

# Guatemala

## The Travel & Tourism Competitiveness Index

Rank (out of 141)    Score (1–7)

<b>Travel &amp; Tourism Competitiveness Index</b> .....	<b>80</b> .....	<b>3.51</b>
<b>Enabling Environment</b> .....	<b>100</b> .....	<b>4.14</b>
Business Environment .....	83.....	4.23
Safety and Security .....	135.....	3.57
Health and Hygiene.....	94.....	4.69
Human Resources and Labour Market.....	81.....	4.39
ICT Readiness.....	79.....	3.82
<b>T&amp;T Policy and Enabling Conditions</b> .....	<b>42</b> .....	<b>4.32</b>
Prioritization of Travel & Tourism .....	86.....	4.36
International Openness.....	39.....	3.94
Price Competitiveness.....	16.....	5.35
Environmental Sustainability.....	108.....	3.62
<b>Infrastructure</b> .....	<b>93</b> .....	<b>2.95</b>
Air Transport Infrastructure .....	120.....	1.89
Ground and Port Infrastructure.....	80.....	3.26
Tourist Service Infrastructure.....	83.....	3.70
<b>Natural and Cultural Resources</b> .....	<b>54</b> .....	<b>2.64</b>
Natural Resources.....	37.....	3.67
Cultural Resources and Business Travel .....	68.....	1.60



## Travel & Tourism Key Indicators and Economic Impact

Int'l tourist arrivals (thousands), 2013 .....	1,331
Int'l tourism receipts (inbound US\$ millions), 2013 .....	1,480.7
Growth (%) in int'l outbound travel spending* .....	1.59
Average spending per int'l tourist (US\$), 2013.....	1,112.5

Population (millions), 2013 .....	15.5
Surface area (1,000 square kilometres), 2013 .....	108.9
Gross domestic product per capita (PPP\$), 2013 .....	7,290
Real GDP growth (%), 2013.....	3.7

T&T industry economic impact, 2014 estimates

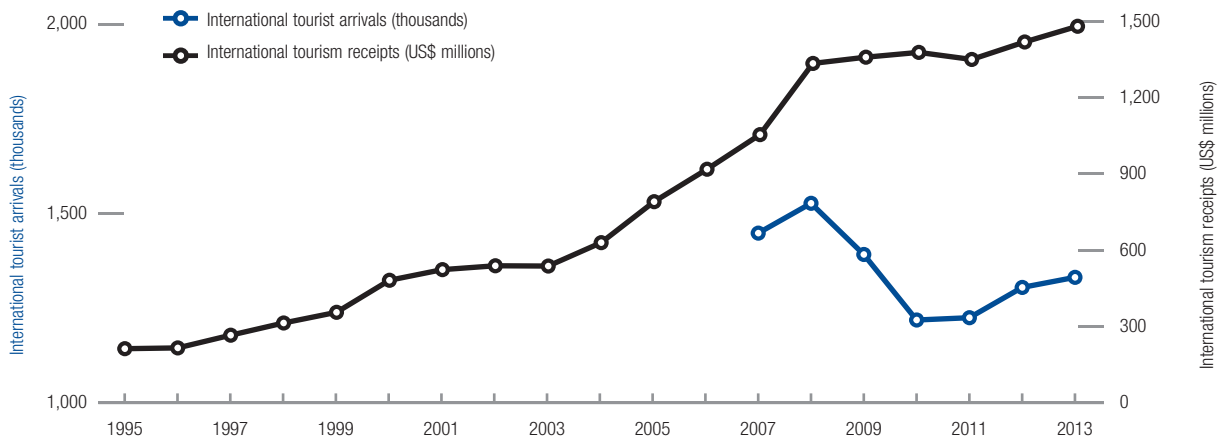
Absolute value

Percent of total

Growth forecast

T&T industry GDP (US\$ millions).....	1,747.0	3.3	3.6
T&T industry employment (1,000 jobs) .....	171.0	2.9	3.1

## Evolution of the T&T Industry Over Time



**Note:** For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" on page 67.  
\* CAGR 2008-2013.

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## The Travel & Tourism Competitiveness Index in detail

INDICATOR	VALUE	RANK/141	INDICATOR	VALUE	RANK/141
<b>Business Environment</b> .....	<b>4.2</b> .....	<b>83</b>	<b>International Openness</b> .....	<b>3.9</b> .....	<b>39</b>
1.01 Property rights <sup>†</sup> .....	3.8.....	88	7.01 Visa requirements (0–100 best)*.....	29.0.....	53
1.02 Impact of rules on FDI <sup>†</sup> .....	4.2.....	96	7.02 Openness of bilateral ASA (0–38)*.....	24.8.....	7
1.03 Efficiency of legal framework settling disputes <sup>†</sup> .....	3.3.....	96	7.03 No. of regional trade agreements in force*.....	17.0.....	47
1.04 Efficiency of legal framework challenging regs. <sup>†</sup> .....	3.5.....	54			
1.05 No. of days to deal with construction permits*.....	158.....	80	<b>Price Competitiveness</b> .....	<b>5.3</b> .....	<b>16</b>
1.06 Construction permits cost (%)*.....	7.9.....	121	8.01 Ticket taxes, airport charges (0–100 best)*.....	81.0.....	62
1.07 Extent of market dominance <sup>†</sup> .....	4.1.....	46	8.02 Hotel price index (US\$)*.....	87.5.....	8
1.08 No. of days to start a business*.....	19.....	93	8.03 Purchasing power parity*.....	0.5.....	50
1.09 Cost to start a business (% GNI/capita)*.....	25.8.....	111	8.04 Fuel price levels (US\$ cents/litre)*.....	114.0.....	38
1.10 Effect of taxation on incentives to work <sup>†</sup> .....	3.8.....	54			
1.11 Effect of taxation on incentives to invest <sup>†</sup> .....	3.9.....	58	<b>Environmental Sustainability</b> .....	<b>3.6</b> .....	<b>108</b>
1.12 Total tax rate (% profit)*.....	39.9.....	80	9.01 Stringency of environmental regulations <sup>†</sup> .....	3.6.....	101
1.12a Labour and contributions tax rate (% profit)*.....	14.3.....	66	9.02 Enforcement of environmental regulations <sup>†</sup> .....	3.4.....	95
1.12b Profit tax rate (% profit)*.....	24.9.....	117	9.03 Sustainability of T&T development <sup>†</sup> .....	3.5.....	120
1.12c Other taxes rate (% profit)*.....	0.7.....	27	9.04 Particulate matter (2.5) concentration (µg/m <sup>3</sup> )*.....	6.1.....	47
			9.05 No. of envtl. treaty ratifications (0–27 best)*.....	21.....	42
<b>Safety and Security</b> .....	<b>3.6</b> .....	<b>135</b>	9.06 Baseline water stress (0–5 worst)*.....	1.0.....	51
2.01 Business costs of crime and violence <sup>†</sup> .....	2.1.....	139	9.07 Threatened species (% total species)*.....	10.4.....	122
2.02 Reliability of police services <sup>†</sup> .....	2.9.....	123	9.08 Forest cover change (% average per year)*.....	-10.6.....	110
2.03 Business costs of terrorism <sup>†</sup> .....	4.9.....	88	9.09 Wastewater treatment (%)*.....	5.4.....	86
2.04 Index of terrorism incidence*.....	6.9.....	92	9.10 Coastal shelf fishing pressure (tonnes per km <sup>2</sup> )*.....	0.0.....	26
2.05 Homicide rate*.....	40.....	138			
			<b>Air Transport Infrastructure</b> .....	<b>1.9</b> .....	<b>120</b>
<b>Health and Hygiene</b> .....	<b>4.7</b> .....	<b>94</b>	10.01 Quality of air transport infrastructure <sup>†</sup> .....	4.1.....	83
3.01 Physician density per 1,000 pop.*.....	0.9.....	86	10.02 Airline dom. seat kms per week (millions)*.....	0.5.....	86
3.02 Access to improved sanitation (% pop.)*.....	80.0.....	81	10.03 Airline int'l. seat kms per week (millions)*.....	43.3.....	100
3.03 Access to improved drinking water (% pop.)*.....	94.0.....	78	10.04 Departures per 1,000 pop.*.....	0.5.....	110
3.04 Hospital beds per 10,000 pop.....	6.0.....	125	10.05 Airport density per million urban pop.*.....	0.3.....	132
3.05 HIV prevalence (% pop.)*.....	0.7.....	96	10.06 No. of operating airlines*.....	19.0.....	98
3.06 Malaria incidence per 100,000 pop.*.....	57.7.....	31			
			<b>Ground and Port Infrastructure</b> .....	<b>3.3</b> .....	<b>80</b>
<b>Human Resources and Labour Market</b> .....	<b>4.4</b> .....	<b>81</b>	11.01 Quality of roads.....	3.7.....	78
<i>Qualification of the labour force</i> .....	<i>5.0</i> .....	<i>87</i>	11.02 Quality of railroad infrastructure.....	n/a.....	n/a
4.01 Primary education enrolment rate (%)*.....	92.8.....	80	11.03 Quality of port infrastructure <sup>†</sup> .....	4.0.....	74
4.02 Secondary education enrolment rate (%)*.....	65.1.....	108	11.04 Quality of ground transport network <sup>†</sup> .....	3.9.....	101
4.03 Extent of staff training <sup>†</sup> .....	4.6.....	28	11.05 Railroad density (km/surface area)*.....	n/a.....	n/a
4.04 Treatment of customers <sup>†</sup> .....	5.3.....	21	11.06 Road density (km/surface area)*.....	@.....	100
<i>Labour market</i> .....	<i>3.8</i> .....	<i>94</i>	11.07 Paved road density (km/surface area)*.....	@.....	85
4.05 Hiring and firing practices <sup>†</sup> .....	4.4.....	24			
4.06 Ease of finding skilled employees <sup>†</sup> .....	3.8.....	76	<b>Tourist Service Infrastructure</b> .....	<b>3.7</b> .....	<b>83</b>
4.07 Ease of hiring foreign labour <sup>†</sup> .....	4.5.....	27	12.01 Hotel rooms per 100 pop.*.....	0.3.....	80
4.08 Pay and productivity <sup>†</sup> .....	4.3.....	45	12.02 Extension of business trips recommended <sup>†</sup> .....	5.9.....	24
4.09 Female labour force participation (% to men)*.....	0.6.....	120	12.03 Presence of major car rental companies <sup>†</sup> .....	5.....	59
			12.04 ATMs accepting Visa cards per million pop.*.....	106.4.....	112
<b>ICT Readiness</b> .....	<b>3.8</b> .....	<b>79</b>			
5.01 ICT use for B2B transactions <sup>†</sup> .....	4.9.....	63	<b>Natural Resources</b> .....	<b>3.7</b> .....	<b>37</b>
5.02 Internet use for B2C transactions <sup>†</sup> .....	4.9.....	54	13.01 No. of World Heritage natural sites*.....	1.....	76
5.03 Individuals using internet (%)*.....	19.7.....	102	13.02 Total known species*.....	1,068.....	28
5.04 Broadband internet subs. per 100 pop.*.....	2.3.....	95	13.03 Total protected areas (% total territorial area)*.....	29.8.....	16
5.05 Mobile telephone subs. per 100 pop.*.....	140.4.....	33	13.04 Natural tourism digital demand (0–100 best)*.....	43.....	33
5.06 Mobile broadband subs. per 100 pop.*.....	4.9.....	108	13.05 Quality of the natural environment <sup>†</sup> .....	3.9.....	102
5.07 Mobile network coverage (% pop.)*.....	100.0.....	1			
5.08 Quality of electricity supply.....	5.4.....	50	<b>Cultural Resources and Business Travel</b> .....	<b>1.6</b> .....	<b>68</b>
			14.01 No. of World Heritage cultural sites*.....	3.....	70
<b>Prioritization of Travel &amp; Tourism</b> .....	<b>4.4</b> .....	<b>86</b>	14.02 No. of oral and intangible cultural expressions*.....	3.....	32
6.01 Government prioritization of T&T industry <sup>†</sup> .....	4.6.....	105	14.03 No. of large sports stadiums*.....	2.0.....	98
6.02 T&T gov't expenditure (% gov't budget)*.....	4.7.....	42	14.04 No. of international association meetings*.....	20.0.....	68
6.03 Effectiveness of marketing to attract tourists <sup>†</sup> .....	3.6.....	118	14.05 Cult./entert. tourism digital demand (0–100 best)*.....	12.....	52
6.04 Comprehensiveness of T&T data (0–120 best)*.....	56.0.....	88			
6.05 Timeliness of T&T data (0–21 best)*.....	16.5.....	67			
6.06 Country Brand Strategy rating (1–10 best)*.....	68.6.....	67			

Notes: Ranks of notable competitive advantages are highlighted in blue. A legend for the symbols @, † and \* is provided in the section "How to Read the Country/Economy Profiles" on page 67.