

## Places of Interest

Copán  
Ruinas,  
Bay Islands  
La Ceiba,  
Tela, Trujillo,  
Omoa,  
Lake Yojoa, Tegucigalpa,  
San Pedro Sula, Comayagua,  
Choluteca, El Tigre Island



Gracias,  
Yuscaran,  
El Puente  
Archeological  
Park, Los  
Naranjos  
Archeological

Park (Santa Barbara),  
Talgua Caves (catacamas),

Taulabé  
Caves, Valle  
de Angeles,  
Santa Lucia,  
Ojojona.



**Centroamérica**  
*tau pequeña... tau grande...*



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**Because Everybody is Honduras...  
Tourism is Everybody's Business**

**2008**  
*Statistical  
Bulletin*



**Tourism  
Satellite  
Account**

*Understanding Tourism  
& Designing Strategies*  
[www.world-tourism.org](http://www.world-tourism.org)

Honduran Institute of Tourism

Phone USA: 1-800-410-9608



## Incoming Tourism

Incoming Tourism	Unit	2002	2003	2004
Total Visitors	Thousands	788.1	886.6	1,056.6
Tourists <small>(Overnight Stay)</small>	Thousands	549.5	610.5	672.1
Same-day Visitors <small>(Day visits)</small>	Thousands	238.6	276.1	384.5

## Tourists by Region of Origin

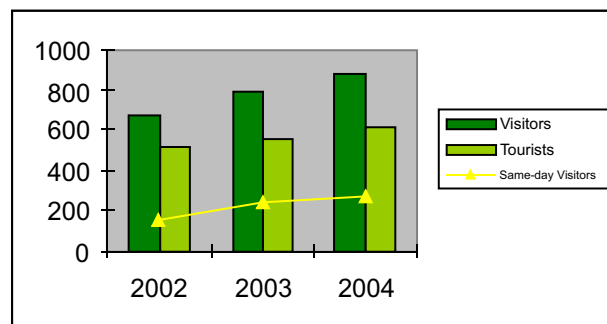
Region	Unit	2002	2003	2004
North America	Thousands	157.7	185.4	204.1
Central America	Thousands	318.6	353.1	388.7
Europe	Thousands	47.7	44.1	48.5
Rest of the World	Thousands	25.4	27.9	30.7
<b>Total</b>	Thousands	549.5	610.5	672.1

## Outgoing Tourism

Outgoing tourism	Unit	2002	2003	2004
Trips Abroad	Thousands	285.0	276.9	294.6

## Economic Aspects

Aspects	Unit	2002	2003	2004
Inbound tourism spending	Millions US\$	341.5	373.2	401.2
Outbound tourism spending	Millions US\$	198.1	237.2	247.5
Average daily spending per tourist	US\$	60.1	63.4	51.6
Average length of stay per tourist	Nights	10.6	9.7	12.5
Direct Employments	EA	34,207	38,429	43,172
Indirect Employments	EA	43,006	46,511	50,301



## Accommodations

Accommodation	Unit	2002	2003	2004
Hotels	EA	785	846	871
Rooms	EA	17,178	18,590	19,519
Beds - Places	EA	25,574	26,897	27,703

## Tourism Related Businesses

Business	Unit	2002	2003	2004
Food & Beverages	EA	3,413	3,617	3,833
Travel Agents & Tour Operators	EA	162	164	166
Car Rentals	EA	38	41	44
Souvenir Shops	EA	256	262	268
Recreation Centers	EA	80	82	84
Museums & Galleries	EA	43	45	46

## Foreign Tourist Profile

- 37.3% are Baby Boomers (1946-1964)
- 35.3% are Generation X (1965-1976)
- 48.4% have a university degree.
- 59.6% are married.
- 47.4% travel alone.
- 63.9% stay in hotels or similar facilities.
- 35.7% of tourists arriving by air have annual incomes between 10,000 and 50,000 Dollars while 11.8% Earn more than 70,000 per year.
- 32.3% travel for business and professional reasons.
- 36.0% travel for leisure or vacation.
- 18.6% travel to visit family and friends.

### Honduran Tourist Seasons:

High = January, (March or April), June, July, August y December.  
Low = February, (March or April), May, September, October, November.