	10.0%	5,858	-1.2%
Restaurants, bars and similar	16,704	16,707	0.02%	17,035	2.0%	18,112	6.3%+	19,819	9.4%	20,792	4.9%	21,535	3.6%	23,434	8.8%	25,107	7.1%
Transport	12,146	12,349	1.7%	13,396	8.5%	13,489	0.7%	13,463	-0.2%	13,724	1.9%	13,581	-1.0%	13,727	1.1%	12,198	-11.1%
Other	7,495	7,164	-4.4%	6,313	-11.9%	7,333	16.2%	7,661	4.5%	9,221	20.4%	8,200	-11.1%	6,956	-15.2%	9,089	30.7%
<b>Total</b>	41,236	41,232	-0.01%	41,903	1.6%	43,415	3.6%	45,527	4.9%	48,415	6.3%	48,705	0.6%	50,046	2.8%	52,252	4.4%

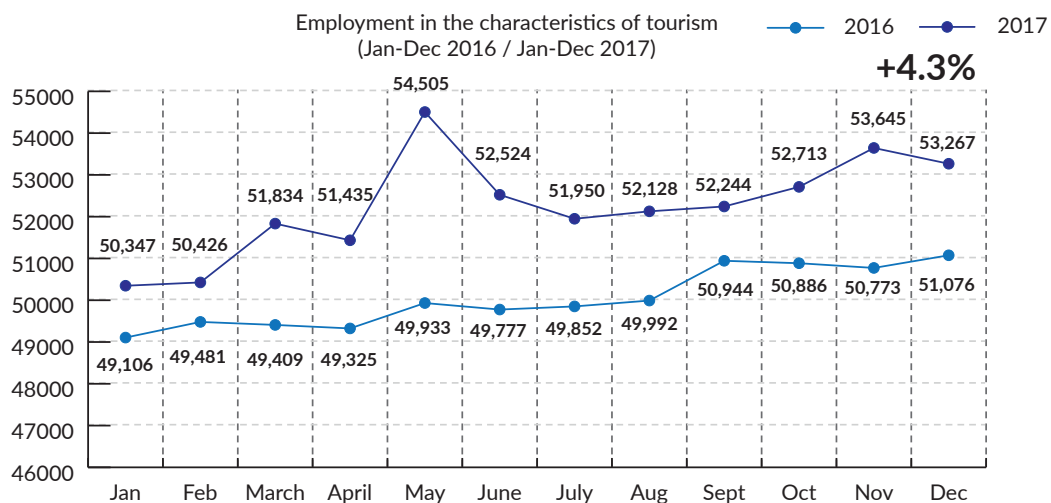
Source: Self-developed with data from the Salvadoran Institute of Social Security, ISSS.  
Note: As of July 2017, the ISSS data took the CIU review from 3 to 4.

**Graph 20:**  
 Employment performance from January-December  
 2016-2017. Percentage change compared to the same  
 month of the previous year.



**Source:** Self-developed with data from the Salvadoran Institute of Social Security, ISSS.  
**Note:** As of July 2017, the ISSS data took the CIU review from 3 to 4.

**Graph 21:**  
 Employment in the tourism sector 2014-2017



**Source:** Self-developed with data from the Salvadoran Institute of Social Security, ISSS.  
**Note:** As of July 2017, the ISSS data took the CIU review from 3 to 4.



# 6.

Profile of the international tourist



According to the data from the surveys of the inbound tourism conducted in 2017, 71.4% of the respondents are male and 28.6% female.

By age groups, 61.28% of the total of respondents are between 25 to 44 years old, 34.76% are older and 3.96% are under 25 years old.

According to the level of studies, 67.47% completed higher education, 25.98% finished secondary school and only 6.55% have completed primary school, preschool or no schooling.

### 6.1 Travel arrangements

92.91% of the tourists organized their trip on their own and only 7.09% purchased a tour package. 51% of the travelers surveyed arrive to the county with a group of travelers and

49% travel alone.

The main means for accommodation used by tourists are family and friends' homes, 48.61%. 47.31% stay in hotels or similar facilities. 2.0% own or rent a property and the remaining 2.08% stay in another type of accommodation.

### 6.2 Purpose of the trip

The main reason for the trip for the tourist that visited El Salvador in 2017 was to visit family and friends 46.2% and for leisure 38.7%. (Table 13)

Table 13: Purpose of the trip

Purpose of the tourist's trip 2009-2017	2009	2010	2011	2012	2013	2014	2015	2016	2017	% Share
Business	167,984	178,571	158,713	154,790	146,344	157,672	165,164	202,417	136,687	8.8%
Education	1,121	2,726	782	629	1,330	1,449	1,366	1,526	1,084	0.1%
Visit family or friends	463,585	446,733	369,119	509,158	500,211	533,565	524,955	554,874	718,710	46.2%
Health treatment	6,392	11,365	13,374	16,144	15,815	19,301	25,978	24,654	24,255	1.6%
Religious	21,609	24,082	46,217	34,511	53,754	71,690	35,396	50,868	47,746	3.1%
Leisure	409,381	461,878	554,431	501,357	493,067	513,113	605,211	567,260	602,009	38.7%
Other purposes	20,854	24,207	41,862	38,135	72,271	48,376	43,529	32,016	25,579	1.6%
<b>Total</b>	<b>1,090,926</b>	<b>1,149,562</b>	<b>1,184,498</b>	<b>1,254,724</b>	<b>1,282,792</b>	<b>1,345,165</b>	<b>1,401,598</b>	<b>1,433,613</b>	<b>1,556,069</b>	<b>100.0%</b>

Source: Survey of the Profile and Expenditure of the International Visitor CORSATUR - ARALDI 2009-2013 / ITCORNER 2013-2014 / SPSS SA DE CV 2014-2017.





# 7.

Outbound  
tourism

*The Devil's Gate, San Salvador*

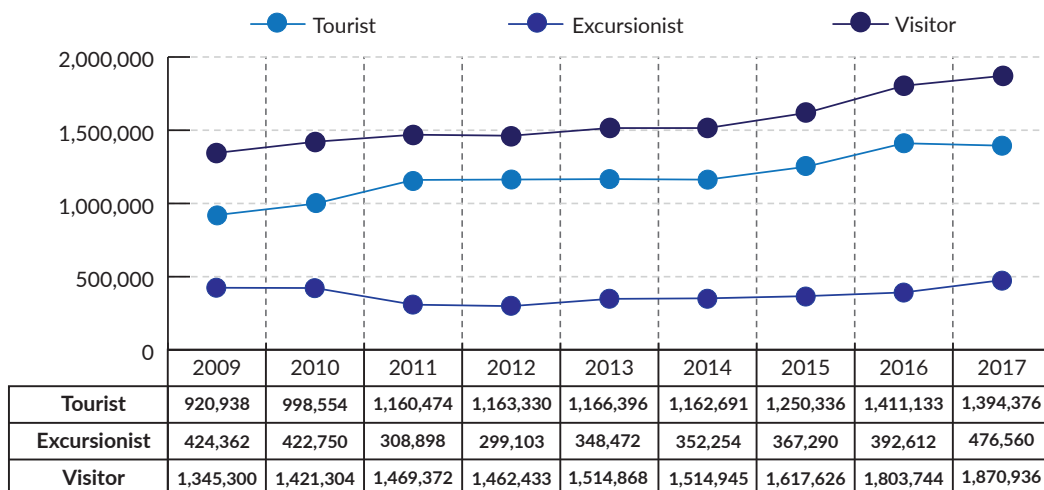


By the end of 2017, 1, 870, 936 travelers of Salvadoran nationality traveled abroad. This shows a 3.73% more than the previous year.

(Graph 22) The data analysis shows that since 2009, there is an increase in the visitor's

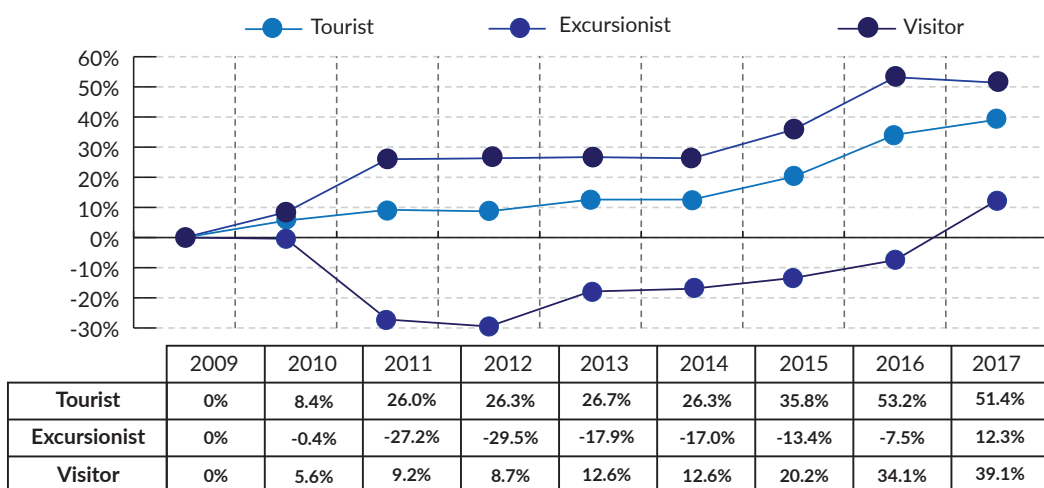
trend. See the information on tourists and excursionists as of 2013 (Graph 23) based on the year 2009.

**Graph 22:**  
Annual trips abroad by Salvadorans and residents.  
For the 2009-2017 term.



Source: Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.

**Graph 23:**  
Percentage of growth and/or annual growth.  
2009 vs 2010-2017

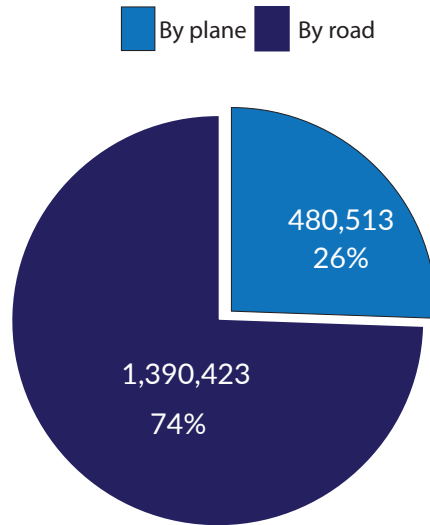


Source: Counting Survey for Tourists in Transit in Land Borders CORSATUR - ARALDI 2009- 2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data by air from MIGRATION.

The **Graph 24** shows that 74% of Salvadorans departure by land to travel abroad to different destinations and 26% travel by air. The main land borders used by Salvadorans are El Amatillo (26.6%) and Chinamas (15.1%) and

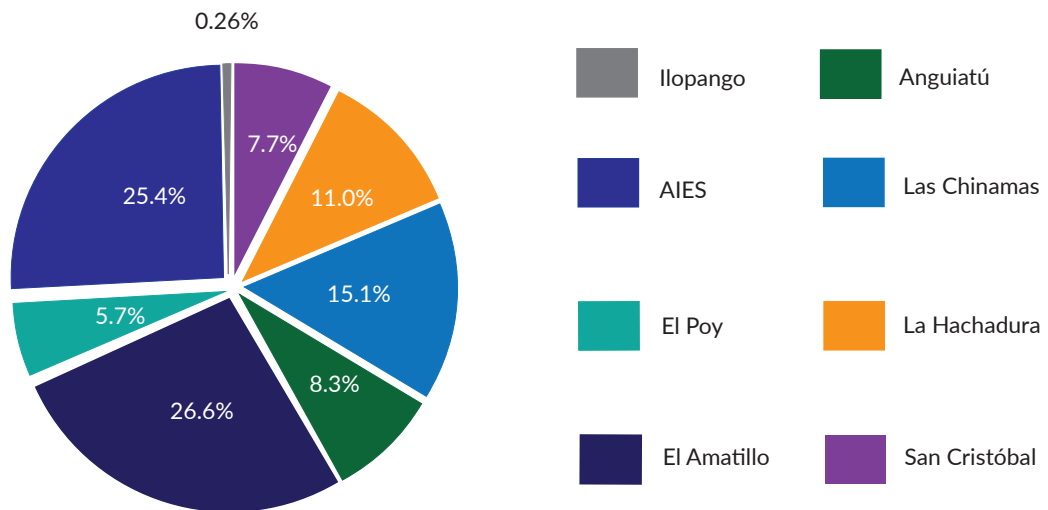
25.4% by air from El Salvador International Airport San Oscar Arnulfo Romeroy Galdámez (**Graph 25**)

**Graph 24:**  
Departure of Salvadorans by means of travel. Year: 2017



**Source:** Counting Survey for Tourists in Transit in Land Borders CORSATUR SPSS SA DE CV 2017 and data by air from MIGRATION.

**Graph 25.**  
Departure of Salvadorans by border. Year: 2017



**Source:** Survey of counts Tourist in Transit in Land Borders CORSATUR SPSS SA DE CV 2014- 2017 and air data of MIGRATION.



8.

Key indicators of  
domestic tourism  
in El Salvador



## 8.1 Key indicators

Tourism is considered by countries as a factor for economic development. The impact of this tourism activity in the economic structures of societies requires a systematic study by all the relevant stakeholders, especially those who directly or indirectly design and promote programs on the subject.

Thus, not only do governments need information on specific aspects of tourism, but also there are different types of users, such as professionals, the population and research groups, who permanently manage and/or generate statistical data on the subject.

In fact, the production and administration of information about tourism has been increasing in recent years, aimed to produce inputs that contribute to understanding the dynamics, changes and progress that this activity is experiencing and its effects on other social aspects.

For El Salvador, the tourism represents an important economic activity as for the other countries of the Central American region. In 2017, tourism for El Salvador played around 5.1% of the total GDP, and 52,252 jobs were created in connection to the typical activities of tourism and the hospitality within the main urban area of San Salvador with an average occupancy rate of 63.1% for the year 2017.

The Salvadoran Tourism Corporation (CORSATUR) jointly with the General Directorate of Statistics and Censuses (DIGESTYC) within the framework of the "Inter-institutional Cooperation Agreement" between the Ministry of Economy, the Central Reserve Bank and the Ministry of Tourism, develop different types of tasks in order to optimize the available statistical information by designing indicators about the situation of the tourism sector and developing tools for the analysis of the impact of the activity.

La Encuesta sobre "Turismo Doméstico de los Residentes Salvadoreños Dentro del Territorio Nacional" es la primera investigación nacional que describe los perfiles de viajeros y gastos

realizados por los hogares residentes en viajes por turismo dentro y fuera del país.

In this context, this research aims to monitor the impact of the demand of domestic tourism in order to determine its size, the socio-demographic characteristics and travel habits.

The signing of the agreement among the institutions described above, has been a key contribution to this objective. All these initiatives aim to the development in the medium term, of the "Satellite Tourism Account of El Salvador".

## 8.2 Methodology applied

It is a quantitative study, through surveys that seek to describe the activity of Domestic Tourism in El Salvador to address this work using the survey approach.

This implementation uses a data collection instrument: a questionnaire arranged for tourists and for both domestic and foreign excursionists. The research includes a twelve-month measurement, which began in January 2017 and ended in December 2017.

The methodology applied is of quantitative type, through sample surveys, with face-to-face interviews in households composed by urban and rural populations, reaching a department level.

The sample is a subsample of the household survey conducted by the General Directorate of Statistics and Census at the national level. The sample size in the twelve months is 5,052 surveys, distributed in the urban and rural areas of the fourteen departments countrywide.

The survey of Domestic Tourism of Salvadoran Residents within the National Territory is carried out by a team of interviewers and supervisors, who visit the targeted dwellings as defined in the sample and according to the monthly schedule.

The methodology for the development of the survey is basically supported on the following aspects:

The key informant is the head of the household or the person in charge of the home and he answers on behalf of all the members of the household when they are absent, otherwise each one answers the selected questions.

The information collected from the household is carried out including the last three months of the implementation of the survey.

The survey is carried out with a mobile device called PDA (Personal Digital Assistant) mobile, which collects and records the questionnaire answers digitally to be downloaded later into a database.

If in the first visit the person is not at home, there is a second visit scheduled to interview the person who meets the previously defined requirements.

When the house is closed and it is not possible to contact any member of the household another visit is scheduled. If in a second visit there is no one home, there is a third visit, and if no person is found again, the survey is declared absent. If there is an evidence that the household is empty, the survey records that information.

## 8.3 Main outcomes

### 8.3.1 Overnight and overnight trips with domestic destination 2011-2017

The Internal Tourism Survey allowed us to estimate on a quarterly basis, the total number of members of households that took trip with overnight stays and one-day visits.

The data are reported at the national level, reaching out the total population of the country with 6, 582,016 inhabitants, and a total of 1, 876,084 households. (4th Quarter 2017).

### 8.3.2 Trips with overnight stay (Homes)

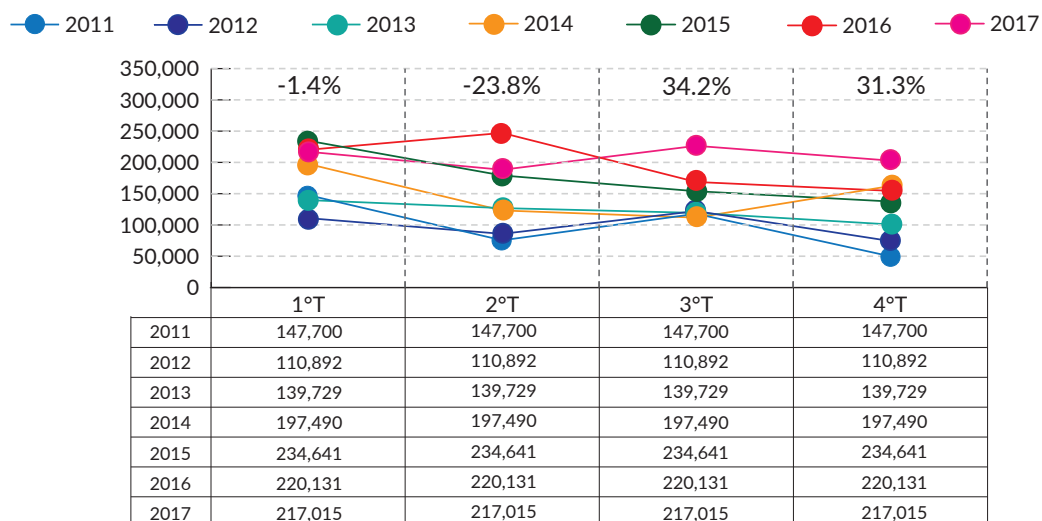
Overnight trips refer to people who travel and stay at least one night at the destination they visited.

The outcomes in the **Graph 26** show that when comparing the four quarters reviewed in 2017 and 2016, in the first and second quarters there is a decrease of 1.4% and 23.8 respectively.

That is 62,006 trips less in the first two quarters than in 2016 and 185,212 more trips than in the first two quarters of 2011. This is an evidence that the "PUEBLOS VIVOS", a transversal strategy jointly with the national campaigns developed for the holiday seasons by CORSATUR, are achieving the expected results.

The remaining quarters showed increases of 34.2% in the third quarter and 31.3% in the fourth quarter..

**Graph 26:**  
Comparison of trips by household with overnight stay, internal destination by quarters, % of growth  
Year: 2011-2017



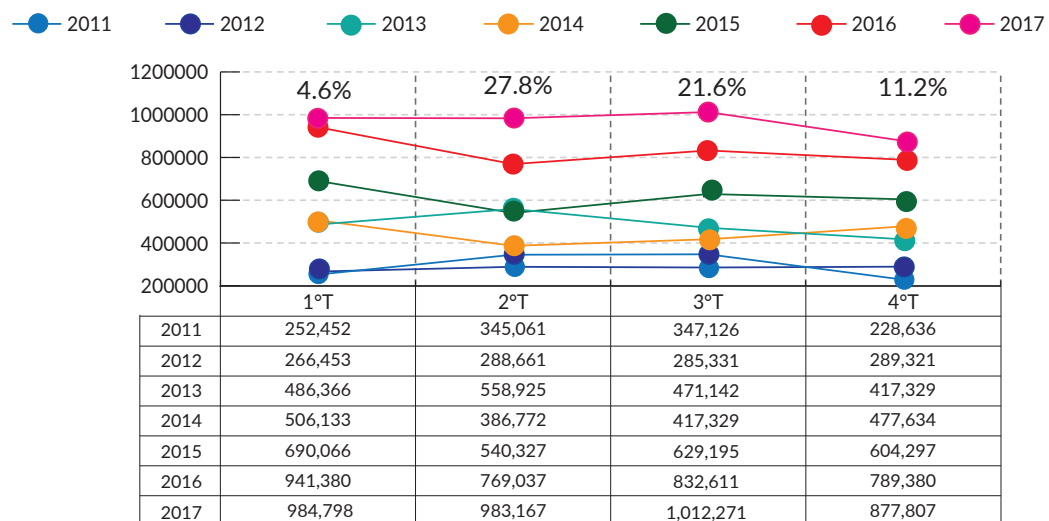
Source: Survey on Domestic Tourism of Salvadoran Residents within the National Territory DIGESTYC - CORSATUR 2011 - 2017 preliminary data

### 8.3.3 Day trips by household

One-day trips are those that people make during a day called field trips. These trips are the most preferred of Salvadorans.

Graph 27 shows the trend of this type of trips, but unlike the trips with overnight stays, during the fourth quarter, it showed a 11.2% decrease.

**Graph 27:**  
Day trips for internal destinations by quarter, % of growth / Year 2011- 2017.



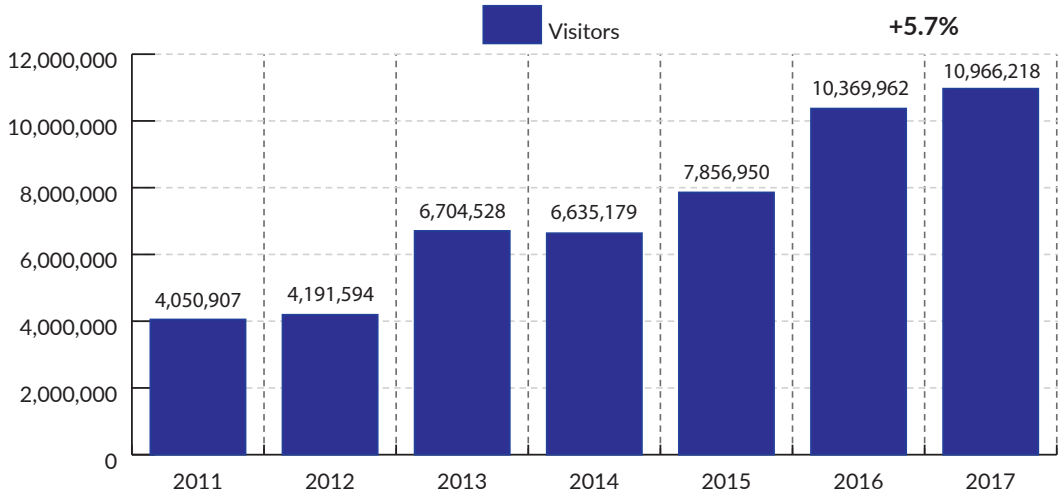
Source: Survey on Domestic Tourism of Salvadoran Residents within the National Territory DIGESTYC - CORSATUR 2011 - 2017 preliminary data

### 8.3.4 Visitors for each member of the households, internal tourism

a 5.7% growth compared to 2016.  
(Graph 28)

In 2017, a total of 10,966,218 visitors took tourism trips within El Salvador, representing

Graph 28:  
Domestic tourism / Year: 2011-2017



Source: Survey on Domestic Tourism of Salvadoran Residents within the National Territory DIGESTYC - CORSATUR 2011 - 2017 with preliminary data

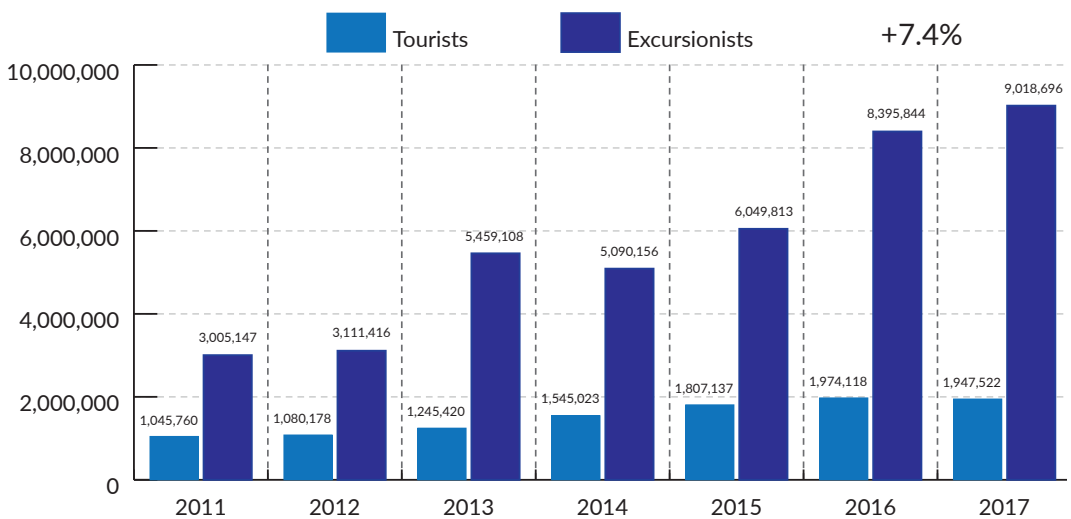
### 8.3.5 Tourists and excursionist for each member of the households, domestic tourism.

is, those who spent at least one night in the visited destinations, registering a decrease of -1.3% in comparison to 2016. In the case of the excursionists (one-day visitors) recorded 9,018,696, 7.4% more than in 2016.

During the year 2017, there were 1, 947, 522 people who made trips as tourists, that

Graph 29

Graph 29:  
Tourists and hikers internal tourism / Years: 2011-2017



Source: Survey on Domestic Tourism of Salvadoran Residents within the National Territory DIGESTYC - CORSATUR 2011 - 2017 with preliminary data



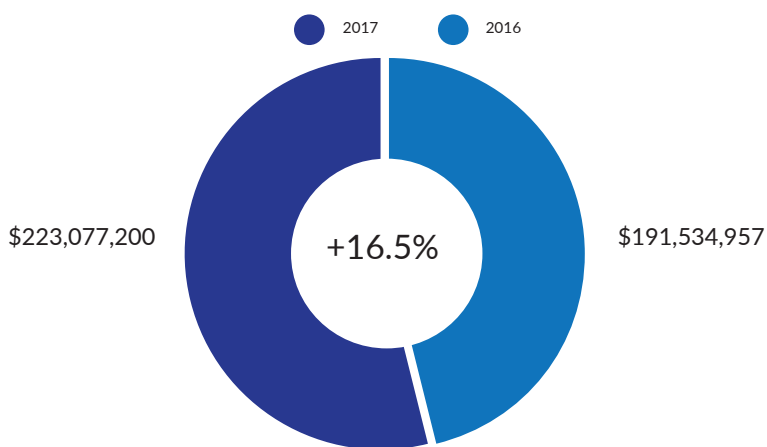
## 8.4 Income from tourism

In 2017, revenues from domestic tourism reached US \$ 223, 077, 200 this figure represents a growth of 16.5% in real terms, **Graph 30**. On the other hand, it is mentioned that the survey measures tourism in addition

to domestic tourism and it determines the expenditure of each of them. In the case of outbound tourism, the expenses made by Salvadorans in El Salvador was US \$ 32.99 millions of dollars.

Gráfico 30:

Tourist income. Domestic Tourism 2016-2017



Source: Survey on Domestic Tourism of Salvadoran Residents within the National Territory DIGESTYC - CORSATUR 2011 - 2017 preliminary data

## 8.5 Daily average of the domestic tourism expenditure

The average daily expenditure represents one of the key variables of the tourist activity. In the extent that the expenditure trend is informed, it is possible to estimate the impact that tourism has in the local and in the national economy.

Below are the amounts of money that the tourist declared during the survey carried out in year.

Summing up, it is said that the tourist who spends the night spends an average of US\$25.34 per stay and the day visitor or the excursionist spends an average of US\$19.16.

**Table 14.**

Table 14:

Daily expenditure and average stay for 2017

2017					
Average stay per person	1° Quarter	2° Quarter	3° Quarter	4° Quarter	Annual average
<b>Tourist</b>					
Stay (nights)	2.72	2.15	2.37	2.49	2.43
Average of daily expenses per person (\$)	10.92	9.28	8.89	12.61	10.43
<b>Excursionist</b>					
Stay (nights)	0	0	0	0	0.0
Average of daily expenses per person (\$)	20.70	18.95	18.37	18.62	19.16
<b>Visitor</b>					
Stay (nights)	2.72	2.15	2.37	2.49	2.43
Average of daily expenses per person (\$)	8.20	8.89	7.96	8.45	8.38

Source: Survey on Domestic Tourism of Salvadoran Residents within the National Territory DIGESTYC - CORSATUR 2017 with preliminary data

## 8.6 Profile of the domestic tourist. Year 2017

Profile of the domestic tourist year 2017	
Average of daily expenditure (\$)	\$10.43
Average of stay (nights)	\$2.43
Total tourist expense per stay	\$25.34
Purpose of the tourist's trip	Visit friends and family 76.07%, Leisure 11.10%, Business 1.41%, Other 11.43%.
Age	0- 15 years old 29.66%, 16-30 years old 25.81%, 31-45 years old 21.20%, 46-60 years old 13.47%, older than 60 years old 9.87%
Civil status	Married 21.54%, With companion 19.54%, Single 39.04% (including minors), widower 13.33%, divorced 1.97%, separated 4.59%
Employment status	Employed 57.04%. The rest are unemployed
Main occupation	Permanent work 28.79%, independent 12.61%, housewife 27.07%, self-employee without a specific location 18.37%, Other 13.17%.
Completed studies	Primary school 31.55%, Secondary school 19.41%, High School 18.99%, University 10.75%, Master degree 0.15%, No schooling 19.15%.
Income level	37.86%, less than \$100 51.87% from \$ 100 to \$ 500. 10.28% more than \$ 500
Accommodation used	Family homes 58.73%, Hotels 10.92%.
Travel arrangements	Without a tourist package 99.66%
Type of trip	In a group 84.98%, the rest travel alone.
Distribution of expenditures	Food 29.28%, Accommodation 12.65%, Car 11.18%, Restaurants 12.65%, Other 29.98%

Source: The Survey on Domestic Tourism of Salvadoran Residents within the National Territory DIGESTYC - CORSATUR 2017 with preliminary data

# ANNEXES

## INBOUND TOURISM

### Annex 1 EL SALVADOR: STATISTICAL COMPENDIUM OF TOURISM 2007-2017

ITEM	UNITS	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>INBOUND TOURISM</b>												
Tourists (Visitors spending the night)	Thousands	1,719,827	1,875,004	1,481,748	1,605,358	1,634,679	1,738,317	1,822,003	1,886,398	1,972,854	2,051,653	2,246,618
Excursionists	Thousands	1,338,543	1,384,773	1,090,926	1,149,561	1,184,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,556,069
<b>MAIN TOURIST MARKETS</b>												
<b>TOTAL</b>	Thousands	1,338,543	1,384,773	1,090,926	1,149,561	1,184,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,556,069
Central America	Thousands	852,660	889,531	673,324	739,843	734,796	740,698	708,541	768,259	805,634	827,865	898,652
North America	Thousands	386,543	422,907	371,280	356,608	368,641	443,075	482,211	488,547	505,078	507,299	548,541
South America	Thousands	41,044	27,137	19,861	23,704	33,249	32,897	46,337	43,701	44,991	45,879	50,901
Europe	Thousands	40,020	32,656	18,842	19,919	33,891	25,744	32,344	29,982	30,223	32,723	39,652
The rest of the world	Thousands	18,276	12,542	7619	9487	13920	12310	13,359	14,676	15,672	19,848	18,323
<b>MAIN OUTBOUND COUNTRIES</b>												
<b>TOTAL</b>	Thousands	1,338,543	1,384,773	1,090,926	1,149,561	1,184,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,556,069
Guatemala	Thousands	488,453	537,578	462,944	518,957	535,245	537,612	465,055	511,829	530,531	524,758	558,371
Honduras	Thousands	189,453	213,075	138,104	145,868	126,446	136,451	171,763	177,777	202,339	220,582	250,131
Nicaragua	Thousands	113,883	96,956	42,844	43,488	40,755	32,566	32,937	33,931	28,262	29,027	30,711
Costa Rica	Thousands	44,782	27,668	17,714	18,443	20,300	20,306	25,150	27,981	28,737	33,424	41,669
United States	Thousands	320,298	361,858	327,314	318,569	320,737	396,909	422,811	431,792	447,628	452,329	477,257
Mexico	Thousands	32,418	28,999	17,633	17,607	19,699	15,950	27,489	27,567	32,654	31,383	40,848
Canada	Thousands	33,827	32,050	26,333	20,432	28,205	30,216	31,911	29,188	24,796	23,587	30,436
Germany	Thousands	5,671	4,128	1,968	2,020	4,993	3,265	5,440	4,123	3,532	3,398	4,966
Spain	Thousands	12,003	8,543	5,496	5,843	10,620	8,624	7,788	7,850	8,565	9,288	16,040
Other countries	Thousands	97,755	73,918	50,576	58,334	77,497	72,825	92,448	93,126	94,554	105,837	105,640
<b>ARRIVALS BY MEANS OF TRAVEL</b>												
<b>TOTAL</b>	Thousands	1,338,543	1,384,773	1,090,926	1,149,561	1,184,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,556,069

ITEM	UNITS	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
By plane	Thousands	526,722	489,625	429,946	426,171	469,591	541,121	589,113	591,268	598,805	615,844	642,476
By road	Thousands	811,100	891,879	660,980	723,390	714,906	713,603	693,679	753,897	802,793	817,769	913,333
Maritime	Thousands	721	3,269	0	0	0	0	0	0	0	0	260
Cruise (number of people) *	Thousands	1,450	1,155	0	2,365	650	1,058	1,733	2,424	686	1,105	7,209
Number of passenger ships		3	3	0	4	2	3	2	4	3	4	8
<b>OUTBOUND TOURISM</b>												
Salvadorians traveling abroad	Thousands	1,125,595	1,440,435	1,345,300	1,421,304	1,469,372	1,462,433	1,514,868	1,514,945	1,617,626	1,803,744	1,870,936
<b>ACCOMMODATION **</b>												
Hotels		315	352	394	394	402	408	408	465	465	465	465
Rooms	Room	7,264	7,967	8,298	8,282	8,373	8,805	8,805	9,261	9,261	9,261	9,261
Beds available	Room	12,872	14,061	14,037	14,061	14,286	15,862	15,862	16,660	16,660	16,660	16,660
Occupation rate	Percentage	56.7	59.0	62.9	63.8	65.3	66.3	69.7	65.1	65.7	61.9	61.4
Average stay	Nights	6.7	7.1	2.9	2.8	2.9	2.9	2.9	2.9	2.9	2.6	1.9
<b>ECONOMIC ASPECTS OF TOURISM</b>												
Total income by tourism activity	Millions US\$	725,890,386	733,880,150	516,632,502	518,034,842	615,151,460	771,550,700	893,838,502	1,107,434,438	1,169,454,328	1,183,434,176	1,265,090,472
Income by tourists (spending the night)	Millions US\$	709,899,032	711,598,928	503,525,550	499,408,765	597,158,899	751,560,737	867,571,986	1,073,485,831	1,121,334,098	1,136,994,652	1,209,836,414
Income by excursionist (without spending the night)	Millions US\$	15,991,354	22,281,222	13,106,952	18,626,077	17,992,561	19,989,963	26,266,516	33,948,607	48,120,230	46,439,524	55,254,058
Gross Domestic Product I / On Tourism/GDP	Percentage	3.6%	3.4%	2.5%	2.4%	2.7%	3.2%	3.7%	4.4%	4.5%	4.95%	5.1%

Source: The Central Reserve Bank, Preliminary GDP, CORPORACION SALVADOREÑA DE TURISMO. The income data for 2007, are adjustments made with the Central Bank as a result of the consultancy. DATA TOUR is the source of the data for occupation and hotel stays for 2009-2017.

\*/ Source: Cepa 2007- 2016 are passengers and 2017 are cruise passengers according to Migration. GDP: preliminary with the new base published by BCR, on March 23, 2018 Note: The entire series 2009-2017 was modified with the new data published by BCR.

Source: Arrivals of international visitors - surveys of international visitor counts. 2007-2017 CORSATUR, AARALDI; IT CORNER; SPSS SA DE CV



## Annex 2

### COMPARATIVE OF ARRIVALS OF TOURISTS AND INTERNATIONAL EXCURSIONISTS AND VISITORS JANUARY-DECEMBER 2016/2017

MONTH	EXCURSIONISTS				TOURISTS				VISITORS		ABSOLUTE VARIATION 2017-2016	RELATIVE VARIATION 2017-2016
	2016	2017	ABSOLUTE VARIATION	RELATIVE VARIATION	2016	2017	ABSOLUTE VARIATION	RELATIVE VARIATION	2016	2017		
JAN	54,463	55,249	786	1.4%	108,164	123,022	14,858	13.7%	162,627	178,271	15,644	9.6%
FEB	52,465	58,417	5,952	11.3%	109,890	103,206	-6,684	-6.1%	162,355	161,623	-732	-0.5%
MARCH	51,418	61,732	10,314	20.1%	110,855	113,600	2,745	2.5%	162,272	175,332	13,059	8.0%
APRIL	39,439	52,333	12,894	32.7%	107,436	127,686	20,251	18.8%	146,875	180,019	33,144	22.6%
MAY	49,683	58,196	8,513	17.1%	116,025	114,145	-1,880	-1.6%	165,708	172,341	6,633	4.0%
JUNE	55,253	60,021	4,768	8.6%	125,576	136,134	10,558	8.4%	180,830	196,155	15,326	8.5%
JULY	53,409	57,259	3,850	7.2%	131,609	147,254	15,645	11.9%	185,018	204,514	19,495	10.5%
AUG	32,674	44,540	11,866	36.3%	133,887	147,862	13,975	10.4%	166,561	192,402	25,841	15.5%
SEP	41,934	48,206	6,272	15.0%	92,860	103,207	10,347	11.1%	134,793	151,413	16,619	12.3%
OCT	58,148	66,048	7,901	13.6%	102,923	112,862	9,939	9.7%	161,071	178,910	17,839	11.1%
NOV	57,459	62,152	4,692	8.2%	127,724	135,654	7,931	6.2%	185,183	197,806	12,623	6.8%
DEC	71,695	66,396	-5,299	-7.4%	166,665	191,436	24,771	14.9%	238,360	257,832	19,472	8.2%
<b>TOTAL</b>	<b>618,040</b>	<b>690,550</b>	<b>72,509</b>	<b>11.7%</b>	<b>1,433,613</b>	<b>1,556,069</b>	<b>122,455</b>	<b>8.5%</b>	<b>2,051,653</b>	<b>2,246,618</b>	<b>194,965</b>	<b>9.5%</b>

Source: Survey of tourist in transit in land borders and international airports of El Salvador and the port of Acajutla CORSATUR-SPSS SA DE CV 2016-2017

## Annex 3

### ARRIVAL OF INTERNATIONAL TOURISTS BY MEANS OF TRAVEL 2016-2017

VÍA / FRONTIER	JANUARY - DECEMBER		Var. %	Share %	JANUARY - DECEMBER		Var. %	Share %
	2016	2017			2016	2017		
By road	97,885	115,724	18.2	60.5	817,769	913,333	11.69	58.7
Chinamas	14,341	37,929	164.5	19.8	239,119	288,301	20.6	18.5
San Cristobal	11,196	6,618	-40.9	3.5	66,122	66,309	0.3	4.3
Hachadura	28,684	26,123	-8.9	13.6	232,095	231,461	-0.3	14.9
Anguiatu	2,188	29,863	1265.1	15.6	27,085	68,018	151.1	4.4
El Amatillo	28,937	11,929	-58.8	6.2	168,094	173,970	3.5	11.2
El Poy	12,540	3,262	-74.0	1.7	85,255	85,275	0.0	5.5
By plane	68,780	75,712	10.1	39.5	615,844	642,476	4.3	41.3
El Salvador Int. Airport	68,157	74,786	9.7	39.1	609,934	633,388	3.8	40.7
Ilopango *	623	926	0.0	0.5	5,910	9,088	53.8	0.58
Maritime *	0	0	0.0	0.0	0	260	0.0	0.0
La Unión	0	0	0.0	0.0	0	0	0.0	0.00
Acajutla	0	0	0.0	0.0	0	260	0.0	0.02
Puerto Barrilla	0	0	0.0	0.0	0	0	0.0	0.00
Punta Gorda	0	0	0.0	0.0	0	0	0.0	0.00
Bahía del Sol	0	0	0.0	0.0	0	0	0.0	0.00
<b>Total</b>	<b>166,665</b>	<b>191,436</b>	<b>14.9</b>	<b>100.0</b>	<b>1,433,613</b>	<b>1,556,069</b>	<b>8.5</b>	<b>100.0</b>

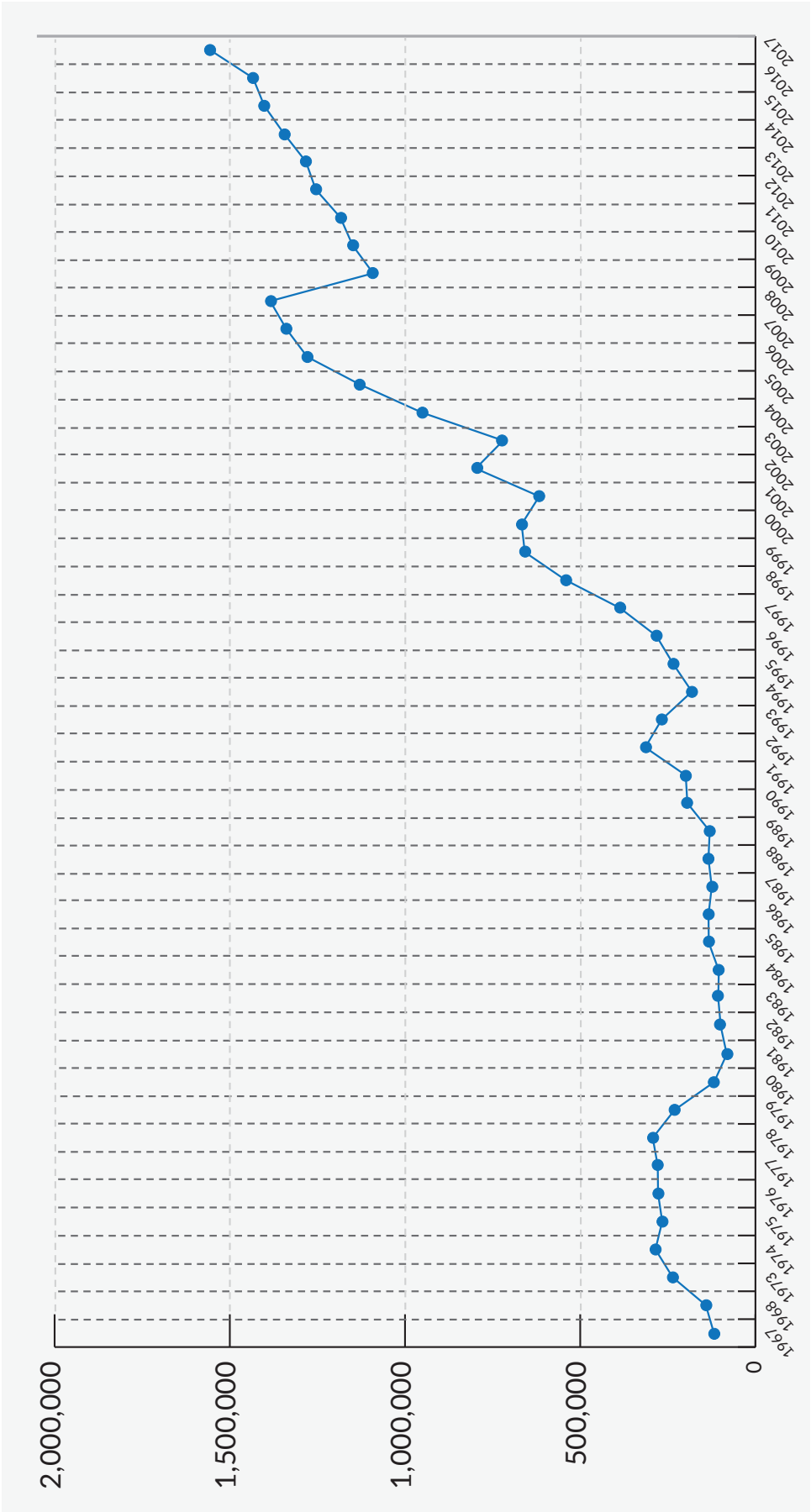
Source: Survey of tourist in transit in land borders and airports of El Salvador and the port of Acajutla CORSATUR-SPSS SA DE CV 2016-2017

## Annex 4

### EL SALVADOR: HISTORICAL SERIES OF ARRIVALS

YEARS	TOURISTS	% VAR.	YEARS	TOURISTS	% VAR.	YEARS	TOURISTS	%VAR
<b>1967</b>	118,433	-	<b>1984</b>	104,477	-1.5	<b>2001</b>	616,888	-7.6
<b>1968</b>	141,579	19.5	<b>1985</b>	133,208	27.5	<b>2002</b>	798,243	29.4
<b>1969</b>	134,160	-5.2	<b>1986</b>	133,944	0.6	<b>2003</b>	719,963	-9.8
<b>1970</b>	137,804	2.7	<b>1987</b>	124,687	-6.9	<b>2004</b>	950,745	32.1
<b>1971</b>	167,229	21.4	<b>1988</b>	134,024	7.5	<b>2005</b>	1,127,141	18.6
<b>1972</b>	174,494	4.3	<b>1989</b>	130,602	-2.6	<b>2006</b>	1,278,924	13.5
<b>1973</b>	236,137	35.3	<b>1990</b>	194,268	48.7	<b>2007</b>	1,338,543	4.7
<b>1974</b>	285,415	20.9	<b>1991</b>	198,918	2.4	<b>2008</b>	1,384,773	3.5
<b>1975</b>	266,016	-6.8	<b>1992</b>	314,482	58.1	<b>2009</b>	1,090,926	-21.2
<b>1976</b>	277,896	4.5	<b>1993</b>	267,425	-15.0	<b>2010</b>	1,149,561	5.4
<b>1977</b>	278,761	0.3	<b>1994</b>	181,332	-32.2	<b>2011</b>	1,184,497	3.0
<b>1978</b>	293,080	5.1	<b>1995</b>	235,007	29.6	<b>2012</b>	1,254,724	5.9
<b>1979</b>	230,889	-21.2	<b>1996</b>	282,835	20.4	<b>2013</b>	1,282,792	2.2
<b>1980</b>	118,005	-48.9	<b>1997</b>	387,052	36.8	<b>2014</b>	1,345,165	4.9
<b>1981</b>	81,847	-30.6	<b>1998</b>	541,863	40.0	<b>2015</b>	1,401,598	4.2
<b>1982</b>	98,981	20.9	<b>1999</b>	658,191	21.5	<b>2016</b>	1,433,613	2.3
<b>1983</b>	106,090	7.2	<b>2000</b>	667,315	20.7	<b>2017</b>	1,556,069	8.5

Source: 1967-2006-DIRECTORATE GENERAL OF MIGRATION, CORSATUR, ISTU, 2007-2017 CORSATUR, ARALDI, IT CORNER, SPSS SA DE CV



## Annex 5

**EL SALVADOR: MONTHLY ARRIVAL ACCORDING BY COUNTRY OF  
RESIDENCE YEAR: 2017**

COUNTRY/MONTH	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL	%
<b>CENTRAL AMERICA</b>	FEB	61,235	62,551	72,024	68,857	66,004	79,370	93,709	65,291	65,368	81,770	107,251	898,652	57.8
Guatemala	MARCH	35,358	42,095	45,831	51,977	45,124	48,880	43,678	43,478	44,074	44,572	72,600	558,371	35.9
Honduras	APRIL	20,298	14,403	19,934	10,393	14,130	23,108	41,358	14,954	13,461	27,341	25,568	250,132	16.1
Nicaragua	MAY	2,007	1,910	1,362	2,367	2,262	2,597	2,987	2,742	2,938	3,288	3,736	30,711	2.0
Costa Rica	JUNE	2,028	2,753	3,782	2,838	3,282	3,408	3,136	2,969	3,577	4,982	3,885	41,669	2.7
Panama	JULY	1,437	1,332	1,042	1,214	1,114	1,305	2,049	1,013	1,185	1,520	1,406	16,364	1.1
Belize	AUG	107	57	73	67	92	72	500	135	133	67	57	1,406	0.1
<b>NORTH AMERICA</b>	SEPT	34,726	39,519	46,430	37,843	55,659	58,498	45,525	30,976	39,056	44,804	75,736	548,541	35.3
United States of America	OCT	30,897	34,729	41,824	31,466	51,796	54,205	38,567	26,600	31,547	35,784	67,799	477,257	30.7
Mexico	NOV	1,388	1,654	1,670	4,481	1,835	2,167	4,326	3,125	5,829	6,581	3,228	40,848	2.6
Canada	DEC	2,441	3,136	2,935	1,896	2,029	2,126	2,631	1,250	1,680	2,439	4,708	30,436	2.0
<b>SOUTH AMERICA</b>	3,786	3,371	4,839	3,446	4,041	4,086	4,975	4,073	4,276	4,831	5,176	4,001	50,901	3.3
Argentina	309	272	1,295	215	434	495	454	265	366	595	782	517	5,999	0.4
Brazil	296	413	456	440	488	464	624	644	613	660	512	316	5,926	0.4
Colombia	1,690	1,205	1,472	1,376	1,421	1,630	1,714	1,288	1,469	1,560	1,786	1,494	18,106	1.2
Other countries from America	1,491	1,481	1,616	1,415	1,698	1,497	2,182	1,876	1,828	2,016	2,096	1,674	20,870	1.3



COUNTRY/MONTH	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL	%
<b>THE CARIBBEAN</b>	297	336	567	249	424	425	321	311	291	445	300	307	4,273	0.3
Cuba	78	75	326	91	133	209	125	102	124	191	139	148	1,741	0.1
Dominican Republic	160	210	121	107	147	133	149	114	119	141	115	105	1,621	0.1
Others from the CAR-IBBEAN	59	51	120	51	144	83	47	95	48	113	46	54	911	0.1
<b>EUROPE</b>	3,167	2,786	4,290	3,944	1,813	7,980	2,889	2,493	1,752	2,523	2,700	3,313	39,652	2.5
Germany	292	284	303	283	286	1,339	309	283	290	322	475	499	4,966	0.3
Spain	1,606	662	2,324	2,579	528	3,772	949	1,021	584	541	679	795	16,040	1.0
Estonia	5	3	1	2	1	2	0	5	2	6	5	5	37	0.0
France	211	360	400	178	145	1,732	488	210	88	192	205	370	4,580	0.3
Italy	315	274	266	205	251	554	429	388	216	267	298	492	3,955	0.3
UK	180	608	169	128	105	129	143	168	128	151	277	200	2,386	0.2
Others from Europe	558	596	827	569	497	452	571	418	444	1,044	761	952	7,689	0.5
<b>AFRICA</b>	35	60	59	26	37	71	29	50	44	37	50	36	534	0.0
<b>EASTERN AND SOUTH ASIA</b>	563	577	1,374	1,412	1,020	1,758	886	1,569	446	393	589	452	11,039	0.7
Japan	86	160	813	83	75	499	337	674	85	79	74	109	3,074	0.2
Rep. Of Korea	92	88	91	826	585	60	61	84	60	40	92	72	2,151	0.1
Taiwan	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0
Others from Asia	385	329	470	502	361	1,199	488	812	301	274	423	271	5,815	0.4
<b>OCEANIA</b>	182	114	400	156	110	150	286	132	131	209	265	341	2,476	0.2
<b>TOTAL</b>	<b>123,022</b>	<b>103,205</b>	<b>113,600</b>	<b>127,686</b>	<b>114,145</b>	<b>136,134</b>	<b>147,254</b>	<b>147,862</b>	<b>103,207</b>	<b>112,862</b>	<b>135,654</b>	<b>191,437</b>	<b>1,556,069</b>	<b>100.0</b>

Source: Survey of tourist in transit in land borders and airports of El Salvador and the port of Acajutla, CORSATUR-SPSS SA DE CV 2016-2017

## Annex 5-1

**EL SALVADOR: AVERAGE GROWTH IN ARRIVALS  
YEARS: 2005-2017**

Months	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Average M 05/15	2016	Average M 05/16	2017	Monthly Average Growth 16/15
January	90,474	110,008	105,181	105,604	100,793	91,862	99,609	105,097	107,800	97,076	105,141	1.8%	108,164	2.0%	123,022	13.7%
February	68,526	85,509	94,477	95,813	77,997	87,004	86,032	91,958	96,115	99,790	106,602	6.2%	109,890	6.0%	103,205	-6.1%
March	94,015	97,191	103,529	128,385	88,737	99,680	97,057	103,846	107,887	106,372	103,632	1.1%	110,855	1.8%	113,600	2.5%
April	81,954	104,914	102,043	121,726	96,696	90,860	94,155	88,555	97,772	124,511	114,761	4.4%	107,436	3.1%	127,686	18.8%
May	82,732	92,108	97,960	108,648	72,117	95,898	89,647	94,612	90,196	113,444	122,767	5.4%	116,025	4.0%	114,145	-1.6%
June	107,461	103,657	111,715	128,235	81,649	103,202	90,017	116,626	104,314	114,283	125,973	1.9%	125,576	1.7%	136,134	8.4%
July	107,415	112,649	115,545	139,929	100,440	99,670	101,967	108,982	118,349	124,334	124,831	1.8%	131,609	2.3%	147,254	11.9%
August	101,219	118,470	144,755	99,842	92,415	104,857	110,753	109,544	116,601	112,814	129,220	3.1%	133,887	3.2%	147,862	10.4%
September	84,309	102,084	102,359	102,513	83,902	79,526	86,899	88,669	85,638	91,970	94,733	1.4%	92,860	1.0%	103,207	11.1%
October	84,593	103,988	106,711	112,677	76,943	80,698	82,734	91,277	88,883	85,011	90,807	0.8%	102,923	2.2%	112,862	9.7%
November	99,249	114,605	115,885	105,391	94,196	90,954	102,395	106,172	114,547	113,866	118,927	2.2%	127,724	2.9%	135,654	6.2%
December	125,194	133,744	138,383	136,010	125,041	125,350	143,232	149,386	154,691	161,695	164,203	3.5%	166,665	3.3%	191,436	14.9%
<b>TOTAL</b>	<b>1,127,141</b>	<b>1,278,927</b>	<b>1,338,543</b>	<b>1,384,773</b>	<b>1,090,926</b>	<b>1,149,561</b>	<b>1,184,497</b>	<b>1,254,724</b>	<b>1,282,792</b>	<b>1,345,165</b>	<b>1,401,598</b>	<b>2.7%</b>	<b>1,433,613</b>	<b>2.7%</b>	<b>1,556,069</b>	<b>8.5%</b>

Source: Survey of tourist in transit in land borders and airports of El Salvador and the port of Acajutla, CORSATUR-SPSS SA DE CV 2016-2017

**Annex 6**
**HISTORICAL SERIES OF ARRIVALS OF TOURISTS TO EL SALVADOR, ACCORDING TO COUNTRY OF RESIDENCE YEARS: 1967-2017**

Years	Guatemala	Honduras	Nicaragua	Costa Rica	Panama	Belize	U.S.A	Mexico	Canada	Germany	Spain	South America	Caribe	Other	TOTAL	Relative variation in comparison with the previous year
<b>TOTAL</b>	9,767,176	3,437,064	1,943,755	880,662	295,300	55,948	6,313,348	684,676	482,221	159,503	246,835	703,706	80,984	1,143,365	27,750,614	%
1967	40,009	15,310	11,435	7,040	1,615	10	20,664	6,230	1,011	2,064	1,792	4,689	515	6,049	118,433	
1968	51,615	17,515	12,993	8,058	1,720	10	25,808	6,581	1,110	2,379	1,991	4,780	600	6,419	141,579	19.5
1969	48,959	8,850	14,027	10,465	1,978	0	25,396	6,208	1,872	2,203	1,492	4,899	440	7,371	134,160	-5.2
1970	58,858	79	22,965	10,294	1,735	47	22,303	5,938	1,256	1,883	1,637	4,525	301	5,983	137,804	2.7
1971	74,472	82	23,980	13,752	2,378	47	26,290	7,456	1,521	2,418	1,888	5,431	351	7,163	167,229	21.4
1972	73,969	431	24,516	14,539	2,644	28	29,227	7,853	1,922	2,579	1,963	6,333	506	7,984	174,494	4.3
1973	121,547	1,115	27,780	15,441	3,664	36	34,010	11,292	2,987	2,265	2,486	5,419	666	7,429	236,137	35.3
1974	125,653	2,364	27,009	17,673	7,684	838	40,937	20,050	4,123	4,484	2,989	12,475	3,907	15,229	285,415	20.9
1975	99,907	10,816	37,683	21,063	6,534	287	43,090	14,742	2,891	3,662	2,619	10,414	899	11,409	266,016	-6.8
1976	92,314	7,901	43,175	23,088	5,484	558	60,294	10,293	3,575	3,768	2,492	10,211	1,170	13,573	277,896	4.5
1977	84,059	8,904	53,439	28,476	6,194	977	47,839	10,721	3,498	2,892	2,299	11,661	1,206	16,596	278,761	0.3
1978	96,694	9,703	50,536	32,009	4,651	663	45,656	10,375	3,342	3,227	2,875	13,717	1,241	18,391	293,080	5.1
1979	78,388	18,070	51,775	16,689	3,165	995	28,299	7,875	1,779	1,398	1,279	9,689	807	10,681	230,889	-21.2
1980	43,336	15,322	19,021	14,109	1,206	650	7,280	5,416	897	824	621	4,474	371	4,478	118,005	-48.9
1981	41,872	14,335	1,998	6,722	618	89	5,756	1,832	335	1,139	721	2,283	125	4,022	81,847	-30.6

Years	Guatemala	Honduras	Nicaragua	Costa Rica	Panama	Belize	U.S.A	Mexico	Canada	Germany	Spain	South America	Caribe	Other	TOTAL	Relative variation in comparison with the previous year
1982	48,572	19,749	1,413	5,988	816	143	9,649	2,085	467	1,232	1,044	3,413	173	4,237	98,981	20.9
1983	47,829	24,033	1,735	4,379	823	222	13,295	2,565	499	1,317	1,058	3,562	216	4,557	106,090	7.2
1984	41,369	20,847	2,004	3,711	908	202	18,893	3,223	608	1,562	1,332	4,048	291	5,479	104,477	-1.5
1985	43,882	33,635	8,196	3,496	1,160	301	22,580	3,821	1,005	1,772	1,509	4,681	754	6,416	133,208	27.5
1986	50,838	22,572	7,155	4,573	1,228	258	25,601	4,679	1,021	1,960	1,521	4,849	719	6,970	133,944	0.6
1987	43,742	17,222	4,821	4,990	1,389	280	28,037	5,823	1,280	2,203	1,664	5,595	379	7,262	124,687	-6.9
1988	38,538	12,800	8,590	6,271	1,489	306	38,075	6,012	1,784	2,454	2,105	6,692	474	8,434	134,024	7.5
1989	35,779	18,333	10,806	5,633	1,880	264	32,489	5,021	1,255	2,079	1,850	7,130	507	7,576	130,602	-2.6
1990	69,530	40,101	5,997	6,161	1,672	367	44,450	6,633	1,970	2,237	1,920	5,235	430	7,565	194,268	48.7
1991	63,457	25,123	16,136	7,789	2,145	580	51,878	7,092	3,144	2,813	2,385	6,741	560	9,075	198,918	2.4
1992	110,032	32,675	30,243	13,369	3,323	636	74,601	10,391	4,420	3,999	4,996	9,999	957	14,841	314,482	58.1
1993	68,674	27,181	26,251	12,006	3,646	637	76,181	10,724	5,796	3,923	5,106	10,256	1,195	15,849	267,425	-15.0
1994	34,385	17,837	9,603	9,794	3,518	659	58,240	8,582	5,238	3,648	4,617	9,079	968	15,164	181,332	-32.2
1995	33,050	13,102	9,521	12,464	3,800	823	99,229	11,481	9,735	4,086	6,759	10,952	1,041	18,964	235,007	29.6
1996	54,210	20,644	14,104	19,497	9,050	1,130	88,905	11,276	8,855	5,163	8,242	15,778	1,369	24,612	282,835	20.4
1997	83,685	36,515	24,546	19,919	6,883	1,442	123,355	19,737	9,052	6,415	8,779	16,607	1,468	28,649	387,052	36.8
1998	163,485	84,299	60,735	28,804	10,498	5,197	97,838	19,912	9,282	5,615	7,631	16,471	1,639	30,457	541,863	40.0
1999	205,559	113,268	60,727	23,257	6,938	2,020	143,614	21,007	12,722	5,922	9,810	5,412	1,520	46,415	658,191	21.5



Years	Guatemala	Honduras	Nicaragua	Costa Rica	Panama	Belize	U.S.A	Mexico	Canada	Germany	Spain	South America	Caribe	Other	TOTAL	Relative variation in comparison with the previous year
2000	229,709	127,569	61,087	24,391	7,595	2,058	120,049	18,832	9,691	4,815	8,298	2,897	405	49,919	667,315	1.4
2001	239,944	95,655	49,903	19,205	5,262	2,147	109,273	16,207	9,155	228	8,308	1,028	6,112	54,461	616,888	-7.6
2002	316,859	115,172	100,198	22,784	6,323	1,894	140,878	18,021	10,112	2,748	8,996	485	12	53,761	798,243	29.4
2003	276,327	87,834	90,779	22,248	6,791	1,809	150,910	16,962	10,631	4,359	8,414	16,411	1,251	25,237	719,963	-9.8
2004	320,763	126,324	138,976	28,908	8,928	2,674	22,853	22,617	14,607	4,725	9,124	19,505	1,993	228,748	950,745	32.1
2005	382,673	198,333	162,377	33,905	10,074	2,889	231,806	24,456	16,042	4,511	9,091	21,415	2,046	27,523	1,127,141	18.6
2006	519,670	253,586	120,871	33,198	9,952	2,537	227,576	23,255	21,186	3,993	8,512	25,666	2,480	26,445	1,278,927	13.5
2007	488,453	189,453	113,883	44,782	13,319	2,770	320,298	32,418	33,827	5,671	12,003	41,044	4,804	35,818	1,338,543	4.7
2008	537,578	213,075	96,956	27,668	11,912	2,342	361,858	28,999	32,050	4,128	8,543	27,137	3,249	29,278	1,384,773	3.5
2009	462,944	138,104	42,844	17,714	10,106	1,611	327,314	17,633	26,333	1,968	5,496	19,861	2,452	16,545	1,090,926	-21.2
2010	518,957	145,868	43,488	18,443	10,579	2,508	318,569	17,607	20,432	2,020	5,843	23,704	2,602	18,941	1,149,561	5.4
2011	535,245	126,446	40,755	20,300	10,733	1,317	320,737	19,699	28,205	4,993	10,620	33,249	3,086	29,112	1,184,497	3.0
2012	537,612	136,451	32,566	20,306	11,479	2,284	396,909	15,950	30,216	3,265	8,624	32,897	3,078	23,087	1,254,724	5.9
2013	465,055	171,763	32,937	25,150	12,263	1,374	422,811	27,489	31,911	5,440	7,788	46,337	4,590	27,884	1,282,792	2.2
2014	511,829	177,777	33,931	27,981	14,808	1,932	431,792	27,567	29,188	4,123	7,850	43,701	4,399	28,286	1,345,165	4.9
2015	530,531	202,339	28,262	28,737	14,222	1,543	447,628	32,654	24,796	3,532	8,565	44,991	4,877	28,920	1,401,598	4.2
2016	524,758	220,582	29,027	33,424	18,518	1,557	452,329	31,383	23,587	3,398	9,288	45,879	5,783	34,101	1,433,613	2.3
2017	558,371	250,131	30,711	41,669	16,364	1,406	477,257	40,848	30,436	4,966	16,040	50,901	4,273	32,696	1,556,069	8.5

Source: Counting Survey for Tourists in Transit in Land Borders and El Salvador airports and Acejutla port. CORSATUR - ARALDI 2009-2013 / IT CORNER 2013-2014 / SPSS SA DE CV 2014-2017 and data from previous years CORSATUR-MIGRATION-ISTU

## EL SALVADOR: ARRIVALS OF TOURISTS PER YEAR, ACCORDING TO COUNTRY OF RESIDENCE

YEARS: 1998-2017

Nationality	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>Central America</b>	353,018	411,769	452,409	412,116	563,230	485,798	626,573	790,251	939,814	852,660	889,531	673,324	739,843	734,796	740,698	708,541	768,259	805,634	827,865	898,652
Guatemala	163,485	205,559	229,709	239,944	316,859	276,327	320,763	382,673	519,670	488,453	537,578	462,944	518,957	535,245	537,612	465,055	511,829	530,531	524,758	558,371
Honduras	84,299	113,268	127,569	95,655	115,172	87,834	126,324	198,333	253,586	189,453	213,075	138,104	145,868	126,446	136,451	171,763	177,777	202,339	220,582	250,131
Nicaragua	60,735	60,727	61,087	49,903	100,198	90,779	138,976	162,377	120,871	113,883	96,956	42,844	43,488	40,755	32,566	32,937	33,931	28,262	29,027	30,711
Costa Rica	28,804	23,257	24,391	19,205	22,784	22,248	28,908	33,905	33,198	44,782	27,668	17,714	18,443	20,300	20,306	25,150	27,981	28,737	33,424	41,669
Panama	10,498	6,938	7,595	5,262	6,323	6,791	8,928	10,074	9,952	13,319	11,912	10,106	10,579	10,733	11,479	12,263	14,808	14,222	18,518	16,364
Belize	5,197	2,020	2,058	2,147	1,894	1,809	2,674	2,889	2,537	2,770	2,342	1,611	2,508	1,317	2,284	1,374	1,932	1,543	1,557	1,406
<b>North America</b>	127,032	177,343	148,572	134,635	169,011	178,503	260,077	272,304	272,017	386,543	422,907	371,280	356,608	368,641	443,075	482,211	488,547	505,078	507,299	548,541
United States	97,838	143,614	120,049	109,273	140,878	150,910	222,853	231,806	227,576	320,298	361,858	327,314	318,569	320,737	396,909	422,811	431,792	447,628	452,329	477,257
Mexico	19,912	21,007	18,832	16,207	18,021	16,962	22,617	24,456	23,255	32,418	28,999	17,633	17,607	19,699	15,950	27,489	27,567	32,654	31,383	40,848
Canada	9,282	12,722	9,691	9,155	10,112	10,631	14,607	16,042	21,186	33,827	32,050	26,333	20,432	28,205	30,216	31,911	29,188	24,796	23,587	30,436
<b>South America</b>	16,471	5,412	2,897	1,028	485	16,411	19,505	21,415	25,666	41,044	27,137	19,861	23,704	33,249	32,897	46,337	43,701	44,991	45,879	50,901
Argentina	0	0	0	0	0	3,298	3,817	4,269	4,448	5,807	4,291	2,673	2,501	3,727	2,524	2,950	3,552	3,271	3,548	5,999
Brazil	0	0	0	0	0	1,448	2,039	2,771	3,202	5,849	4,337	3,613	4,180	4,816	4,099	4,974	5,049	5,221	4,973	5,926
Colombia	0	0	0	0	0	4,276	4,522	5,065	5,876	9,103	6,661	5,957	7,698	12,062	14,913	17,428	17,104	16,540	17,123	18,106
Others from South Am	0	0	0	0	0	7,389	9,127	9,310	12,140	20,285	11,848	7,618	9,325	12,644	11,361	20,985	17,995	19,959	20,234	20,870
<b>The Caribbean</b>	1,639	1,520	405	6,112	12	1,251	1,993	2,046	2,480	4,804	3,249	2,452	2,602	3,086	3,078	4,590	4,399	4,877	5,783	4,273
Cuba	0	0	0	0	0	219	286	335	466	642	519	596	861	580	594	1,101	924	1,279	2,011	1,741

Nationality	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Dominican Republic	0	0	0	0	0	758	1,095	1,198	1,235	2,285	2,009	1,321	1,292	1,847	1,475	2,689	2,589	2,712	2,571	1,621
Others from the Caribbean	0	0	0	0	0	274	612	513	779	1,877	721	534	449	659	1,009	800	886	886	1,201	911
<b>Europe</b>	26,391	25,730	22,110	17,684	21,365	29,241	31,617	29,871	27,853	40,020	32,656	18,842	19,919	33,891	25,744	32,344	29,982	30,223	32,723	39,652
Germany	5,615	5,922	4,815	228	2,748	4,359	4,725	4,511	3,993	5,671	4,128	1,968	2,020	4,993	3,265	5,440	4,123	3,532	3,398	4,966
Spain	7,631	9,810	8,298	8,308	8,996	8,414	9,124	9,091	8,512	12,003	8,543	5,496	5,843	10,620	8,624	7,788	7,850	8,565	9,288	16,040
France	4,288	3,565	3,324	3,448	3,382	2,635	1,632	794	836	2,302	2,063	1,780	1,332	3,023	2,239	3,456	3,125	2,873	6,132	4,580
Italy	4,741	3,679	3,160	3,112	3,419	3,308	4,056	3,800	3,273	4,448	3,054	2,843	2,475	5,228	3,611	3,582	3,380	3,600	4,514	3,955
UK	4,116	2,754	2,513	2,588	2,820	2,948	3,194	2,665	2,267	3,249	2,176	1,027	759	1,919	1,639	1,970	2,151	2,531	2,667	2,386
Others from Europe	0	0	0	0	0	7,577	8,886	9,010	8,972	12,347	12,692	5,728	7,490	8,108	6,366	10,108	9,353	9,122	6,722	7,726
<b>Africa</b>	0	0	0	0	0	368	580	624	753	569	172	91	172	516	906	779	633	487	542	534
<b>Asia</b>	4,681	4,145	3,154	3,288	4,034	7,004	8,124	8,002	8,117	9,944	7,390	3,265	4,927	7,504	5,848	5,699	7,514	8,292	11,459	11,039
Japan	2,072	2,934	1,960	2,435	2,691	2,088	2,277	1,989	2,170	3,615	1,882	863	839	3,184	2,354	1,183	3,262	3,795	4,813	3,074
Rep. of Korea	0	0	0	0	0	1,792	2,175	2,346	1,434	1,582	771	683	896	1,112	574	627	582	748	723	2,151
Taiwan	0	0	0	0	0	1,301	1,704	1,740	1,409	1,605	309	0	2	0	0	0	0	0	0	0
Others from Asia	2,609	1,211	1,194	853	1,343	1,823	1,968	1,927	3,104	3,142	4,428	1,718	3,190	3,208	2,920	3,889	3,670	3,749	5,923	5,815
<b>Oceania</b>	0	0	0	0	0	1,397	2,276	2,628	2,224	2,959	1,730	1,811	1,786	2,814	2,477	2,290	2,130	2,016	2,064	2,476
Others	12,631	32,272	37,768	42,025	40,106	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>	541,863	658,191	667,315	616,888	798,243	719,963	950,745	1,127,141	1,278,924	1,338,543	1,384,773	1,090,326	1,149,561	1,184,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,556,069

Source: GENERAL DIRECTORATE OF MIGRATION / CORSATUR / ISTU -ARALDI- IT CORNER- SPSS SA DE CV 2016-2017-2009-2017

## EL SALVADOR: PERCENT VARIATION FOR ANNUAL ARRIVALS BY COUNTRY OF RESIDENCE

YEARS: 1998-2017

Nationality	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>Central America</b>	104.1	16.6	9.9	-8.9	36.7	-13.7	29.0	26.1	18.9	-9.3	4.3	-24.3	9.9	-0.7	0.8	-4.3	8.4	4.9	2.8	8.6
Guatemala	95.4	25.7	11.7	4.5	32.1	-12.8	16.1	19.3	35.8	-6.0	10.1	-13.9	12.1	3.1	0.4	-13.5	10.1	3.7	-1.1	6.4
Honduras	130.9	34.4	12.6	-25.0	20.4	-23.7	43.8	57.0	27.9	-25.3	12.5	-35.2	5.6	-13.3	7.9	25.9	3.5	13.8	9.0	13.4
Nicaragua	147.4	0.0	0.6	-18.3	100.8	-9.4	53.1	16.8	-25.6	-5.8	-14.9	-55.8	1.5	-6.3	-20.1	1.1	3.0	-16.7	2.7	5.8
Costa Rica	44.6	-19.3	4.9	-21.3	18.6	-2.4	29.9	17.3	-2.1	34.9	-38.2	-36.0	4.1	10.1	0.0	23.9	11.3	2.7	16.3	24.7
Panama	52.5	-33.9	9.5	-30.7	20.2	7.4	31.5	12.8	-1.2	33.8	-10.6	-15.2	4.7	1.5	7.0	6.8	20.8	-4.0	30.2	-11.6
Belize	260.4	-61.1	1.9	4.3	-11.8	-4.5	47.8	8.0	-12.2	9.2	-15.5	-31.2	55.6	-47.5	73.4	-39.8	40.7	-20.2	0.9	-9.7
<b>North America</b>	-16.5	39.6	-16.2	-9.4	25.5	5.6	45.7	4.7	-0.1	42.1	9.4	-12.2	-4.0	3.4	20.2	8.8	1.3	3.4	0.4	8.1
United States	-20.7	46.8	-16.4	-9.0	28.9	7.1	47.7	4.0	-1.8	40.7	13.0	-9.5	-2.7	0.7	23.7	6.5	2.1	3.7	1.1	5.5
Mexico	0.9	5.5	-10.4	-13.9	11.2	-5.9	33.3	8.1	-4.9	39.4	-10.5	-39.2	-0.2	11.9	-19.0	72.3	0.3	18.5	-3.9	30.2
Canada	2.5	37.1	-23.8	-5.5	10.5	5.1	37.4	9.8	32.1	59.7	-5.3	-17.8	-22.4	38.0	7.1	5.6	-8.5	-15.0	-4.9	29.0
<b>South America</b>	11.6	-7.3	-46.5	-64.5	-52.8	3,283.7	18.9	9.8	19.9	59.9	-33.9	-26.8	19.4	40.3	-1.1	40.9	-5.7	3.0	2.0	10.9
Argentina	0.0	0.0	0.0	0.0	0.0	0.0	15.7	11.8	4.2	30.6	-26.1	-37.7	-6.4	49.0	-32.3	16.9	20.4	-7.9	8.5	69.1
Brazil	0.0	0.0	0.0	0.0	0.0	0.0	40.8	35.9	15.6	82.7	-25.9	-16.7	15.7	15.2	-14.9	21.4	1.5	3.4	-4.8	19.2
Colombia	0.0	0.0	0.0	0.0	0.0	0.0	5.8	12.0	16.0	54.9	-26.8	-10.6	29.2	56.7	23.6	16.9	-1.9	-3.3	3.5	5.7
Others from South Am	0.0	0.0	0.0	0.0	0.0	0.0	23.5	2.0	30.4	67.1	-41.6	-35.7	22.4	35.6	-10.1	84.7	-14.2	10.9	1.4	3.1
<b>The Caribbean</b>	4.1	-11.5	-73.4	1,409.1	-99.8	10,325.0	59.3	2.7	21.2	93.7	-32.4	-24.5	6.1	18.6	-0.3	49.1	-4.2	10.9	18.6	-26.1
Cuba	0.0	0.0	0.0	0.0	0.0	0.0	30.6	17.1	39.10	37.77	-19.16	14.88	44.41	-32.64	2.41	85.35	-16.08	38.42	57.23	-13.43



Nationality	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Dominican Republic	0.0	0.0	0.0	0.0	0.0	0.0	44.5	9.4	3.1	85.0	-12.1	-34.2	-2.2	43.0	-20.1	82.3	-3.7	4.8	-5.21	-36.95
Others from the Caribbean	0.0	0.0	0.0	0.0	0.0	0.0	123.4	-16.2	51.85	140.95	-61.59	-25.94	-15.92	46.77	53.11	-20.70	10.74	0.00	35.55	-24.15
<b>Europe</b>	-0.9	-2.5	-14.1	-20.0	20.8	36.9	8.1	-5.5	-6.8	43.7	-18.4	-42.3	5.7	70.1	-24.0	25.6	-7.3	0.8	8.3	21.2
Germany	-12.5	5.5	-18.7	-95.3	1,105.3	58.6	8.4	-4.5	-11.5	42.0	-27.2	-52.3	2.6	147.2	-34.6	66.6	-24.2	-14.3	-3.8	46.1
Spain	-13.1	28.6	-15.4	0.1	8.3	-6.5	8.4	-0.4	-6.4	41.0	-28.8	-35.7	6.3	81.8	-18.8	-9.7	0.8	9.1	8.4	72.7
France	17.7	-16.9	-6.8	3.7	-1.9	-22.1	-38.1	-51.3	5.3	175.4	-10.4	-13.7	-25.2	127.0	-25.9	54.4	-9.6	-8.1	113.5	-25.3
Italy	5.8	-22.4	-14.1	-1.5	9.9	-3.2	22.6	-6.3	-13.9	35.9	-31.3	-6.9	-12.9	111.2	-30.9	-0.8	-5.6	6.5	25.4	1.4
UK	24.6	-33.1	-8.8	3.0	9.0	4.5	8.3	-16.6	-14.9	43.3	-33.0	-52.8	-26.1	152.8	-14.6	20.2	9.2	17.6	5.4	48.3
Others from Europe	0.0	0.0	0.0	0.0	0.0	0.0	17.3	1.4	-0.4	37.6	2.8	-54.9	30.8	8.3	-21.5	58.8	-7.5	-2.5	-26.3	-64.5
<b>Africa</b>	0.0	0.0	0.0	0.0	0.0	0.0	57.6	7.6	20.7	-24.4	-69.8	-47.1	89.0	200.0	75.7	-14.0	-18.8	-23.1	11.3	-1.5
<b>Asia</b>	25.9	-11.5	-23.9	4.2	22.7	73.6	16.0	-1.5	1.4	22.5	-25.7	-55.8	50.9	52.3	-22.1	-2.5	31.9	10.3	38.2	-3.7
Japan	-17.9	41.6	-33.2	24.2	10.5	-22.4	9.1	-12.6	9.1	66.6	-47.9	-54.1	-2.8	279.5	-26.1	-49.7	175.7	16.3	26.8	-36.1
Rep. of Korea	0.0	0.0	0.0	0.0	0.0	0.0	21.4	7.9	-38.9	10.3	-51.3	-11.4	31.1	24.1	-48.4	9.2	-7.2	28.5	-3.3	197.5
Taiwan	0.0	0.0	0.0	0.0	0.0	0.0	31.0	2.1	-19.0	13.9	-80.7	-100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Others from Asia	0.0	0.0	-1.4	-28.6	57.4	35.7	8.0	-2.1	61.1	1.2	40.9	-61.2	85.6	0.6	-9.0	33.2	-5.6	2.1	58.0	-1.8
<b>Oceania</b>	0.0	0.0	0.0	0.0	0.0	0.0	62.9	15.5	-15.4	33.0	-41.5	4.7	-1.4	57.6	-12.0	-7.6	-7.0	-5.3	2.4	20.0
Others	-0.7	155.5	17.0	11.3	-4.6	-100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
<b>TOTAL</b>	40.0	21.5	1.4	-7.6	29.4	-9.8	32.1	18.6	13.5	4.7	3.5	-21.2	5.4	3.0	5.9	2.2	4.9	4.2	2.3	8.5

Source: GENERAL DIRECTORATE OF MIGRATION / CORSATUR / ISTU -ARALDI-IT CORNER- SPSS SA DE CV 2016-2017-2009-2017

**EL SALVADOR: MONTHLY TOURISTS' ARRIVALS OF BY COUNTRY OF RESIDENCE.  
YEARS: 2016 -2017**

Country/ Month	Jan-16	Jan-17	Feb-16	Feb-17	Mar-16	Mar-17	Apr-16	Apr-17	May-16	May-17	Jun-16	Jun-17	Total 16	Total 17	Rel. Dif.	Var. %
<b>Central America</b>	63,288	75,223	61,759	61,235	59,025	62,551	59,533	72,024	72,974	68,857	68,212	66,004	384,791	405,893	21,103	5.48
Guatemala	33,657	40,703	44,965	35,358	44,255	42,095	40,535	45,831	52,058	51,977	50,506	45,124	265,976	261,089	-4,887	-1.84
Honduras	21,811	25,185	10,354	20,298	9,993	14,403	14,192	19,934	15,130	10,393	12,222	14,130	83,703	104,342	20,639	24.66
Nicaragua	1,893	2,515	1,462	2,007	1,288	1,910	1,572	1,362	2,199	2,367	2,266	2,262	10,680	12,423	1,743	16.32
Costa Rica	4,295	5,028	2,306	2,028	2,099	2,753	2,167	3,782	2,393	2,838	1,904	3,282	15,163	19,712	4,549	30.00
Panama	1,600	1,747	2,596	1,437	1,318	1,332	987	1,042	1,115	1,214	1,223	1,114	8,839	7,886	-953	-10.78
Belize	32	45	76	107	72	57	81	73	79	67	90	92	430	441	11	2.57
<b>North America</b>	38,074	39,769	40,019	34,726	43,512	39,519	41,226	46,430	36,452	37,843	46,195	55,659	245,477	253,948	8,471	3.45
United States	34,036	32,042	31,760	30,897	40,212	34,729	37,113	41,824	33,139	31,466	43,404	51,796	219,665	222,754	3,090	1.41
Mexico	1,634	4,564	6,502	1,388	1,374	1,654	2,433	1,670	2,086	4,481	1,467	1,835	15,496	15,591	95	0.61
Canada	2,403	3,164	1,756	2,441	1,927	3,136	1,679	2,935	1,226	1,896	1,324	2,029	10,316	15,602	5,286	51.24
<b>South America</b>	3,299	3,786	3,449	3,371	3,795	4,839	3,533	3,446	3,882	4,041	3,736	4,086	21,694	23,569	1,875	8.64
Argentina	274	309	271	272	633	1,295	232	215	443	434	266	495	2,119	3,020	901	42.49
Brazil	230	296	272	413	321	456	383	440	545	488	474	464	2,225	2,557	332	14.92
Colombia	1,373	1,690	1,173	1,205	1,362	1,472	1,393	1,376	1,284	1,421	1,525	1,630	8,110	8,795	684	8.44
Others from South Am	1,422	1,491	1,733	1,481	1,479	1,616	1,525	1,415	1,610	1,698	1,471	1,497	9,240	9,198	-42	-0.46
<b>The Caribbean</b>	343	297	1,087	336	405	567	353	249	482	424	374	425	3,044	2,298	-746	-24.51
Cuba	146	78	739	75	90	326	98	91	122	133	106	209	1,301	912	-389	-29.90

Country/ Month	Jan-16	Jan-17	Feb-16	Feb-17	Mar-16	Mar-17	Apr-16	Apr-17	May-16	May-17	Jun-16	Jun-17	Total 16	Total 17	Rel. Dif.	Var. %
Dominican Republic	0.0	0.0	0.0	0.0	0.0	0.0	44.5	9.4	3.1	85.0	-12.1	-34.2	-2.2	43.0	-20.1	82.3
Others from the Caribbean	0.0	0.0	0.0	0.0	0.0	0.0	123.4	-16.2	51.85	140.95	-61.59	-25.94	-15.92	46.77	53.11	-20.70
<b>Europe</b>	-0.9	-2.5	-14.1	-20.0	20.8	36.9	8.1	-5.5	-6.8	43.7	-18.4	-42.3	5.7	70.1	-24.0	25.6
Germany	-12.5	5.5	-18.7	-95.3	1,105.3	58.6	8.4	-4.5	-11.5	42.0	-27.2	-52.3	2.6	147.2	-34.6	66.6
Spain	-13.1	28.6	-15.4	0.1	8.3	-6.5	8.4	-0.4	-6.4	41.0	-28.8	-35.7	6.3	81.8	-18.8	-9.7
France	17.7	-16.9	-6.8	3.7	-1.9	-22.1	-38.1	-51.3	5.3	175.4	-10.4	-13.7	-25.2	127.0	-25.9	54.4
Italy	5.8	-22.4	-14.1	-1.5	9.9	-3.2	22.6	-6.3	-13.9	35.9	-31.3	-6.9	-12.9	111.2	-30.9	-0.8
UK	24.6	-33.1	-8.8	3.0	9.0	4.5	8.3	-16.6	-14.9	43.3	-33.0	-52.8	-26.1	152.8	-14.6	20.2
Others from Europe	0.0	0.0	0.0	0.0	0.0	0.0	17.3	1.4	-0.4	37.6	2.8	-54.9	30.8	8.3	-21.5	58.8
<b>Africa</b>	0.0	0.0	0.0	0.0	0.0	0.0	57.6	7.6	20.7	-24.4	-69.8	-47.1	89.0	200.0	75.7	-14.0
<b>Asia</b>	25.9	-11.5	-23.9	4.2	22.7	73.6	16.0	-1.5	1.4	22.5	-25.7	-55.8	50.9	52.3	-22.1	-2.5
Japan	-17.9	41.6	-33.2	24.2	10.5	-22.4	9.1	-12.6	9.1	66.6	-47.9	-54.1	-2.8	279.5	-26.1	-49.7
Rep. of Korea	0.0	0.0	0.0	0.0	0.0	0.0	21.4	7.9	-38.9	10.3	-51.3	-11.4	31.1	24.1	-48.4	9.2
Taiwan	0.0	0.0	0.0	0.0	0.0	0.0	31.0	2.1	-19.0	13.9	-80.7	-100.0	0.0	0.0	0.0	0.0
Others from Asia	0.0	0.0	-1.4	-28.6	57.4	35.7	8.0	-2.1	61.1	1.2	40.9	-61.2	85.6	0.6	-9.0	33.2
<b>Oceania</b>	0.0	0.0	0.0	0.0	0.0	0.0	62.9	15.5	-15.4	33.0	-41.5	4.7	-1.4	57.6	-12.0	-7.6
Others	-0.7	155.5	17.0	11.3	-4.6	-100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TOTAL</b>	40.0	21.5	1.4	-7.6	29.4	-9.8	32.1	18.6	13.5	4.7	3.5	-21.2	5.4	3.0	5.9	2.2

Country/ Month	July-16	July-17	Aug-16	Aug-17	Sept-16	Sept-17	Oct-16	Oct-17	Nov-16	Nov-17	Dec-16	Dec-17	Total 16	Total 17	Rel. Dif.	Var. %
<b>Central America</b>	64,067	79,370	81,758	93,709	57,758	65,291	61,972	65,368	80,507	81,770	97,013	107,251	443,075	492,758	49,684	11.21
Guatemala	37,269	48,880	46,613	43,678	37,154	43,478	40,723	44,074	41,731	44,572	55,294	72,600	258,783	297,282	38,499	14.88
Honduras	19,923	23,108	28,185	41,358	14,904	14,954	14,081	13,461	29,076	27,341	30,712	25,568	136,880	145,789	8,910	6.51
Nicaragua	1,321	2,597	2,296	2,987	2,281	2,742	2,930	2,938	3,388	3,288	6,131	3,736	18,347	18,288	-58	-0.32
Costa Rica	2,867	3,408	2,249	3,136	2,265	2,969	2,999	3,577	4,463	4,982	3,417	3,885	18,260	21,956	3,696	20.24
Panama	2,445	1,305	1,865	2,049	1,043	1,013	1,180	1,185	1,747	1,520	1,399	1,406	9,679	8,478	-1,201	-12.40
Belize	242	72	550	500	111	135	59	133	103	67	62	57	1,127	965	-162	-14.39
<b>North America</b>	58,181	58,498	43,568	45,525	28,817	30,976	33,033	39,056	38,568	44,804	59,655	75,736	261,822	294,594	32,771	12.52
United States	54,260	54,205	37,725	38,567	24,510	26,600	29,301	31,547	33,807	35,784	53,061	67,799	232,664	254,503	21,839	9.39
Mexico	2,004	2,167	3,988	4,326	3,172	3,125	1,572	5,829	2,461	6,581	2,690	3,228	15,887	25,257	9,370	58.98
Canada	1,917	2,126	1,855	2,631	1,135	1,250	2,160	1,680	2,301	2,439	3,903	4,708	13,271	14,834	1,563	11.78
<b>South America</b>	4,245	4,975	3,790	4,073	3,842	4,276	4,351	4,831	4,395	5,176	3,561	4,001	24,184	27,331	3,147	13.01
Argentina	284	454	207	265	245	366	216	595	268	782	209	517	1,429	2,979	1,550	108.47
Brazil	472	624	575	644	551	613	508	660	372	512	270	316	2,748	3,369	621	22.60
Colombia	1,512	1,714	1,301	1,288	1,346	1,469	1,696	1,560	1,619	1,786	1,539	1,494	9,013	9,311	298	3.31
Others from South Am	1,977	2,182	1,707	1,876	1,700	1,828	1,931	2,016	2,136	2,096	1,543	1,674	10,994	11,672	678	6.17
<b>The Caribbean</b>	358	321	333	311	448	291	505	445	330	300	5,783	307	7,757	1,975	-5,782	-74.54
Cuba	178	125	80	102	64	124	101	191	157	139	130	148	710	829	119	16.76



Country/ Month	Jul-16	Jul-17	Aug-16	Aug-17	Sep-16	Sep-17	Oct-16	Oct-17	Nov-16	Nov-17	Dec-16	Dec-17	Total 16	Total 17	Rel. Dif.	Var. %
Dominican Republic	267	149	219	114	179	119	287	141	269	115	159	105	1,380	743	-637	-46.16
Others from the Caribbean	320	47	59	95	90	48	60	113	79	46	41	54	649	403	-246	-37.90
<b>Europe</b>	3,472	2,889	2,492	2,493	1,603	1,752	2,474	2,523	2,578	2,700	2,838	3,313	15,457	15,672	215	1.39
Germany	311	309	297	283	199	290	226	322	463	475	378	499	1,874	2,179	304	16.24
Spain	805	949	1,113	1,021	569	584	604	541	808	679	795	795	4,694	4,569	-124	-2.65
France	863	488	179	210	116	88	194	192	243	205	291	370	1,886	1,553	-333	-17.63
Italy	797	429	350	388	261	216	406	267	286	298	396	492	2,496	2,090	-406	-16.25
UK	167	143	137	168	115	128	108	151	143	277	202	200	872	1,067	195	22.36
Others from Europe	529	571	416	423	343	446	936	1,050	635	766	776	957	3,635	4,213	578	15.91
<b>Africa</b>	26	29	41	50	38	44	61	37	56	50	51	36	273	246	-27	-9.89
<b>Asia</b>	682	886	1,743	1,569	338	446	412	393	834	589	2,907	452	6,916	4,335	-2,581	-37.32
Japan	88	337	783	674	58	85	69	79	262	74	2,567	109	3,826	1,358	-2,469	-64.52
Rep. of Korea	64	61	60	84	29	60	79	40	70	92	48	72	350	409	59	16.86
Taiwan	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00
Others from Asia	530	488	901	812	251	301	264	274	502	423	292	271	2,740	2,569	-171	-6.24
<b>Oceania</b>	172	286	137	132	131	131	172	209	281	265	310	341	1,202	1,364	162	13.51
Others	131,202	147,254	133,862	147,862	92,975	103,207	102,980	112,862	127,549	135,654	172,118	191,436	760,686	838,276	77,590	10.20
<b>TOTAL</b>	40.0	21.5	1.4	-7.6	29.4	-9.8	32.1	18.6	13.5	4.7	3.5	-21.2	5.4	3.0	5.9	2.2

Source: Survey of tourist in transit in land borders and international airports of El Salvador and the Acajutla Port. CORSATUR-SPSS SA DE CV 2016-2017

## Annex 10 EL SALVADOR: COMPARATIVE CHART OF MONTHLY ARRIVAL OF TOURISTS, EXCURSIONISTS AND VISITORS YEARS: 2016-2017

MONTH	EXCURSIONISTS						TOURISTS						VISITORS 2016	VISITORS 2017	ABSOLUTE VARIATION 17/16	RELATIVE VARIATION 17/16
	2016	2017	ABSOLUTE VARIATION 17/16	RELATIVE VARIATION 17/16	2016	2017	ABSOLUTE VARIATION 17/16	RELATIVE VARIATION 17/16								
	ENE	54,463	55,249	786	1.4%	108,164	123,022	14,858	13.7%	162,627	178,271	15,644				
FEB	52,465	58,417	5,952	11.3%	109,890	103,206	-6,684	-6.1%	162,355	161,623	-732	-0.5%				
MAR	51,418	61,732	10,314	20.1%	110,855	113,600	2,745	2.5%	162,272	175,332	13,059	8.0%				
ABR	39,439	52,333	12,894	32.7%	107,436	127,686	20,251	18.8%	146,875	180,019	33,144	22.6%				
MAY	49,683	58,196	8,513	17.1%	116,025	114,145	-1,880	-1.6%	165,708	172,341	6,633	4.0%				
JUN	55,253	60,021	4,768	8.6%	125,576	136,134	10,558	8.4%	180,830	196,155	15,326	8.5%				
JUL	53,409	57,259	3,850	7.2%	131,609	147,254	15,645	11.9%	185,018	204,514	19,495	10.5%				
AGO	32,674	44,540	11,866	36.3%	133,887	147,862	13,975	10.4%	166,561	192,402	25,841	15.5%				
SEP	41,934	48,206	6,272	15.0%	92,860	103,207	10,347	11.1%	134,793	151,413	16,619	12.3%				
OCT	58,148	66,048	7,901	13.6%	102,923	112,862	9,939	9.7%	161,071	178,910	17,839	11.1%				
NOV	57,459	62,152	4,692	8.2%	127,724	135,654	7,931	6.2%	185,183	197,806	12,623	6.8%				
DIC	71,695	66,396	-5,299	-7.4%	166,665	191,436	24,771	14.9%	238,360	257,832	19,472	8.2%				
TOTAL	618,040	690,550	72,509	11.7%	1,433,613	1,556,069	122,455	8.5%	2,051,653	2,246,618	194,965	9.5%				

Source: SURVEY OF TOURIST IN TRANSIT IN LAND BORDERS AND AIRPORTS, CORSATUR SPSS SA DE CV and data by air MIGRATION

## Annex 11

### EL SALVADOR: ARRIVAL ACCORDING TO USED ROUTE AND POINT OF ENTRY. YEARS: 1996-2017

MEANS OF TRAVEL CHOSEN	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
<b>TOTAL</b>	282,835	387,052	541,863	658,191	667,315	616,888	798,243	719,963	950,745	1,127,141	1,278,924
<b>BY PLANE</b>											
<b>SUB TOTAL</b>	163,739	206,216	189,257	229,967	233,627	223,910	252,689	261,889	449,149	499,054	482,527
EL SALVADOR	161,192	204,055	187,261	227,714	231,269	220,496	248,081	258,191	445,434	495,218	478,917
ILOPANGO	2,547	2,161	1,996	2,253	2,358	3,414	4,608	3,698	3,715	3,836	3,610
<b>BY LAND</b>											
<b>SUB TOTAL</b>	118,854	180,666	352,230	423,271	428,744	387,130	540,693	457,020	500,370	627,142	794,704
LAS CHINAMAS	33,738	47,671	57,894	64,923	58,037	96,116	144,914	136,265	107,624	133,456	178,725
SAN CRISTOBAL	18,936	27,032	40,433	82,213	89,633	75,233	74,192	52,820	68,743	93,844	114,733
LA HACHADURA	26,604	29,032	58,008	76,648	74,487	62,570	90,122	76,016	89,504	81,285	134,476
ANGUIATÚ	3,773	9,856	33,657	34,756	31,677	27,083	35,590	33,402	36,491	43,044	55,512
EL AMATILLO	19,868	38,886	109,459	111,145	132,184	80,942	140,106	107,345	144,771	192,215	214,410
EL POY	9,981	18,016	49,814	53,586	42,726	45,186	55,769	51,172	53,237	83,298	96,848
EL COCO	5,954	10,173	2,965	**	**	**	**	**	**	**	**
LA VIRGEN	**	**	**	**	**	**	**	**	**	**	**
<b>BY SEA</b>											
<b>SUB TOTAL</b>	242	170	376	4,953	4,944	5,848	4,861	1,054	1,226	945	1,693
ACAJUTLA	0	0	0	3,797	3,089	4,094	3,409	75	184	3	95
LA UNIÓN	242	170	376	1,156	1,855	525	770	361	653	485	273
PUERTO BARILLAS	0	0	0	0	0	461	431	347	296	303	279
PUNTA GORDA	0	0	0	0	0	768	159	221	80	12	931
BAHIA DEL SOL	0	0	0	0	0	0	92	50	13	142	115
CRUCEROS 1/							588	1,144	1,131	416	1,211

Source: DIRECTORATE GENERAL OF MIGRATION / CORSATUR -1996-2006, CORSATUR, ARALDI, IT CORNER, SPSS SA DE CV 2007-2017  
1 / EXCURSIONISTS - SOURCE: CEPA

**EL SALVADOR: ARRIVAL ACCORDING TO USED ROUTE AND POINT OF ENTRY.  
YEARS: 1996-2017**

2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
1,338,543	1,384,773	1,090,926	1,149,561	1,184,497	1,254,724	1,282,792	1,345,165	1,401,598	1,433,613	1,556,069
526,722	489,625	429,946	426,171	469,591	541,121	589,113	591,268	598,805	615,844	642,476
522,911	488,136	429,946	426,171	469,591	541,121	589,113	591,268	598,805	609,934	633,388
3,811	1,489	0	0	0	0	0	0	0	5,910	9,088
811,100	891,879	660,980	723,390	714,906	713,603	693,679	753,897	802,793	817,769	913,333
264,074	228,817	187,536	243,267	248,459	253,783	177,844	221,564	248,391	239,119	288,301
61,003	74,374	34,508	28,528	33,276	27,983	48,248	60,431	55,538	66,122	66,309
132,032	222,943	240,192	241,860	242,666	240,940	232,198	220,474	230,144	232,095	231,461
34,035	38,754	24,467	25,227	27,717	26,554	35,241	36,223	32,735	27,085	68,018
253,781	254,829	134,128	149,801	129,128	111,891	127,146	138,050	140,508	168,094	173,970
66,175	72,162	40,150	34,707	33,660	52,452	73,001	77,155	95,477	85,255	85,275
**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**
721	3,269	0	0	0	0	0	0	0	0	260
5	2,725	0	0	0	0	0	0	0	0	260
216	186	0	0	0	0	0	0	0	0	0
250	287	0	0	0	0	0	0	0	0	0
155	54	0	0	0	0	0	0	0	0	0
95	17	0	0	0	0	0	0	0	0	0
1,450	1,155	0	2,365	650	1,058	1,733	2,424	686	1,105	7,209



**EL SALVADOR: MONTHLY ARRIVALS ACCORDING TO THE MEANS OF TRAVEL.  
JANUARY - DECEMBER 2017**

**Annex 12**

Means of travel chosen	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL	% of Participation
<b>TOTAL</b>	123,022	103,206	113,600	127,686	114,145	136,134	147,254	147,862	103,207	112,862	135,654	191,436	1,556,069	100.00
<b>BY PLANE</b>														
<b>SUBTOTAL</b>	48,865	44,502	49,886	48,480	46,194	60,306	69,887	52,524	41,768	49,354	54,998	75,712	642,476	41.29
EL SALVADOR	48,217	43,881	49,216	47,928	45,239	59,576	68,954	51,739	41,144	48,788	53,920	74,786	633,388	40.70
ILOPANGO	648	621	670	552	955	730	933	785	624	566	1,078	926	9,088	0.58
<b>BY LAND</b>														
<b>SUB TOTAL</b>	74,157	58,704	63,714	79,206	67,951	75,568	77,367	95,338	61,439	63,508	80,656	115,724	913,333	58.69
LAS CHINAMAS	19,177	13,064	18,280	18,378	27,894	34,169	31,381	29,705	20,926	14,482	22,915	37,929	288,301	18.53
SAN CRISTOBAL	1,377	4,996	14,333	2,588	2,201	3,450	8,337	6,067	3,159	8,256	4,926	6,618	66,309	4.26
LA HACHADURA	22,521	15,868	14,596	29,552	21,855	20,325	9,486	13,201	18,208	20,168	19,557	26,123	231,461	14.87
ANGUIATU	2,250	2,664	737	4,022	2,726	1,144	2,042	2,957	2,837	5,725	2,701	29,863	59,668	3.83
ELAMATILLO	19,316	13,317	9,954	15,199	10,194	12,812	18,744	27,088	11,186	9,525	20,770	11,929	180,034	11.57
EL POY	9,516	8,794	5,815	9,467	3,080	3,668	7,376	16,321	5,123	5,353	9,787	3,262	87,561	5.63
<b>BY SEA</b>														
<b>SUB TOTAL</b>	0	0	0	0	0	260	0	0	0	0	0	0	260	0.02
ACAJUTLA						260							260	0.02
PUERTO BARILLAS													0	0.00
LA UNION													0	0.00
PUNTA GORDA													0	0.00
BAHIA DEL SOL													0	0.00

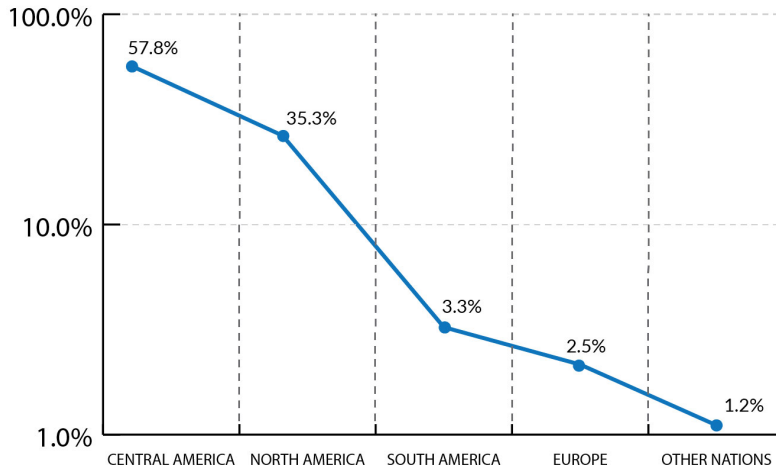
Source: Survey of counts of tourist in transit in land borders and airports -CORSATUR, ARALDI, IT CORNER, SPSS SA DE CV and data by air migration 2007-2017

### Annex 13 EL SALVADOR: INTERNATIONAL ARRIVALS BY REGION YEAR: 2017

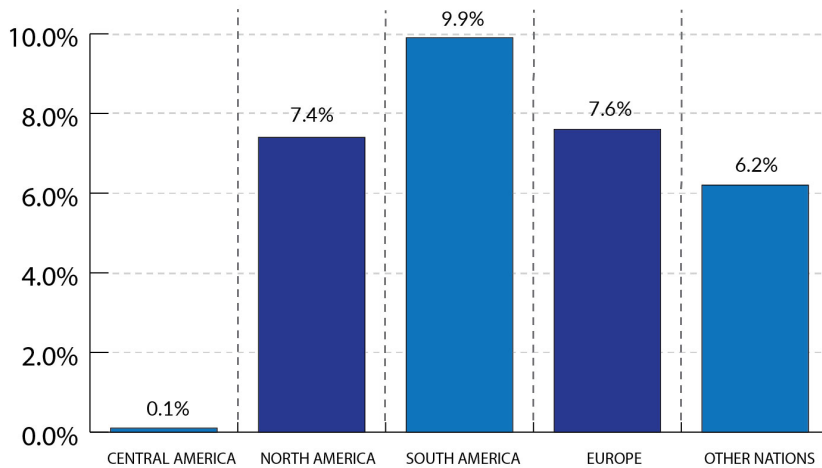
REGIONS	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	% of variation 2016-2017	Market share % 2017	Average annual growth rate 2006-2017 (%)
Central America	939,815	852,660	889,531	673,324	739,843	734,796	740,698	708,541	768,259	805,634	827,865	898,652	8.6%	57.8%	0.1%
North America	272,017	386,543	422,907	371,280	356,608	368,641	443,075	482,211	488,547	505,078	507,299	548,541	8.1%	35.3%	7.4%
South America	25,666	41,044	27,137	19,861	23,704	33,249	32,897	46,337	43,701	44,991	45,879	50,901	10.9%	3.3%	9.9%
Europe	27,853	40,020	32,656	18,842	19,919	33,891	25,744	32,344	29,982	30,223	32,723	39,652	21.2%	2.5%	7.6%
Other Nations	13,573	18,276	12,542	7,619	9,487	13,920	12,310	13,358	14,676	15,672	19,848	18,323	-7.7%	1.2%	6.2%
<b>TOTAL</b>	<b>1,278,924</b>	<b>1,338,543</b>	<b>1,384,773</b>	<b>1,090,926</b>	<b>1,149,561</b>	<b>1,184,497</b>	<b>1,254,724</b>	<b>1,282,792</b>	<b>1,345,165</b>	<b>1,401,598</b>	<b>1,433,613</b>	<b>1,556,069</b>	<b>8.5%</b>	<b>100.0%</b>	<b>2.1%</b>

Source: CORPORACIÓN SALVADOREÑA DE TURISMO - CORSATUR-MIGRACIÓN, 2006, CORSATUR, ARAIDI, IT, CORNER, SPSS SA DE CV 2007-2017.

### MARKET SHARE FOR INBOUND TOURISM BY REGIONS YEAR 2017

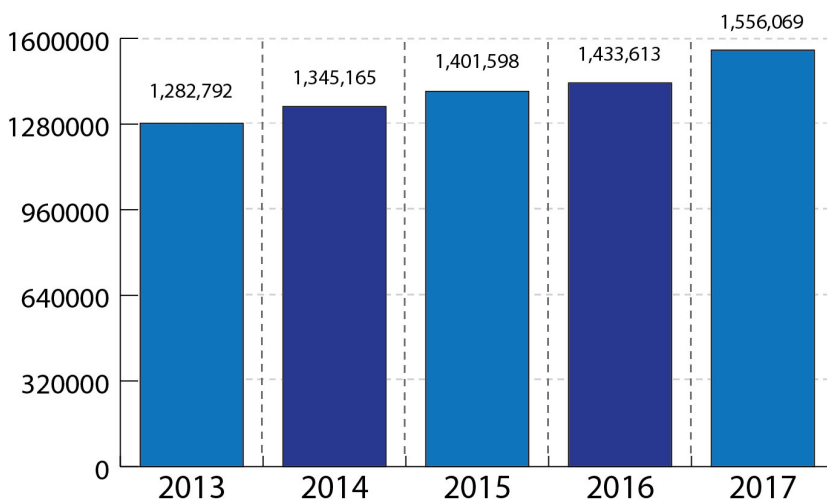


### RATE OF THE ANNUAL AVERAGE GROWTH 2006-2017 (%)

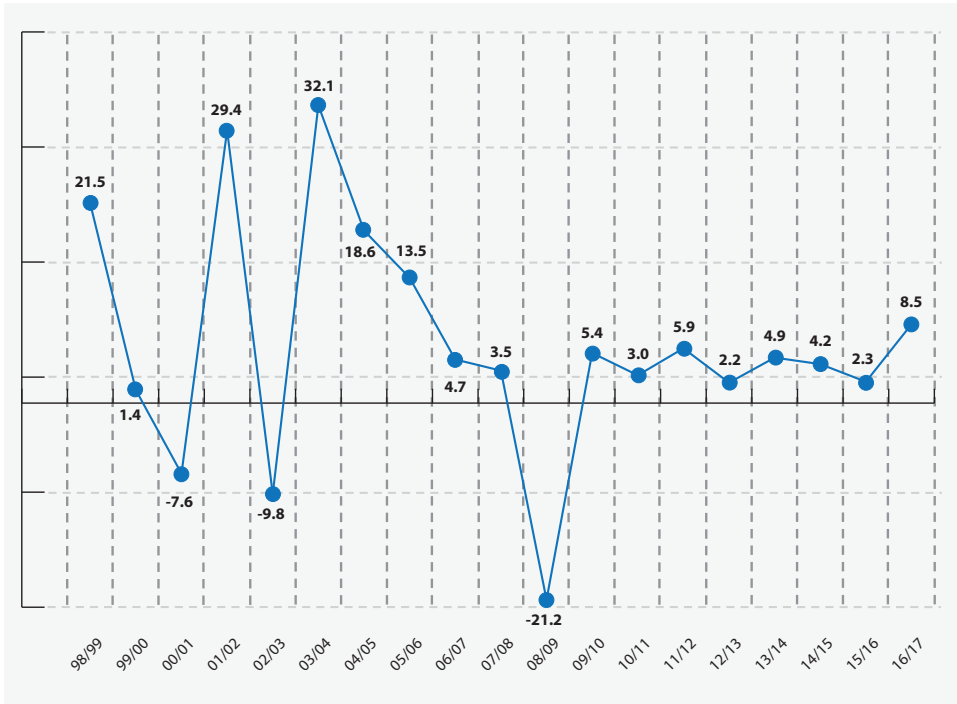


### COMPARATIVE CHART OF ARRIVALS YEARS: 2013 - 2017

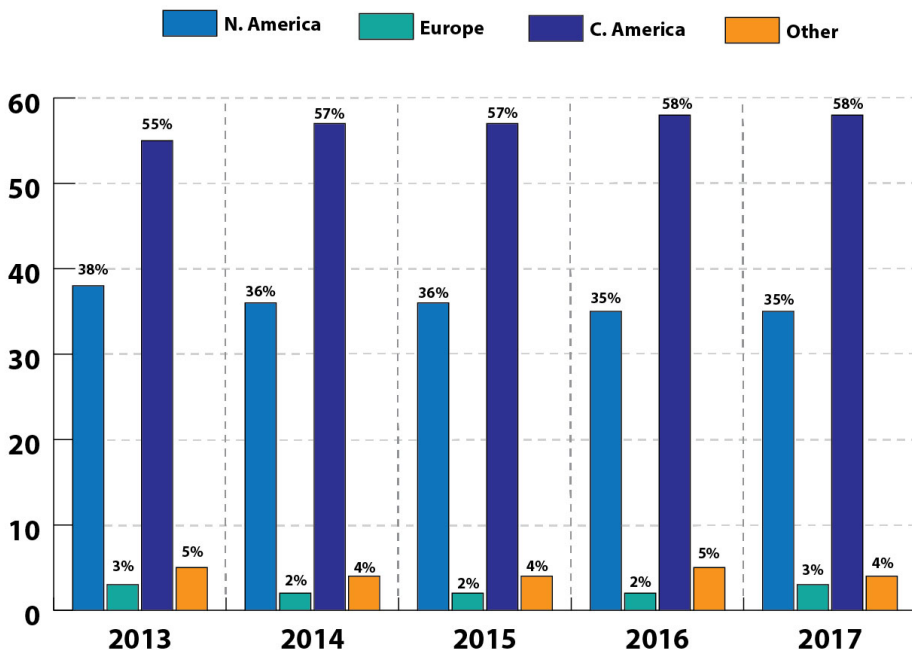
Tourists



**ARRIVAL OF TOURISTS. ANNUAL PERCENTAGE GROWTH.  
YEARS: 1998 - 2017**

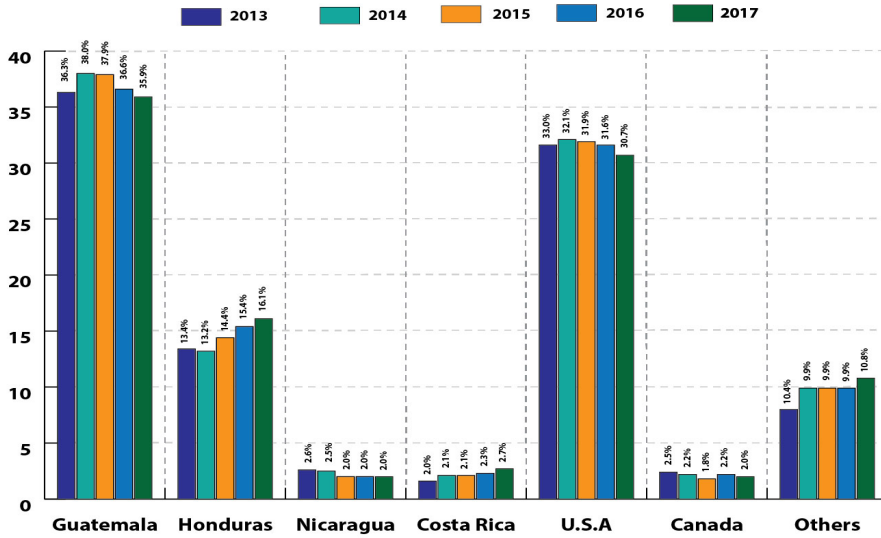


**PERCENTUAL ARRIVALS BY REGION.  
YEARS: 2013 - 2017**

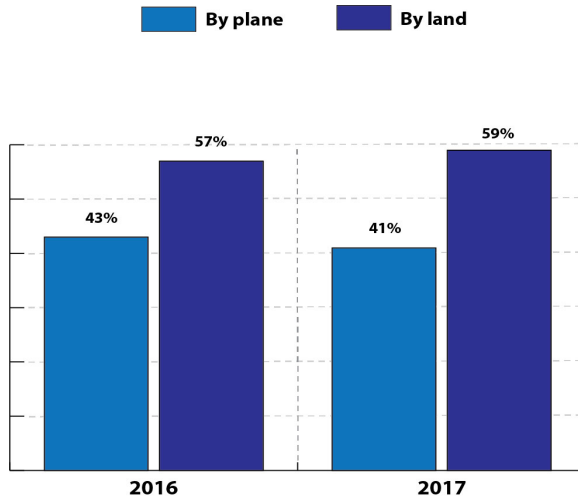




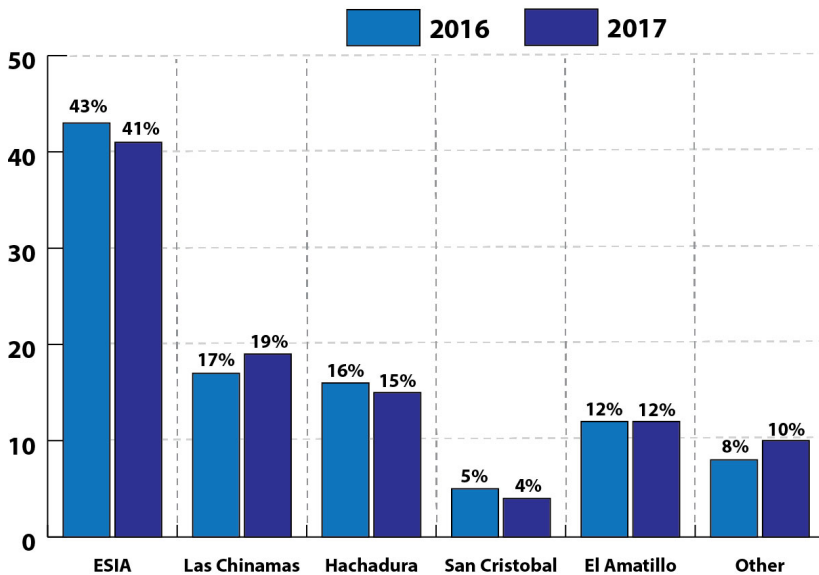
## PERCENTUAL ARRIVALS BY COUNTRIES YEARS: 2013 - 2017



## PERCENTAGE ARRIVALS BY MEANS OF TRAVEL. YEAR: 2016-2017



## PERCENTUAL ARRIVAL BY BORDERS YEARS: 2016-2017



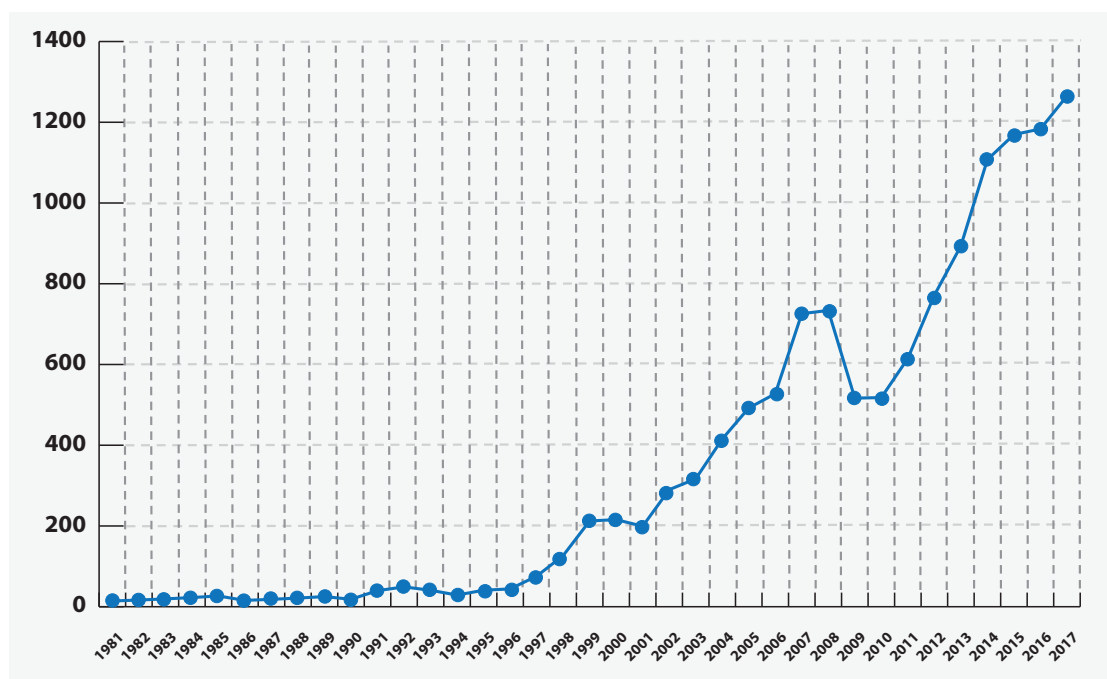
## Annex 14

### EL SALVADOR: HISTORICAL SERIES OF TOURISM INCOME (Expenditure made by international visitors during trips to El Salvador)

YEAR	Millions of US\$	YEAR	Millions of US\$	YEAR	Millions of US\$
1981	14.12	1994	28.83	2007	725.89
1982	16.56	1995	40.90	2008	733.88
1983	19.40	1996	44.10	2009	516.63
1984	22.72	1997	75.56	2010	518.03
1985	26.60	1998	126.65	2011	615.15
1986	15.60	1999	212.42	2012	771.55
1987	18.30	2000	215.71	2013	893.84
1988	21.42	2001	199.41	2014	1107.43
1989	25.10	2002	289.92	2015	1169.45
1990	18.40	2003	316.83	2016	1183.43
1991	39.85	2004	415.32	2017	1265.09
1992	49.10	2005	492.24		
1993	40.79	2006	527.55		

Source: CORSATUR, MIGRATION/ ISTU 1981-2006 - SURVEY OF THE PROFILE AND EXPENDITURE OF THE INTERNATIONAL VISITOR. CORSATUR, ARALDI, IT CORNER, SPSS SA DE CV 2007-2017

### TOURIST INCOME IN MILLION US \$ Years: 1981 - 2017



**Annex 15 EL SALVADOR: INCOME FROM TOURISM (US \$ Millions) YEARS: 2009-2010**

MONTH	EXCURSIONISTS				TOURISTS				GRAND TOTAL 2009	GRAND TOTAL 2010	ABSOLUTE VARIATION 2010/2009	RELATIVE VARIATION 2010/2009
	2009	2010	ABSOLUTE VARIATION	RELATIVE VARIATION	2009	2010	ABSOLUTE VARIATION	RELATIVE VARIATION				
	1st Quarter	\$3,538,026	\$3,782,757	\$244,731	6.9%	\$113,742,378	\$113,042,871	-\$699,507				
2nd Quarter	\$3,036,816	\$4,441,961	\$1,405,145	46.3%	\$114,756,287	\$130,522,724	\$15,766,437	13.7%	\$117,793,103	\$134,964,685	\$17,171,582	14.6%
3rd Quarter	\$2,941,912	\$4,605,904	\$1,663,992	56.6%	\$138,244,875	\$123,004,842	-\$15,240,033	-11.0%	\$141,186,787	\$127,610,746	-\$13,576,041	-9.6%
4th Quarter	\$3,590,198	\$5,795,455	\$2,205,257	61.4%	\$136,782,010	\$132,838,328	-\$3,943,682	-2.9%	\$140,372,208	\$138,633,783	-\$1,738,425	-1.2%
<b>TOTAL</b>	\$13,106,952	\$18,626,077	\$5,519,125	42.1%	\$503,525,550	\$499,408,765	-\$4,116,785	-0.8%	\$516,632,502	\$518,034,842	\$1,402,340	0.3%

**EL SALVADOR: INCOME FROM TOURISM (US \$ Millions) YEARS: 2010-2011**

MONTH	EXCURSIONISTS				TOURISTS				GRAND TOTAL 2010	GRAND TOTAL 2011	ABSOLUTE VARIATION 2011/2010	RELATIVE VARIATION 2011/2010
	2010	2011	ABSOLUTE VARIATION	RELATIVE VARIATION	2010	2011	ABSOLUTE VARIATION	RELATIVE VARIATION				
	1st Quarter	\$3,782,757	\$4,611,102	\$828,345	21.9%	\$113,042,871	\$4,611,102	-\$108,431,769				
2nd Quarter	\$4,441,961	\$4,345,515	-\$96,446	-2.2%	\$130,522,724	\$4,345,515	-\$126,177,209	-96.7%	\$134,964,685	\$129,379,980	-\$5,584,705	-4.1%
3rd Quarter	\$4,605,904	\$5,147,639	\$541,735	11.8%	\$123,004,842	\$5,147,639	-\$117,857,203	-95.8%	\$127,610,746	\$179,928,832	\$52,318,086	41.0%
4th Quarter	\$5,795,455	\$3,888,305	-\$1,907,150	-32.9%	\$132,838,328	\$3,888,305	-\$128,950,023	-97.1%	\$138,633,783	\$168,567,535	\$29,933,752	21.6%
<b>TOTAL</b>	\$18,626,077	\$17,992,561	-\$633,516	-3.4%	\$499,408,765	\$17,992,561	-\$481,416,204	-96.4%	\$518,034,842	\$35,985,122	-\$482,049,720	-93.1%

### EL SALVADOR: INCOME FROM TOURISM (US \$ Millions) YEARS: 2011-2012

MONTH	EXCURSIONISTS			TOURISTS			GRAND TOTAL 2011	GRAND TOTAL 2012	ABSOLUTE VARIATION 2012/2011	RELATIVE VARIATION 2012/2011
	2011	2012	RELATIVE VARIATION	2011	2012	RELATIVE VARIATION				
1st Quarter	\$4,611,102	\$6,174,309	33.9%	\$132,664,011	\$174,252,837	31.3%	\$137,275,113	\$180,427,146	\$43,152,033	31.4%
2nd Quarter	\$4,345,515	\$4,603,518	5.9%	\$125,034,465	\$176,683,749	41.3%	\$129,379,980	\$181,287,267	\$51,907,287	40.1%
3rd Quarter	\$5,147,639	\$4,199,044	-18.4%	\$174,781,193	\$181,134,322	3.6%	\$179,928,832	\$185,333,366	\$5,404,534	3.0%
4th Quarter	\$3,888,305	\$5,013,092	28.9%	\$164,679,230	\$219,489,829	33.3%	\$168,567,535	\$224,502,921	\$55,935,386	33.2%
<b>TOTAL</b>	\$17,992,561	\$19,989,963	11.1%	\$597,158,899	\$751,560,737	25.9%	\$615,151,460	\$771,550,699	\$156,399,240	25.4%

### EL SALVADOR: INCOME FROM TOURISM (US \$ Millions) YEARS: 2012-2013

MONTH	EXCURSIONISTS			TOURISTS			GRAND TOTAL 2012	GRAND TOTAL 2013	ABSOLUTE VARIATION 2013/2012	RELATIVE VARIATION 2013/2012
	2012	2013	RELATIVE VARIATION	2012	2013	RELATIVE VARIATION				
1st Quarter	\$6,174,309	\$6,649,943	7.7%	\$174,252,837	\$195,859,787	12.4%	\$180,427,146	\$202,509,730	\$22,082,584	12.2%
2nd Quarter	\$4,603,518	\$4,970,186	8.0%	\$176,683,749	\$178,593,869	1.1%	\$181,287,267	\$183,564,055	\$2,276,788	1.3%
3rd Quarter	\$4,199,044	\$5,660,048	34.8%	\$181,134,322	\$214,153,876	18.2%	\$185,333,366	\$219,813,924	\$34,480,558	18.6%
4th Quarter	\$5,013,092	\$8,986,339	79.3%	\$219,489,829	\$278,964,454	27.1%	\$224,502,921	\$287,950,793	\$63,447,872	28.3%
<b>TOTAL</b>	\$19,989,963	\$26,266,516	31.4%	\$751,560,737	\$867,571,986	15.4%	\$771,550,699	\$893,838,502	\$122,287,802	15.8%



**EL SALVADOR: INCOME FROM TOURISM (US \$ Millions) YEARS: 2013-2014**

MONTH	EXCURSIONISTS				TOURISTS				GRAND TOTAL 2013	GRAND TOTAL 2014	ABSOLUTE VARIATION 2014/2013	RELATIVE VARIATION 2014/2013
	2013	2014	VARIACION ABSOLUTA	VARIACION RELATIVA	2013	2014	VARIACION ABSOLUTA	VARIACION RELATIVA				
1st Quarter	\$6,649,943	\$7,011,232	\$361,289	5.4%	\$195,859,787	\$259,087,319	\$63,227,532	32.3%	\$202,509,730	\$266,098,551	\$63,588,821	31.4%
2nd Quarter	\$4,970,186	\$8,698,019	\$3,727,833	75.0%	\$178,593,869	\$251,439,450	\$72,845,581	40.8%	\$183,564,055	\$260,137,469	\$76,573,414	41.7%
3rd Quarter	\$5,660,048	\$5,883,763	\$223,714	4.0%	\$214,153,876	\$273,019,855	\$58,865,979	27.5%	\$219,813,924	\$278,903,617	\$59,089,693	26.9%
4th Quarter	\$8,986,339	\$12,355,593	\$3,369,254	37.5%	\$278,964,454	\$289,939,207	\$10,974,754	3.9%	\$287,950,793	\$302,294,801	\$14,344,008	5.0%
<b>TOTAL</b>	\$26,266,516	\$33,948,607	\$7,682,091	29.2%	\$867,571,986	\$1,073,485,831	\$205,913,845	23.7%	\$893,838,502	\$1,107,434,438	\$213,595,936	23.9%

**EL SALVADOR: INCOME FROM TOURISM (US \$ Millions) YEARS: 2014-2015**

MONTH	EXCURSIONISTS				TOURISTS				GRAND TOTAL 2014	GRAND TOTAL 2015	ABSOLUTE VARIATION 2015/2014	RELATIVE VARIATION 2015/2014
	2014	2015	VARIACION ABSOLUTA	VARIACION RELATIVA	2014	2015	VARIACION ABSOLUTA	VARIACION RELATIVA				
1st Quarter	\$7,011,232	\$12,074,465	\$5,063,233	72.2%	\$259,087,319	\$263,945,379	\$4,858,060	1.9%	\$266,098,551	\$276,019,844	\$9,921,293	3.7%
2nd Quarter	\$8,698,019	\$13,358,917	\$4,660,898	53.6%	\$251,439,450	\$262,555,884	\$11,116,434	4.4%	\$260,137,469	\$275,914,801	\$15,777,332	6.1%
3rd Quarter	\$5,883,763	\$9,836,073	\$3,952,311	67.2%	\$273,019,855	\$295,913,133	\$22,893,278	8.4%	\$278,903,617	\$305,749,206	\$26,845,589	9.6%
4th Quarter	\$12,355,593	\$12,850,774	\$495,181	4.0%	\$289,939,207	\$298,919,702	\$8,980,495	3.1%	\$302,294,801	\$311,770,476	\$9,475,676	3.1%
<b>TOTAL</b>	\$33,948,607	\$48,120,230	\$14,171,623	41.7%	\$1,073,485,831	\$1,121,334,098	\$47,848,267	4.5%	\$1,107,434,438	\$1,169,454,328	\$62,019,890	5.6%

### EL SALVADOR: INCOME FROM TOURISM (US \$ Millions) YEARS: 2015-2016

MONTH	EXCURSIONISTS				TOURISTS				GRAND TOTAL 2015	GRAND TOTAL 2016	ABSOLUTE VARIATION 2016/2015	RELATIVE VARIATION 2016/2015
	2015		2016		2015		2016					
	ABSOLUTE VARIATION	RELATIVE VARIATION	ABSOLUTE VARIATION	RELATIVE VARIATION	ABSOLUTE VARIATION	RELATIVE VARIATION	ABSOLUTE VARIATION	RELATIVE VARIATION				
1st Quarter	\$12,074,465	\$11,645,987	-\$428,478	-3.5%	\$263,945,379	\$269,700,142	\$5,754,764	2.2%	\$276,019,844	\$281,346,130	\$5,326,286	1.9%
2nd Quarter	\$13,358,917	\$11,797,904	-\$1,561,013	-11.7%	\$262,555,884	\$261,693,837	-\$862,048	-0.3%	\$275,914,801	\$273,491,741	-\$2,423,060	-0.9%
3rd Quarter	\$9,836,073	\$8,837,163	-\$998,910	-10.2%	\$295,913,133	\$289,123,099	-\$6,790,034	-2.3%	\$305,749,206	\$297,960,262	-\$7,788,944	-2.5%
4th Quarter	\$12,850,774	\$14,158,469	\$1,307,695	10.2%	\$298,919,702	\$316,477,574	\$17,557,872	5.9%	\$311,770,476	\$330,636,043	\$18,865,567	6.1%
<b>TOTAL</b>	\$48,120,230	\$46,439,524	-\$1,680,706	-3.5%	\$1,121,334,098	\$1,136,994,652	\$15,660,554	1.4%	\$1,169,454,328	\$1,183,434,176	\$13,979,848	1.2%

### EL SALVADOR: INCOME FROM TOURISM (US \$ Millions) YEARS: 2016-2017

MONTH	EXCURSIONISTS				TOURISTS				GRAND TOTAL 2016	GRAND TOTAL 2017	ABSOLUTE VARIATION 2017/2016	RELATIVE VARIATION 2017/2016
	2016		2017		2016		2017					
	ABSOLUTE VARIATION	RELATIVE VARIATION	ABSOLUTE VARIATION	RELATIVE VARIATION	ABSOLUTE VARIATION	RELATIVE VARIATION	ABSOLUTE VARIATION	RELATIVE VARIATION				
1st Quarter	\$11,645,987	\$13,218,987	\$1,572,999	13.5%	\$269,700,142	\$266,888,556	-\$2,811,587	-1.0%	\$281,346,130	\$280,107,542	-\$1,238,588	-0.4%
2nd Quarter	\$11,797,904	\$17,155,732	\$5,357,828	45.4%	\$261,693,837	\$282,515,766	\$20,821,929	8.0%	\$273,491,741	\$299,671,497	\$26,179,757	9.6%
3rd Quarter	\$8,837,163	\$8,248,008	-\$589,156	-6.7%	\$289,123,099	\$311,199,391	\$22,076,292	7.6%	\$297,960,262	\$319,447,398	\$21,487,136	7.2%
4th Quarter	\$14,158,469	\$16,631,332	\$2,472,863	17.5%	\$316,477,574	\$349,232,702	\$32,755,128	10.3%	\$330,636,043	\$365,864,034	\$35,227,991	10.7%
<b>TOTAL</b>	\$46,439,524	\$55,254,058	\$8,814,534	19.0%	\$1,136,994,652	\$1,209,836,414	\$72,841,762	6.4%	\$1,183,434,176	\$1,265,090,472	\$81,656,296	6.9%

Source: SURVEY OF PROFILE AND EXPENDITURE OF THE INTERNATIONAL VISITOR-CORSATUR, ARALDI, IT CORNER, SPSS SA DE CV 2007-2017

**DEPARTURE OF OUTBOUND TOURIST TRAVELING ABROAD BT MEANS OF TRAVEL, BY ROAD AND BY AIR. 2009-2017**

TOURISTS	2009	2010	2011	2012	2013	2014	2015	2016	2017	ABSOLUTE VARIATION 17/16	RELATIVE VARIATION 17/16
San Cristóbal	14,581	13,474	19,776	14,327	70,323	59,874	45,801	83,770	61,341	-22,429	-26.8%
La Hachadura	53,132	53,240	34,578	51,029	90,213	117,731	142,337	143,844	134,894	-8,951	-6.2%
Las Chinamas	176,327	190,268	211,751	241,122	181,793	143,262	148,756	143,485	230,884	87,399	60.9%
Anguiatú	27,941	16,802	30,422	37,853	60,908	56,107	86,227	90,879	70,983	-19,896	-21.9%
El Amatillo	376,232	473,908	502,119	494,878	415,859	417,072	385,429	412,908	357,233	-55,675	-13.5%
El Poy	27,958	22,297	31,226	47,937	57,937	47,302	50,106	50,546	58,529	7,983	15.8%
ESIA	244,768	228,565	330,602	276,184	289,362	321,344	391,679	482,007	475,596	-6,411	-1.3%
Ilopango	0	0	0	0	0	0	0	3,695	4,917	1,222	33.1%
<b>TOTAL ENTRANCES</b>	<b>920,938</b>	<b>998,554</b>	<b>1,160,474</b>	<b>1,163,330</b>	<b>1,166,396</b>	<b>1,162,691</b>	<b>1,250,336</b>	<b>1,411,133</b>	<b>1,394,376</b>	<b>-16,757</b>	<b>-1.2%</b>

**DEPARTURE OF OUTBOUND TOURIST TRAVELING ABROAD BT MEANS OF TRAVEL, BY ROAD AND BY AIR. 2009-2017**

EXCURSIONISTS	2009	2010	2011	2012	2013	2014	2015	2016	2017	ABSOLUTE VARIATION 17/16	RELATIVE VARIATION 17/16
San Cristóbal	28,822	25,338	34,798	37,051	46,777	33,540	32,170	45,747	81,948	36,200	79.1%
La Hachadura	19,957	25,262	11,635	14,400	18,502	23,896	33,832	48,299	71,641	23,342	48.3%
Las Chinamas	68,607	64,709	57,397	42,960	51,510	75,984	73,794	38,921	51,515	12,594	32.4%
Anguiatú	55,097	51,357	52,563	52,198	82,248	77,418	68,904	70,801	83,726	12,925	18.3%
El Amatillo	181,694	196,302	92,589	85,010	97,013	91,844	109,992	145,004	140,478	-4,525	-3.1%
El Poy	70,185	59,782	59,916	67,484	52,422	49,572	48,598	43,840	47,252	3,412	7.8%
ESIA	0	0	0	0	0	0	0	0	0	0	0.0%
Ilopango	0	0	0	0	0	0	0	0	0	0	0.0%
<b>TOTAL ENTRANCES</b>	<b>424,362</b>	<b>422,750</b>	<b>308,898</b>	<b>299,103</b>	<b>348,472</b>	<b>352,254</b>	<b>367,290</b>	<b>392,612</b>	<b>476,560</b>	<b>83,948</b>	<b>21.4%</b>

**DEPARTURE OF OUTBOUND TOURIST TRAVELING ABROAD BY MEANS OF TRAVEL, BY ROAD AND BY AIR. 2009-2017**

<b>VISITOR</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>ABSOLUTE VARIATION 17/16</b>	<b>RELATIVE VARIATION 17/16</b>
San Cristóbal	43,403	38,812	54,574	51,379	117,099	93,414	77,972	129,517	143,288	13,771	10.6%
La Hachadura	73,089	78,502	46,213	65,429	108,716	141,627	176,169	192,143	206,535	14,391	7.5%
Las Chinamas	244,934	254,977	269,148	284,082	233,304	219,245	222,550	182,405	282,399	99,993	54.8%
Anguiatú	83,037	68,159	82,985	90,051	143,157	133,525	155,131	161,679	154,709	-6,970	-4.3%
El Amatillo	557,925	670,210	594,708	579,888	512,871	508,916	495,421	557,911	497,711	-60,201	-10.8%
El Poy	98,143	82,079	91,142	115,421	110,359	96,874	98,704	94,386	105,781	11,395	12.1%
ESIA	244,768	228,565	330,602	276,184	289,362	321,344	391,679	482,007	475,596	-6,411	0.0%
Ilopango	0	0	0	0	0	0	0	3,695	4,917	1,222	0.0%
<b>TOTAL ENTRANCES</b>	<b>1,345,300</b>	<b>1,421,304</b>	<b>1,469,372</b>	<b>1,462,433</b>	<b>1,514,868</b>	<b>1,514,945</b>	<b>1,617,626</b>	<b>1,803,744</b>	<b>1,870,936</b>	<b>67,191</b>	<b>3.7%</b>

Source: SURVEY OF TOURIST IN TRANSIT IN LAND BORDERS AND INTERNATIONAL AIRPORTS OF EL SALVADOR -CORSTAUAR-ARALD-HIT CORNER -SPSS SA DE CV 2009-2017

# SALVADORAN TOURISM CORPORATION

## MISSION

To permanently promote El Salvador as a tourist destination national wide and worldwide, jointly with the different stakeholders of the sector.

## VISION

To position El Salvador as a sustainable, attractive and competitive tourist destination”

## INSTITUTIONAL VALUES

### LOYALTY:

A mindset accepted to fulfill the values, institutions, norms and regulations for its fulfillment.

### RESPONSIBILITY:

Personal identity that as a collective effort, allows achieving organizational objectives

### VOCATION TO SERVICE:

Attitude towards work with quality, ethics and honesty for the benefit of internal and external clients.

### PRODUCTIVITY:

Develop our work efficiently and effectively, seeking to offer added value.

### DEVOTION:

Offer a service with love, dedication and excellence.

### TEAMWORK:

Commitment to combine and join efforts to achieve common objectives.





**MITUR**  
MINISTERIO DE TURISMO DE EL SALVADOR



**EL SALVADOR**  
Grande como su gente



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