

Antigua Guatemala

Sustainable Tourism Observatory

Report

June, 2022



Introduction

In May of 2019 the Sustainable Tourism Observatory of La Antigua Guatemala, was admitted as a member of the International Network of Sustainable Tourism Observatories –INSTO – of the World Tourism Organization – UNTWO- .

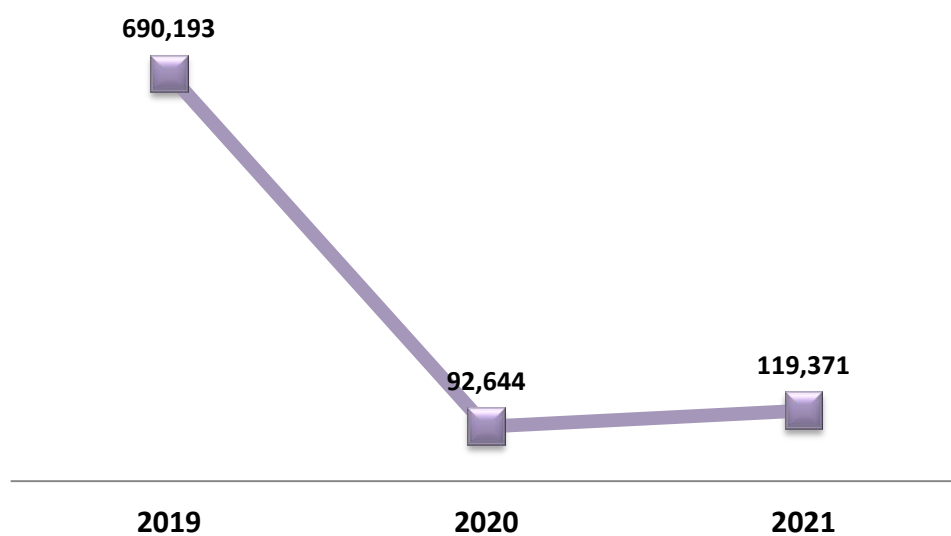
Because of the Covid-19 pandemic and other situations at the Guatemalan Tourism Board, the Observatory project was not attended during 2020 and 2021. Considering the importance of the Observatory for Antigua Guatemala, the project has been reestablished.

The following report includes some indicators generated in 2019 and 2021, especially in the economic area, so with this information, the construction and complementation of the following areas can be started:

1. Tourism seasonality
2. Employment
3. Destination economic benefits
4. Energy management
5. Water management
6. Water waste (sewage) management
7. Solid waste management
8. Climate action
9. Accessibility
10. Local satisfaction
11. Governance



Antigua Guatemala Non Resident visitors from 2019 to 2021

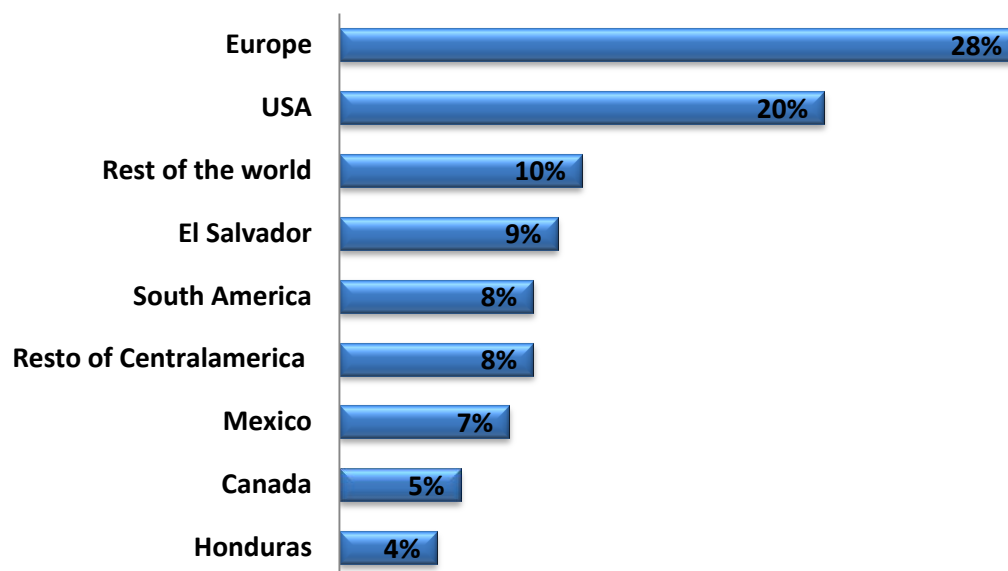


Estimation of foreign currency generated by non-resident visitors of Antigua Guatemala

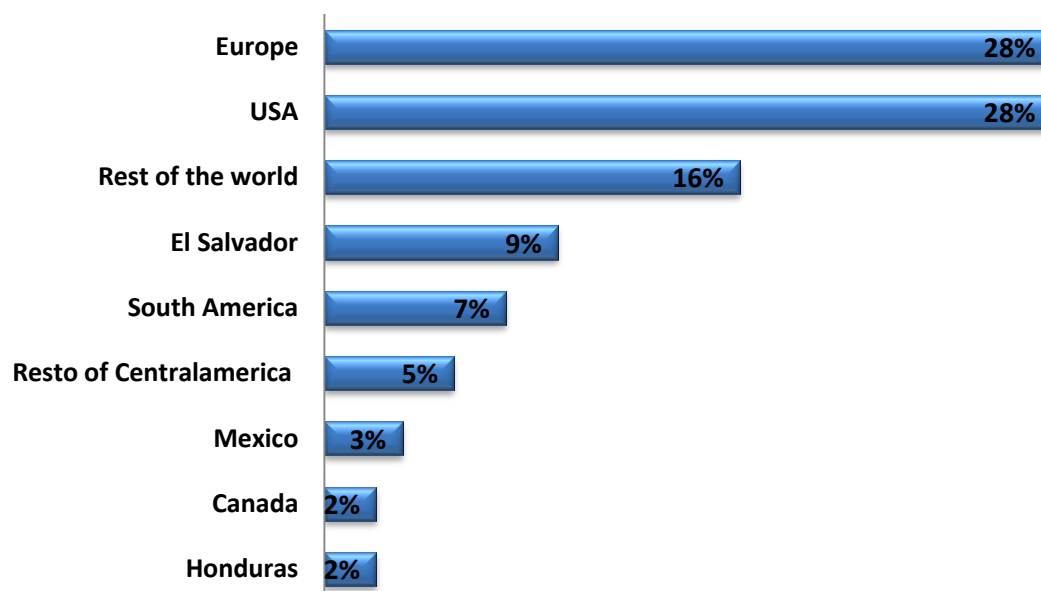
Visitors 2019	690,193
Average Stay (days)	4
Average daily spending (US\$)	\$131
Currency in millions (US\$)	\$374
Visitors 2021	119,371
Average Stay (days)	3
Average daily spending (US\$)	\$86
Currencies in millions (US\$)	\$104

Antigua Guatemala visitors by country of origin

2019

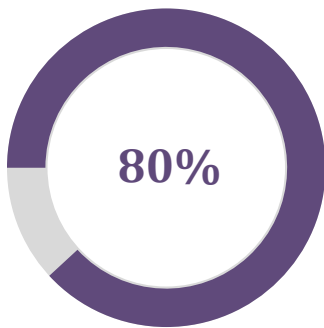


2021

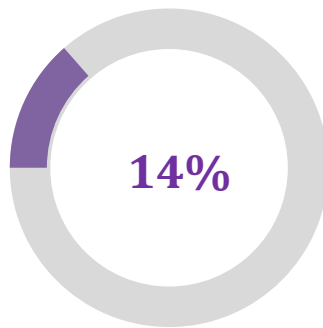


Type of accommodation used by non-resident visitors

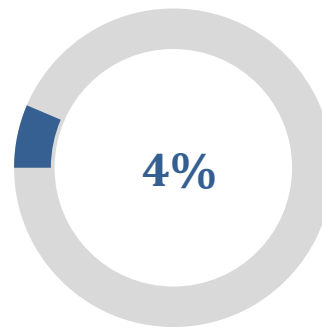
2019



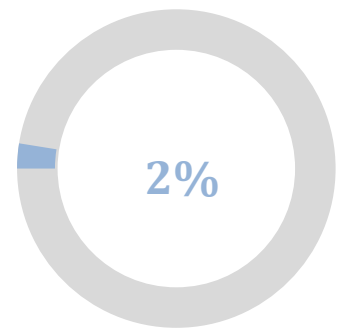
Hotels or similar



Friends or family house

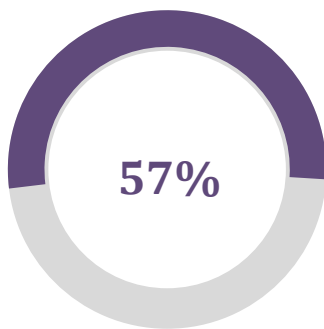


Airbnb or similar

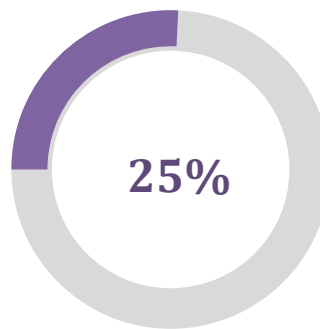


Others

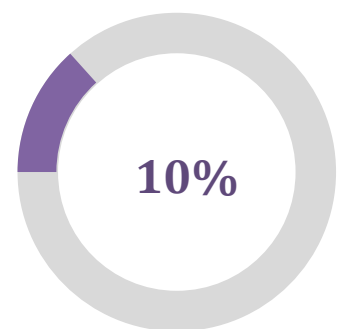
2021



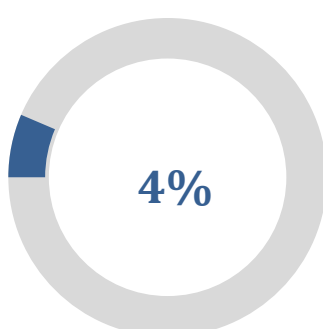
Hotels or similar



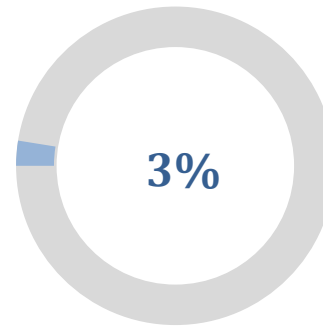
Friends or family house



Did not use



Own house

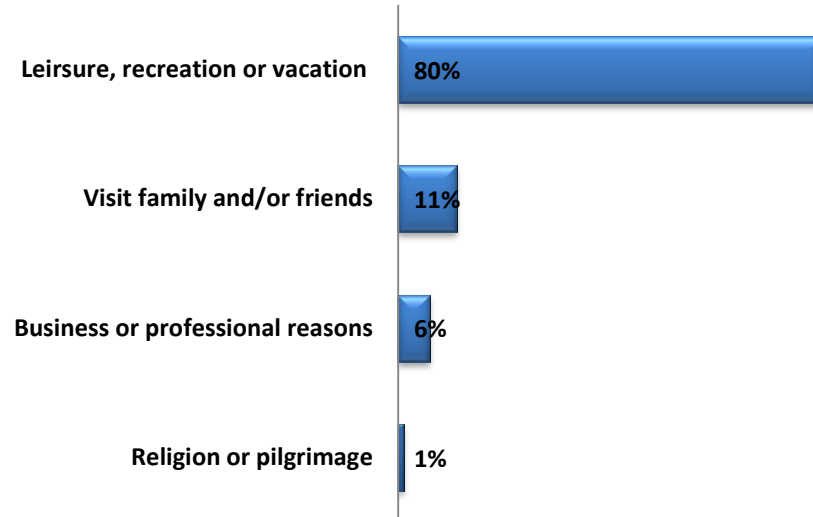


Airbnb or similar

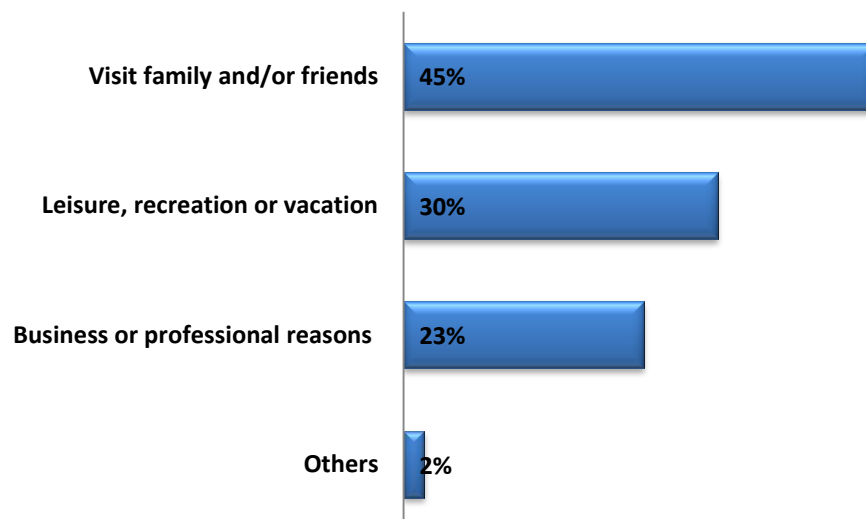


Travel Reasons

2019



2021



Destination perception



Destination perception

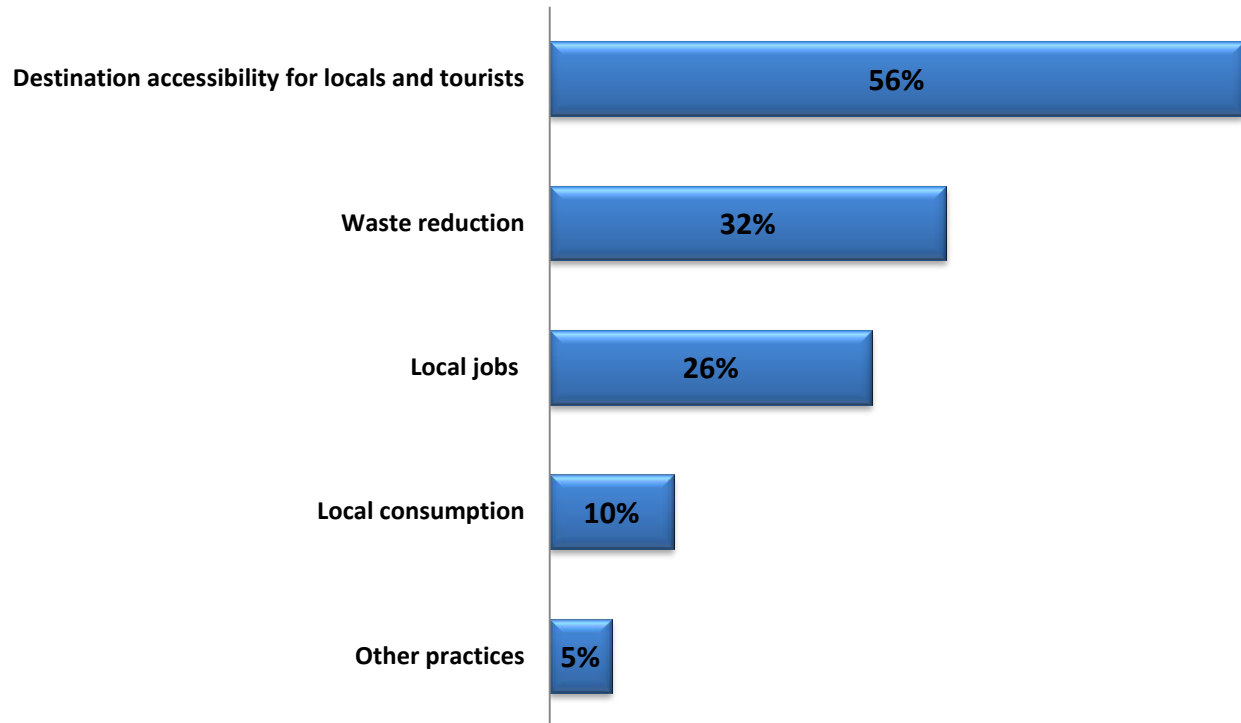
	Parking	Roads Access	Public Transportation	Facilities for people with special abilities	First aid services
Very good	36%	79%	34%	18%	23%
Regular	40%	16%	44%	49%	52%
Bad	13%	3%	14%	15%	10%
Very bad	2%	1%	4%	7%	3%
Do not know / Not answer	9%	0%	4%	10%	13%
Average score	3.34	3.97	3.19	2.90	3.12

Touristic sites visiting experience

Very good	96%
Regular	3%
Bad	0%
Very bad	0%
Do not know / Not answer	1%
Average Score	4.66



Destination sustainability practices identification



Touristic offer





	Hotels	Rooms	Beds
2019	221	3,055	9,629
2020	197	2,841	8,985
2021	198	2,867	8,973

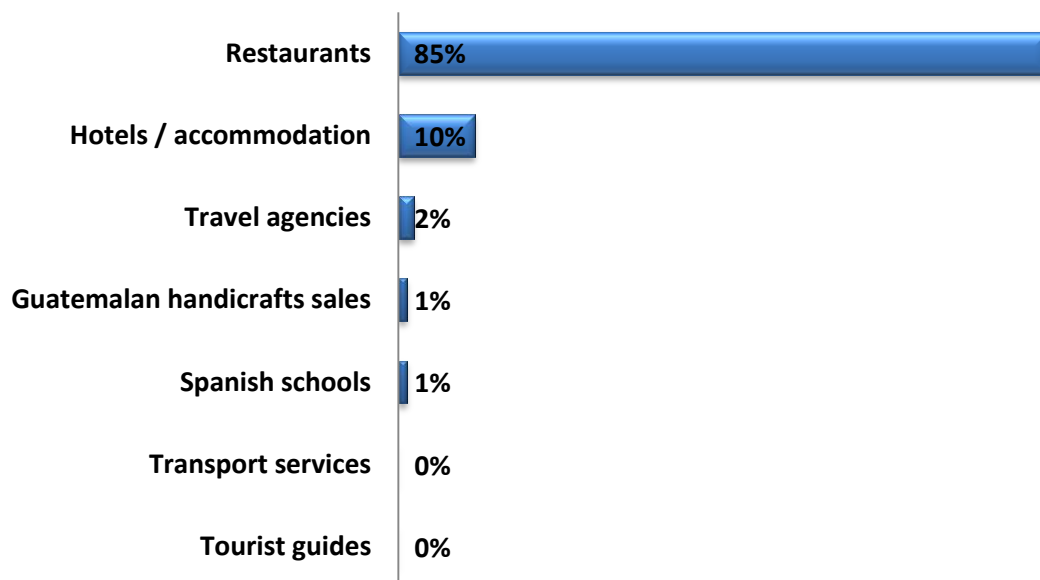
Others	Quantity
Spanish schools	15
Travel agencies	7
Touristic guides	153
Turistic land transportation	6,130 sits
Restaurants	329

Tourism employment generation



Tourism employment generation in Antigua Guatemala

32,312 jobs



2022 Activities schedule

Activities	2022
Project socialization with interested parties	May
Follow up with in interested parties	May to December
Indicators analysis with interested parties for website making	July to September
Website making	August to December
Sustainable tourism workshop with interested parties	September

