

INTERESTING PLACES

Copan Ruins, Bay Islands, La Ceiba, Tela, Trujillo, Omoa, Yo-



joa's Lake, Tegucigalpa, San Pedro Sula, Comay-

agua, Choluteca, El Tigre Island,

Gracias, Yuscarán, El

Puente Archaeological

Park (La Entrada, Copán),

Los Naranjos

Archaeological Park (Santa Bárbara), Talgua's Caves (Catacamas),



Taulabe's Caves, Valle de Ángeles, Santa Lucía, Ojojona.



Cayo Chicharrón, Parque Nacional, Museo Casa Colonial, Isla Ceibal.

www.letsghonduras.com

SECRETARIA DE TURISMO



INSTITUTO HONDUREÑO DE TURISMO

Centroamérica
tan pequeña... tan grande...



COLONIA SAN CARLOS, EDIFICIO EUROPA, AVE. RAMÓN ERNESTO CRUZ, 2TH FLOOR, PO. BOX 326 I, TEGUCIGALPA, HONDURAS, CENTRAL AMERICA

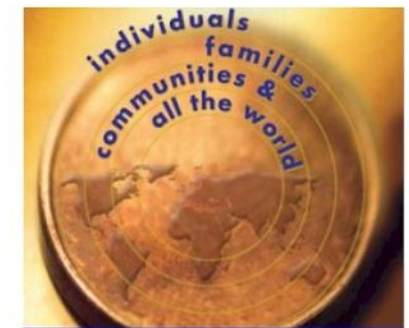
PHONE: (504) 222-2124

FAX: EXT. 217

PLANNING AND DEVELOPMENT DEPARTMENT

E-MAIL: ESTADISTICA@IHT.HN

Because we are all Honduras...
 tourism is everybody's business



Tourism Enriches

Honduras Institute of Tourism

Tel.: (504) 222-2124

Honduras: STATISTICAL OVERVIEW OF TOURISM 2003

INBOUND TOURISM

INBOUND TOURISM	UNIT	2001	2002	2003
TOTAL VISITORS	THOUSANDS	672.0	788.1	886.6
TOURISTS <small>(OVERNIGHT VISITORS)</small>	THOUSANDS	517.9	549.5	610.5
SOME-DAY VISITORS <small>(INCLUDING CRUISE PASSENGERS)</small>	THOUSANDS	154.1	238.6	276.1

ARRIVALS BY REGION

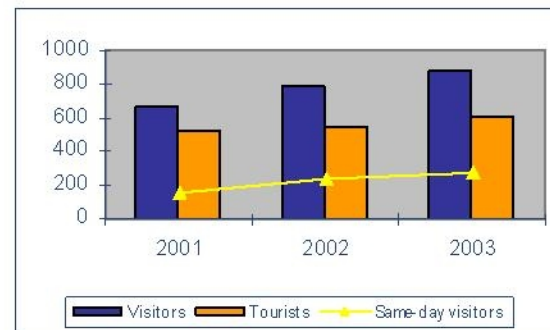
REGION	UNIT	2001	2002	△%	2003	△%
NORTH AMERICA	THOUSANDS	168.1	157.7	-6.2	185.4	17.5
CENTRAL AMERICA	THOUSANDS	275.4	318.6	15.7	353.1	10.8
EUROPE	THOUSANDS	49.4	47.7	-3.5	44.1	-7.6
OTHERS	THOUSANDS	25.0	25.4	1.8	27.9	9.8
TOTAL	THOUSANDS	517.9	549.5	6.1	610.5	11.1

OUTBOUND TOURISM

OUTBOUND TOURISM	UNIT	2001	2002	2003
DEPARTURES	THOUSANDS	278.9	285.0	276.9

ECONOMIC OUTLOOK

ASPECTS	UNIT	2001	2002	2003
INBOUND TOURISM SPENDING	MILLIONS US\$	274.6	341.5	373.2
OUTBOUND TOURISM SPENDING	MILLIONS US\$	156.6	198.1	237.2
TOURISM VS EXPORT REVENUE	PERCENT	10.8	ND	ND
AVERAGE DAILY SPENDING PER TOURIST	US\$	49.1	60.1	63.4
AVERAGE LENGTH OF STAY PER TOURIST	NIGHTS	10.8	10.6	9.7
DIRECT EMPLOYMENT	€/O	30,449	34,207*	38,429*
INDIRECT EMPLOYMENT	€/O	39,765	43,006*	46,511*



ACCOMODATIONS

ACCOMODATION	UNIT	2001	2002	2003
HOTELS	€/O	727	785	846
ROOMS	€/O	15,906	17,178	18,590
BEDS-PLACES	€/O	24,841	25,574	26,897

* Figures for 2002 and 2003 are estimates.

RELATED INDUSTRIES

TYPE OF ESTABLISHMENT	UNIT	2001	2002	2003
FOOD & BEVERAGES	€/O	3,134	3,413	3,617
TRAVEL AGENCIES & TOUR OPERATORS	€/O	160	162	164
RENT A CARS	€/O	37	38	41
ART & CRAFT SHOPS	€/O	256	256	262
RECREATIONAL PARKS	€/O	75	80	82
MUSEUMS & GALLERIES	€/O	41	43	45

FOREIGN TOURIST PROFILE

- 38.1% BABY BOOMERS (1946-64).
- 35.3% GENERATION X (1965-76).
- 41.8% TRAVELERS THAT HAVE A UNIVERSITY STUDIES OR MORE.
- 57.9% THAT ARE MARRIED.
- 55.4% TRAVELLED ALONE.
- 52.8% STAYED IN HOTEL OR SIMILAR.
- 30.5% THE TRAVELS BY AIRPLANES HAVE AN INCOME BETWEEN 10 AND 50 THOUSANDS DOLLARS; MIND WILD THE 10.2% HAVE A SUPERIOR INCOME OF 70 THOUSAND DOLLARS PER YEAR.
- 40.4% TRAVELLED FOR BUSINESS OR PROFESSIONAL REASONS.
- 27.9% TRAVELLED FOR LEISURE OR VACATION.
- 21.3% TRAVELLED TO VISIT FRIENDS OR RELATIVES.

INTERNATIONAL TOURIST SEASONS:

HIGH = JANUARY, (MARCH OR APRIL), JUNE, JULY, AUGUST Y DECEMBER
LOW = FEBRUARY, (MARCH OR APRIL), MAY, SEPTEMBER, OCTOBER, NOVEMBER.