

2014 WAS A GOOD YEAR FOR TOURISM IN ECUADOR



exceeded 1.5 million.

According to figures released by the government, Ecuadorian tourism gained strength as a basis for the country's socio-economic development. 2014 was an excellent year for South American tourism, but Ecuador managed to link promotion, growth and investment activities to improve its indices, which was shown by foreign tourist arrivals, which, as an unprecedented milestone,

According to Ecuador's Ministry of Tourism, the best months of the year were April and February and among **the main source markets recorded in the period January to November 2014 are Colombia with 333,197 visitors (23.80%), United States 232,868 (16.6%) and Peru with 161,370 (11.5%).**

In 2014, destinations, accommodations and travel companies also won prestigious international awards - among them Ecuador, the World's Best Green Destination 2014; Quito, South America's Leading Destination WTA 2014; Finch Bay Eco Hotel, World's Best Green Hotel; Pacari earned 14 trophies at the International Chocolate Awards 2014; Cuenca was Best Adventure Destination 2014; Tren Crucero, South America's Leading Luxury Train 2014, and the New York Times declared Ecuador an undiscovered paradise in 2014.

Last year private entrepreneurs invested \$211 million in the sector. Guayas, Manabí, Pichincha and Azuay were the provinces receiving most investment, especially in the hospitality sector.

Ecuador's tourism potential makes it an attractive place for investment, not only in its major cities, but also in other locations where it is feasible to establish luxury hotels, resorts and other businesses, as highlighted by a publication of the Ministry responsible for the sector.

The portfolio of State estimates that private tourism entrepreneurs have plans to invest about \$2.16 billion in hotel infrastructure in Ecuador by 2020.

Date: 2015-01-12

Article link:

<https://www.tourism-review.com/ecuador-reported-positive-tourist-numbers-in-2014-news4396>