



ANTIGUA GUATEMALA
SUSTAINABLE TOURISM
OBSERVATORY
2023



Instituto Guatemalteco de Turismo
May, 2025

Introduction

Antigua Guatemala has been part of Sustainable Tourism Observatory, since 2019, as a member of International Network of Sustainable Tourism Observatories –INSTO–, UN Tourism.

INGUAT's Market Research and Analysis Department has monitored measurements to obtain statistical data, which are presented in this document.

The report includes indicators generated in 2023, with the purpose of monitoring, measuring, and verifying the evolution of the tourism sector in Antigua Guatemala, through the generation of statistical information for decision-making that benefits this destination.

Below are the indicators generated:

1. Tourist seasonality
2. Employment
3. Destination economic benefit
4. Governance
5. Local satisfaction

Non-resident visitor

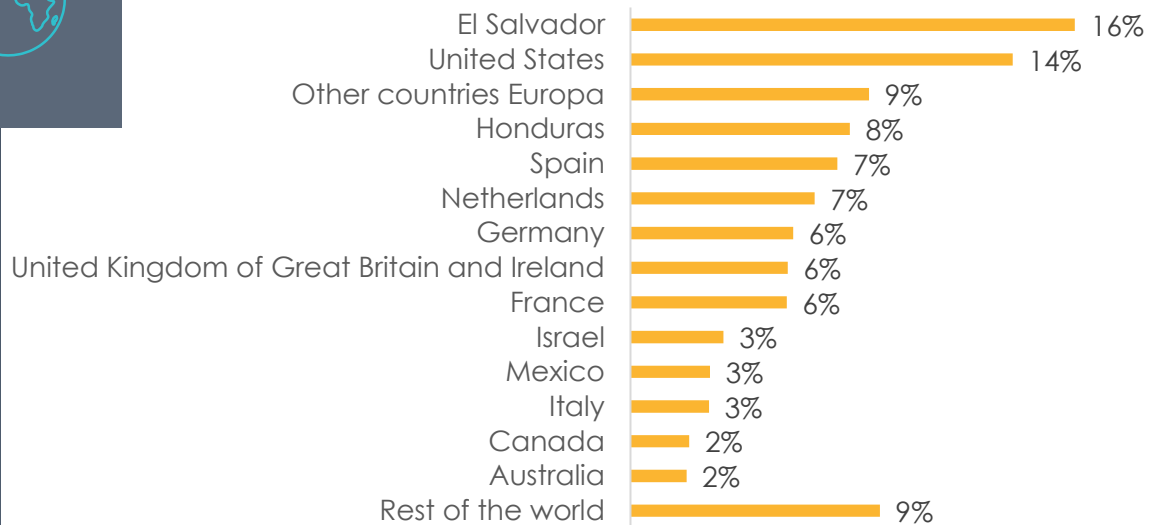


Non-resident visitors arrivals

836,339



Country of residence of non-resident visitors



Type of traveler visitor non-resident

Excursionist 3%



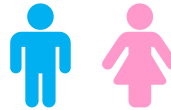
Tourist 97%

Non-resident visitor



Sex, non-resident visitors

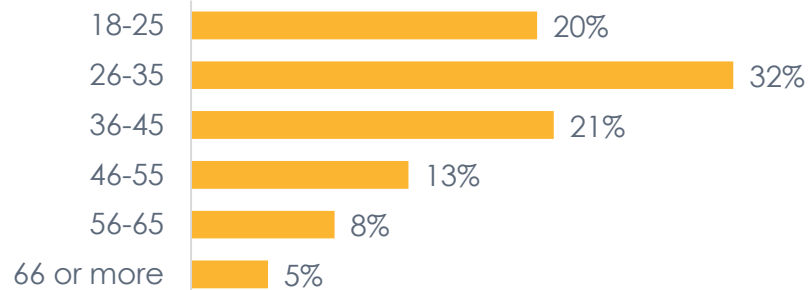
Male **44%**



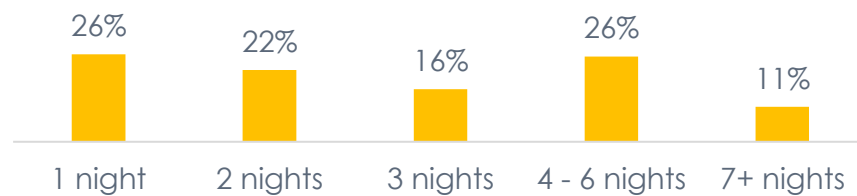
Female **56%**



Age range, non-resident visitors



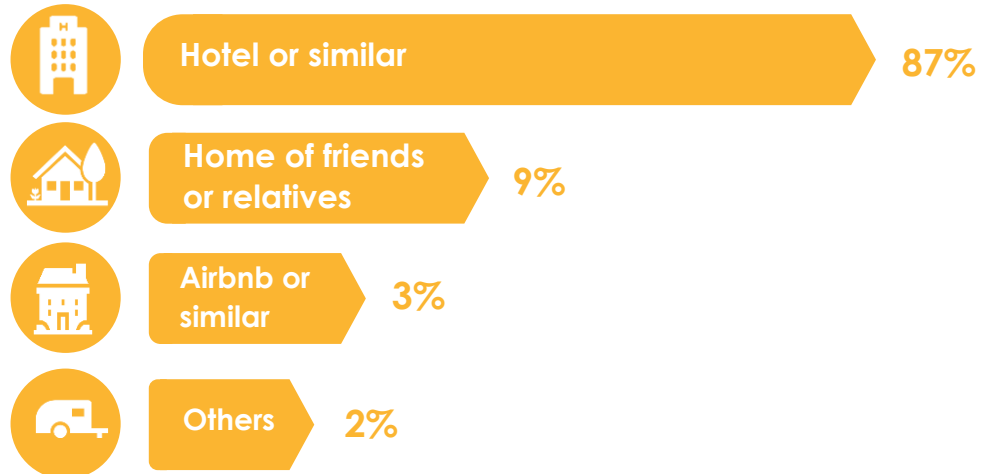
Average stay of non-resident visitors



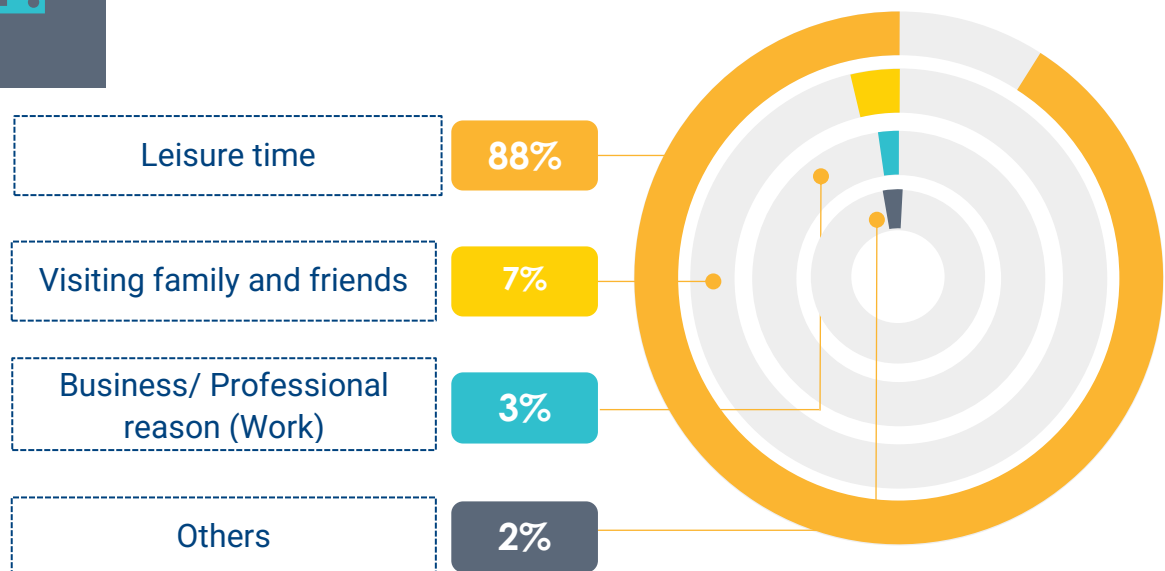
Non-resident visitor



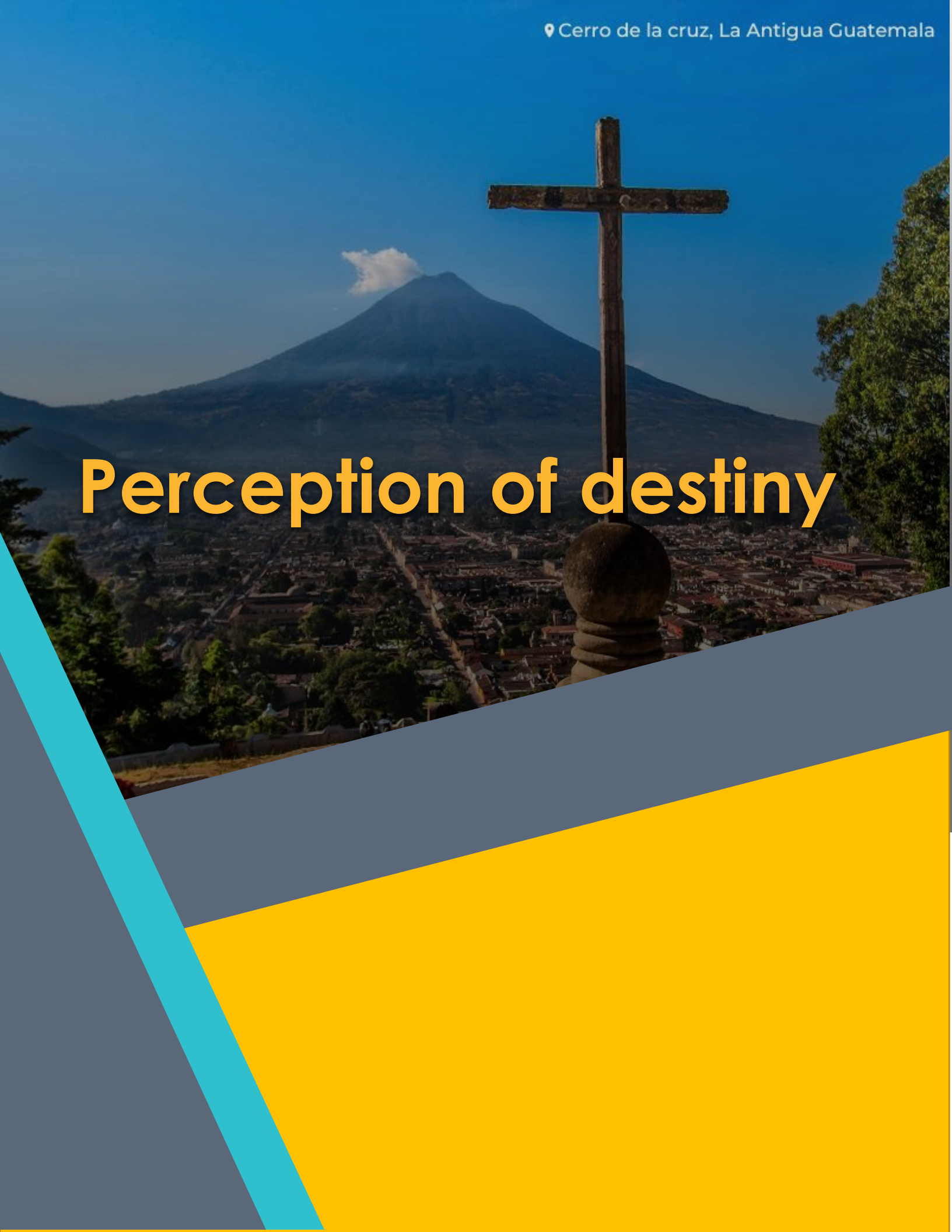
Accommodation of non-resident visitor Period 2023



Reason for travel of the non-resident visitor



Perception of destiny



Perception of destiny

	Airport	Bus station	Natural landscape	Destination experience
Very satisfied	72%	58%	94%	86%
Satisfied	22%	28%	5%	12%
Neither satisfied nor dissatisfied	5%	11%	1%	1%
Dissatisfied	1%	2%	0%	0%
Very dissatisfied	1%	1%	0%	0%
Average score	4.61	4.40	4.92	4.84

	Friendliness of the staff	Local Attractions/ Entertainment	General cleaning	Restrooms
Very satisfied	83%	75%	71%	52%
Satisfied	13%	20%	22%	28%
Neither satisfied nor dissatisfied	3%	4%	6%	14%
Dissatisfied	0%	0%	2%	6%
Very dissatisfied	0%	0%	0%	1%
Average score	4.79	4.70	4.61	4.25

	Signaling	Entrance fee	Tourist transport	Food station
Very satisfied	59%	57%	57%	77%
Satisfied	26%	27%	27%	15%
Neither satisfied nor dissatisfied	11%	13%	15%	4%
Dissatisfied	3%	2%	1%	2%
Very dissatisfied	1%	0%	0%	1%
Average score	4.41	4.39	4.38	4.66

	Parking	Access to roads	Public transport	First aid
Very satisfied	49%	58%	49%	48%
Satisfied	26%	30%	26%	25%
Neither satisfied nor dissatisfied	14%	8%	19%	22%
Dissatisfied	9%	4%	6%	4%
Very dissatisfied	2%	0%	1%	1%
Average score	4.12	4.41	4.17	4.14

| Identification of sustainable practices in the destination



Local jobs

41%



Waste reduction

37%



Local consumption

15%



Water saving

14%



Saving paper

6%



Energy saving

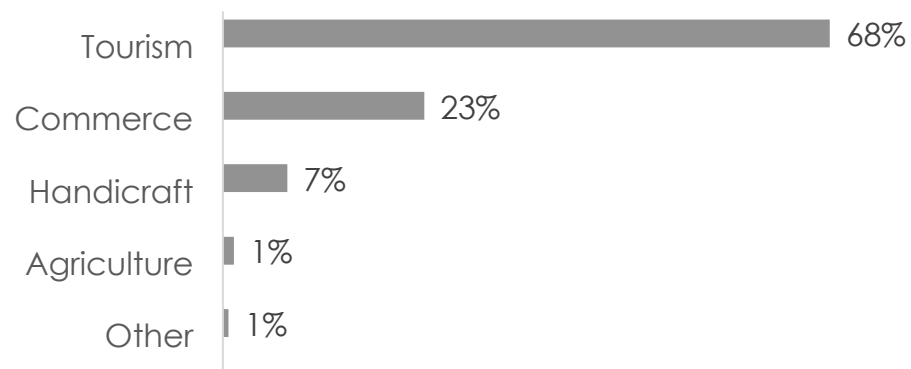
5%



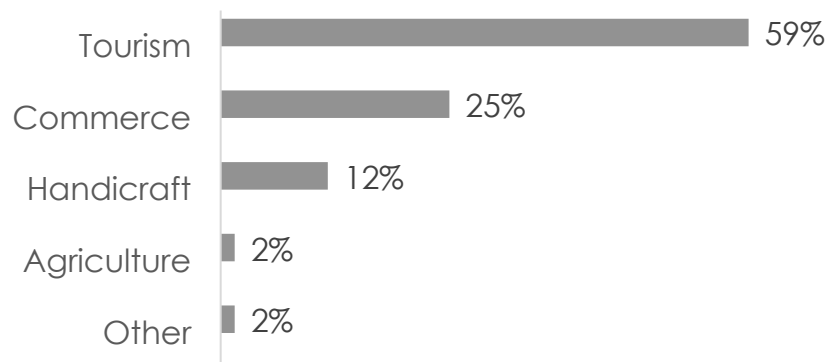
LOCAL SATISFACTION

| Economic activities in Antigua Guatemala

Main economic activities

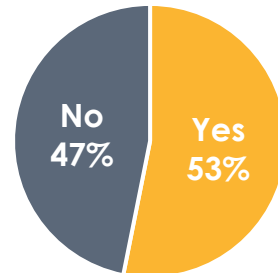


Economic activities to which the majority of the inhabitants of Antigua Guatemala are dedicated

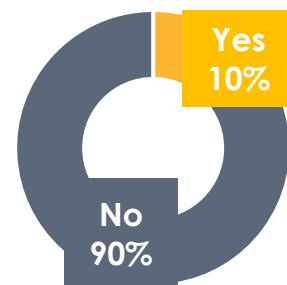


| Source of work in the municipality



Do you think there are enough jobs in the municipality?



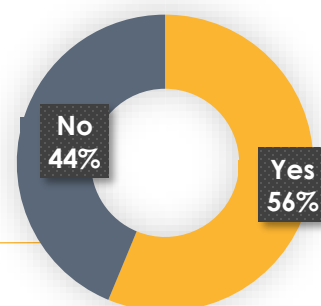
Does anyone in your family living in this home work in tourism-related businesses?



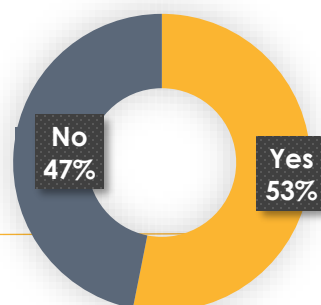
Type of tourism-related business in which someone from the household works

	Hotel	34%
	Restaurants	25%
	Spanish schools	19%
	Handicraft	13%
	Tour guide	6%
	Sales/general activities	3%

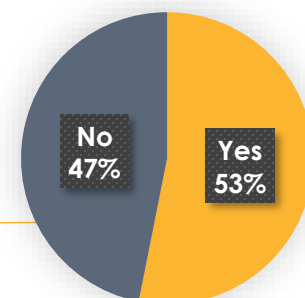
Do you think graduating students from this municipality have the opportunity to work in tourism?



Do you consider tourism to be the main source of income for your household?

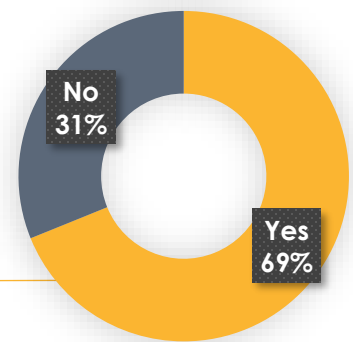


Do you think there will be more jobs in tourism in this municipality in the coming years?

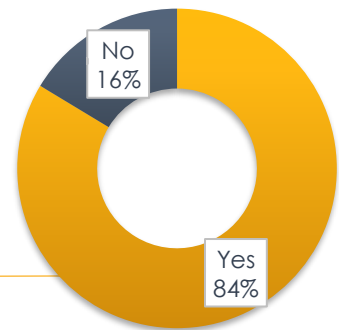


Cultural activities/traditions celebrated in Antigua Guatemala

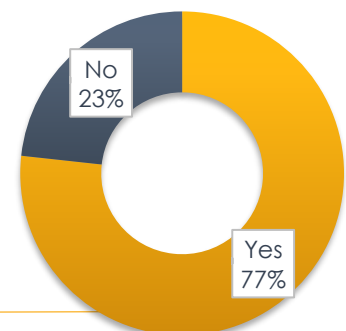
Do tourists visit this destination for its traditions or cultural activities?



Do you think tourists or visitors respect the traditions and customs of this destination?

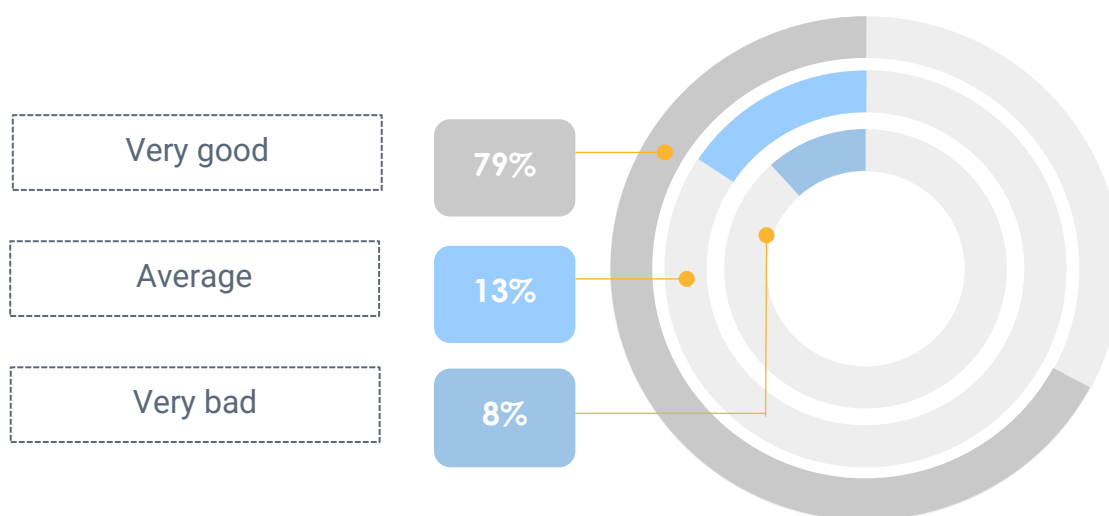


Do you think that tourists behave well, that is, they do not cause problems in the tourist destination?

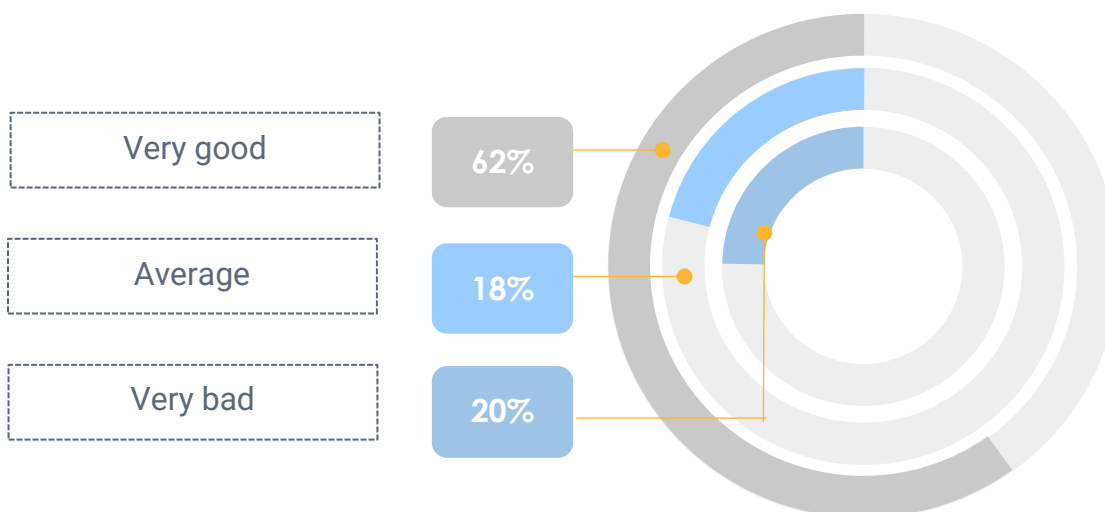


Culture and society

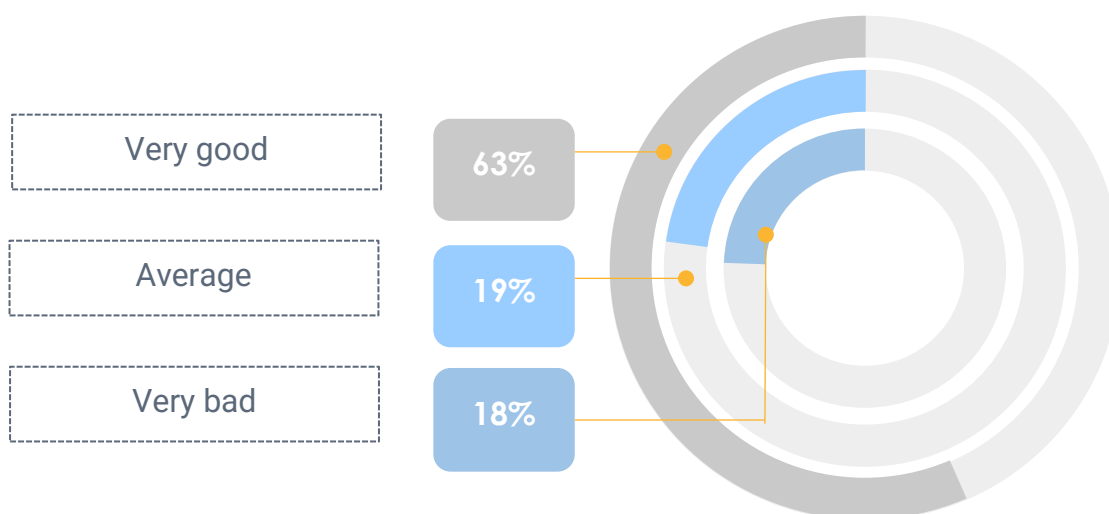
Quality of education provided by educational institutions in the municipality:



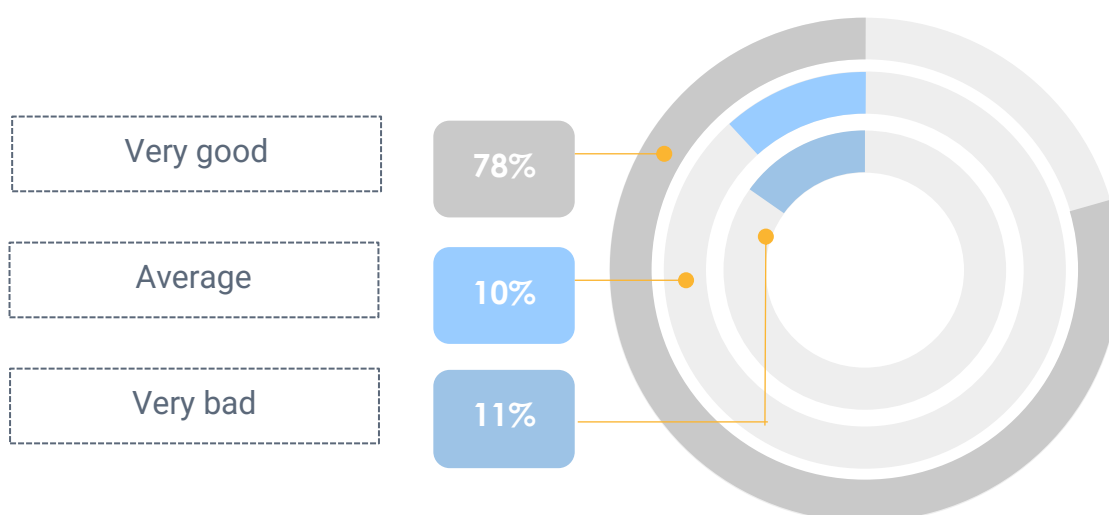
Citizen security in your municipality:



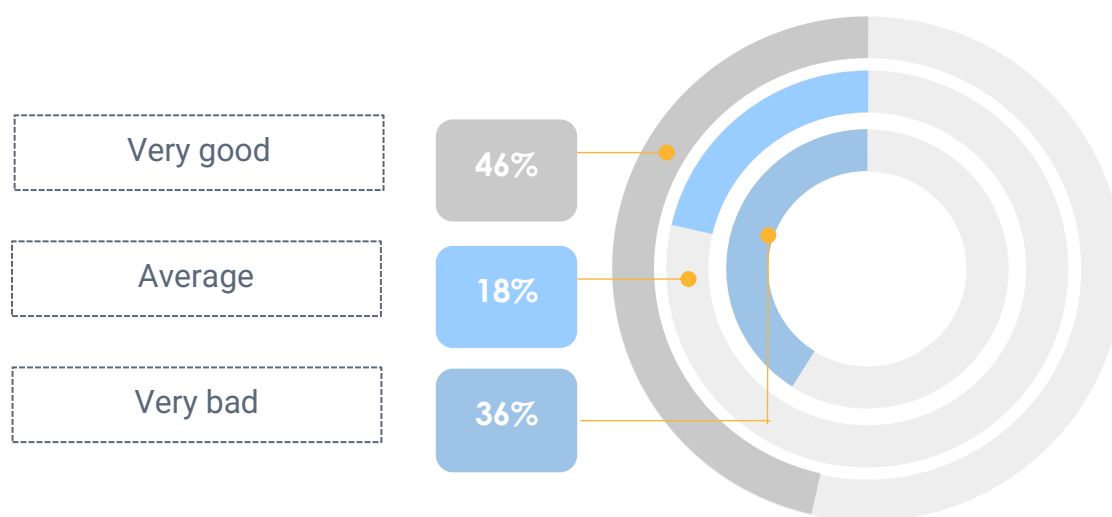
Economic situation in your municipality:



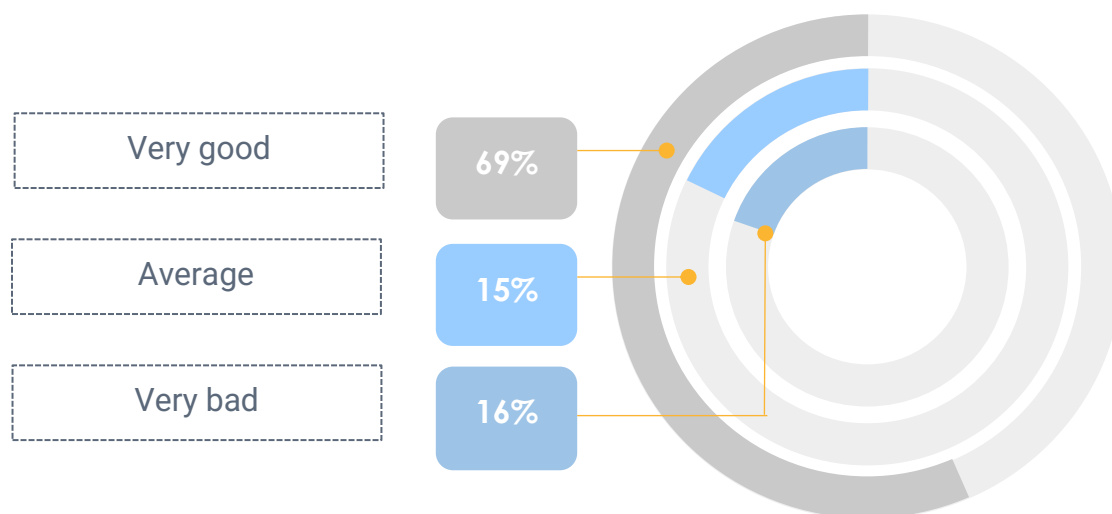
Cleaning and waste management: what is the situation in the municipality?



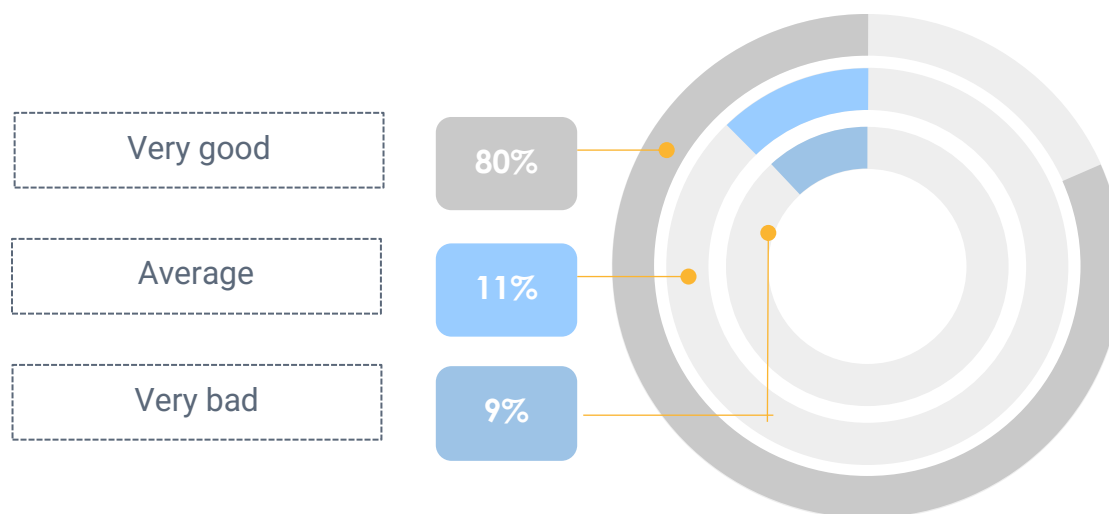
Condition of the roads or highways in this municipality:



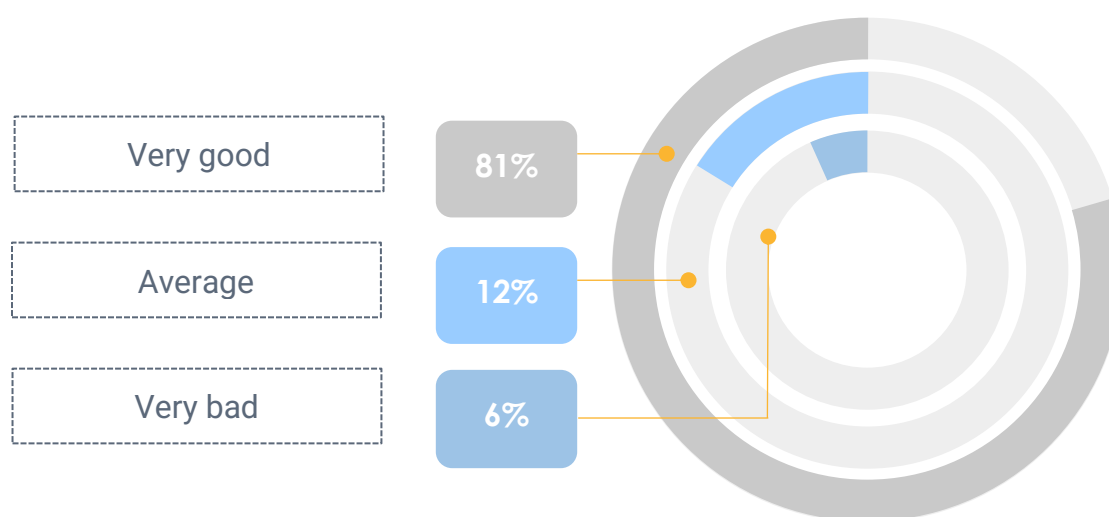
Public services, such as electricity, drinking water, drainage, street paving:



Health or medical services

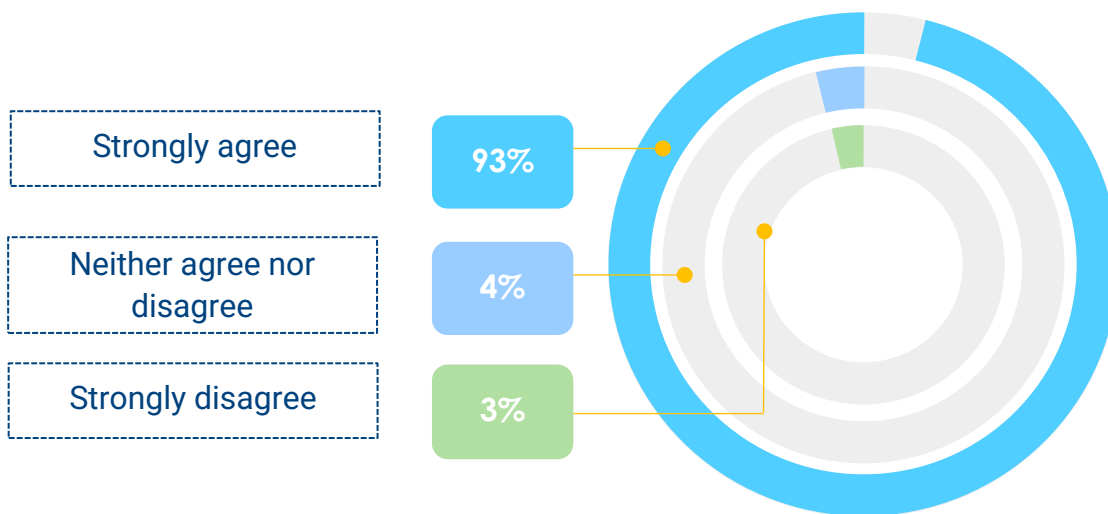


Situation of services such as hotels, restaurants or entertainment venues in the municipality:

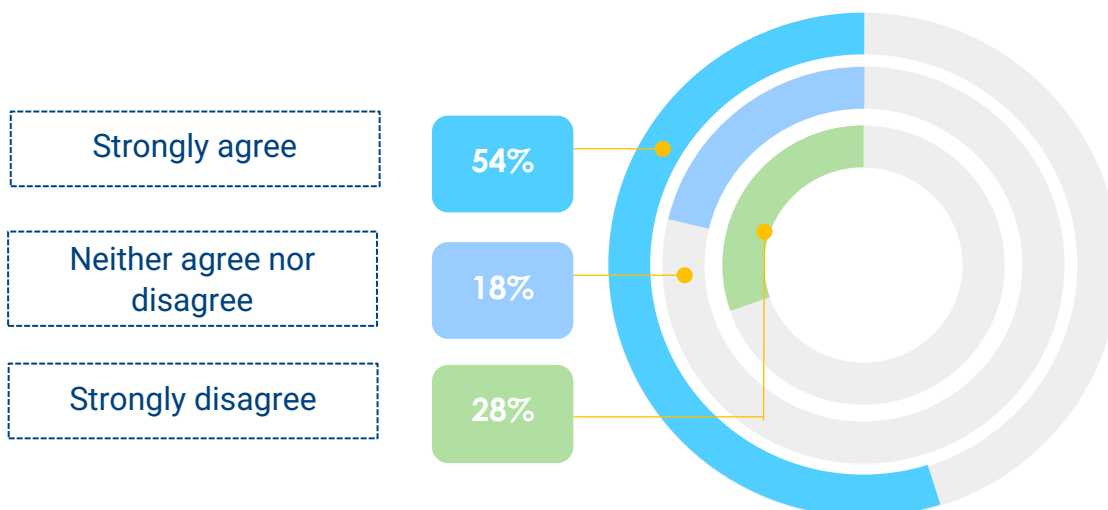


Sustainability

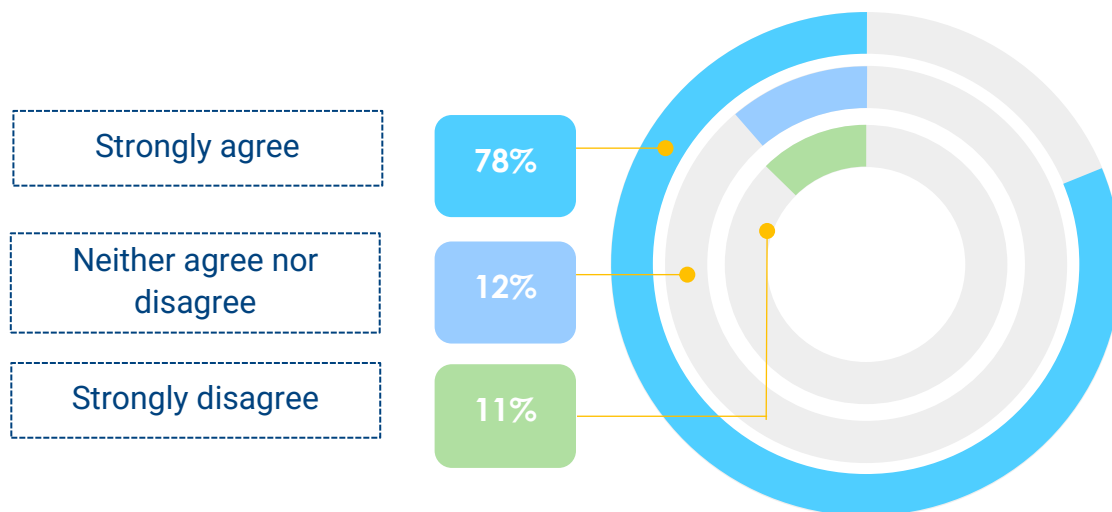
Tourism is beneficial to my community:



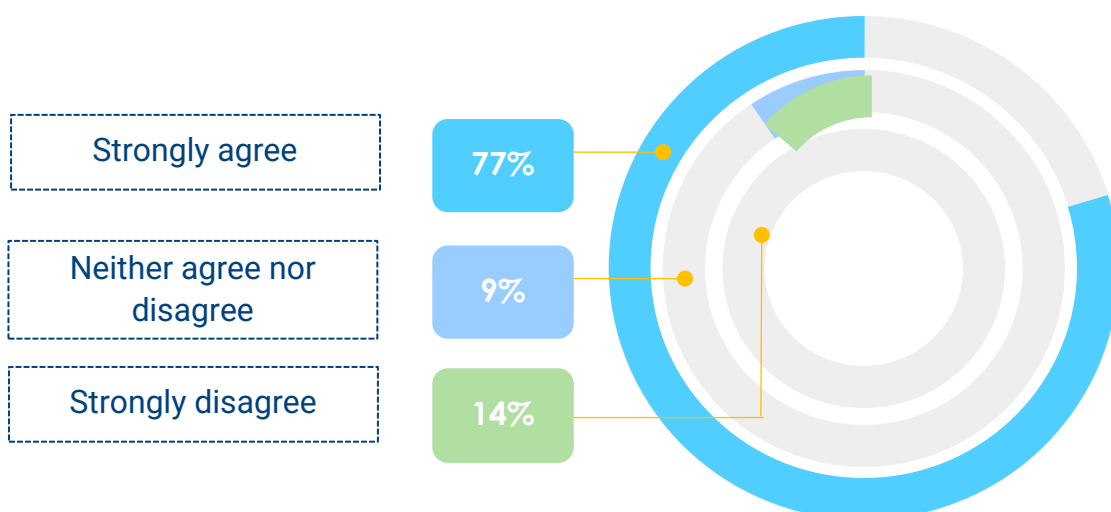
Personally, tourism benefits me:



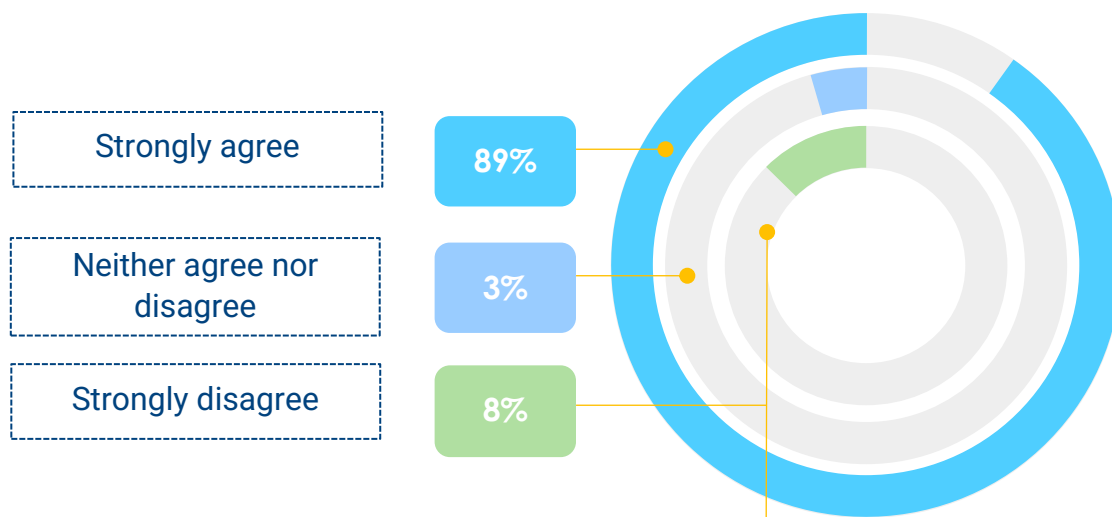
Tourism creates jobs for local residents:



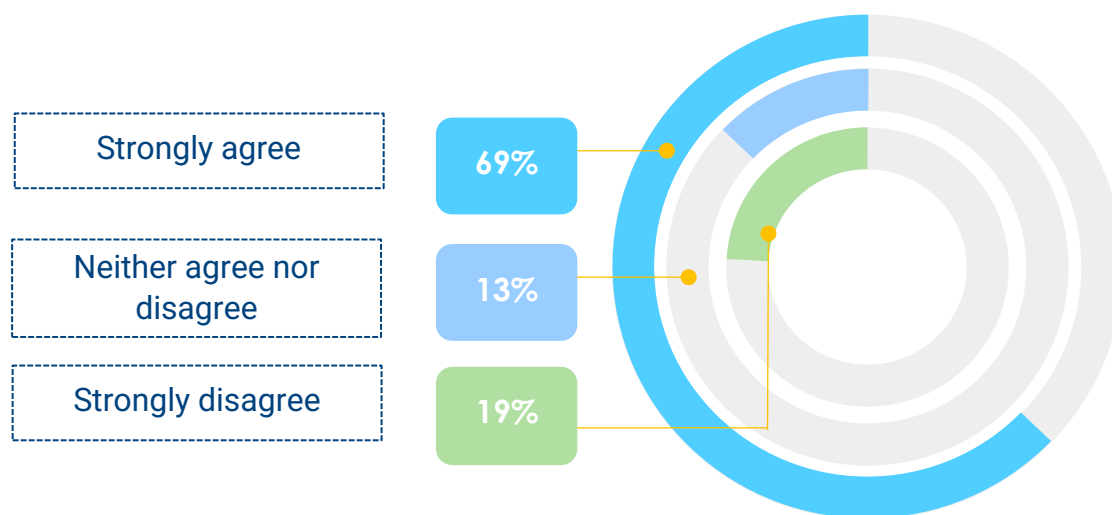
Tourism provides jobs for local youth:



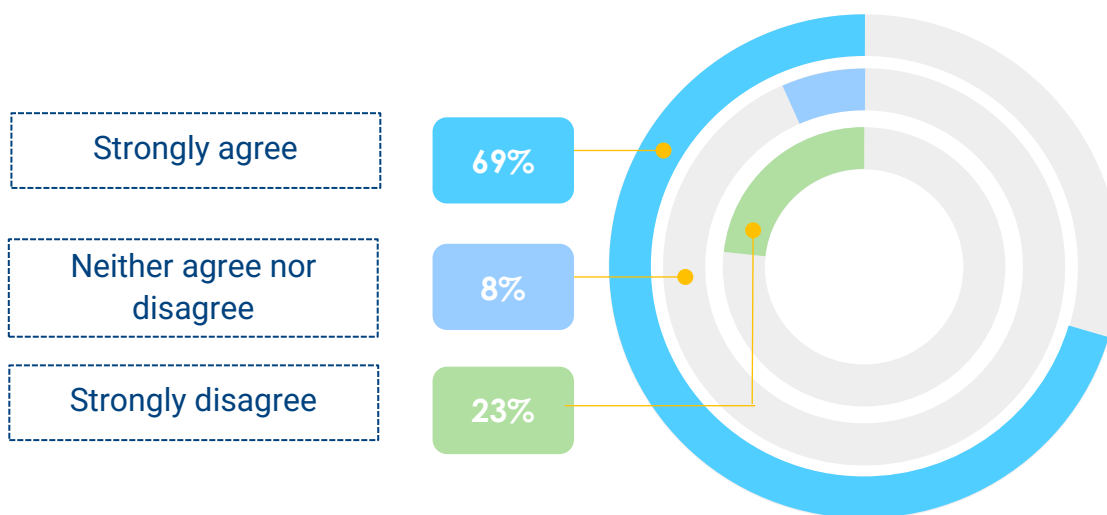
Tourism causes prices for goods and services to rise:



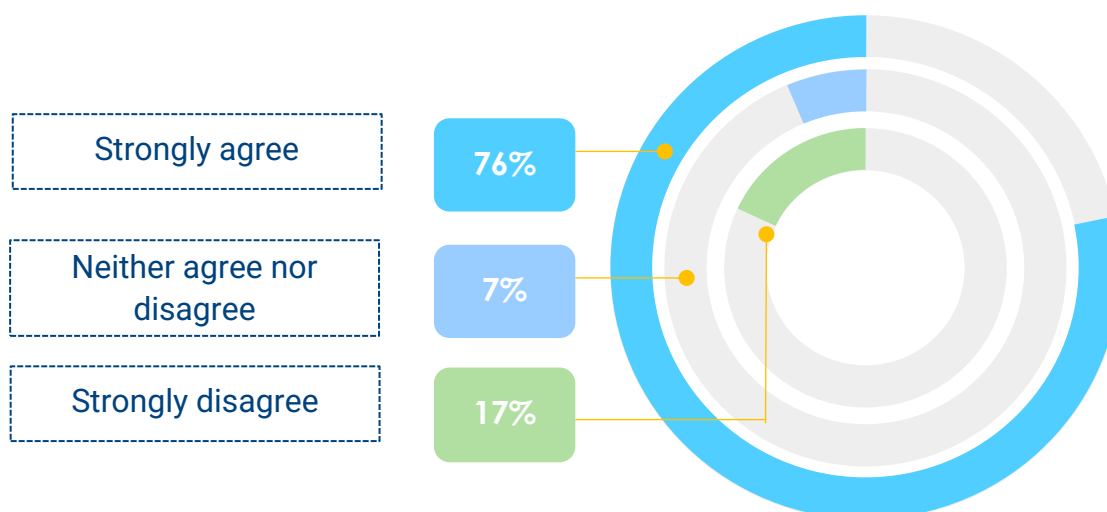
Tourism helps the community to obtain services:



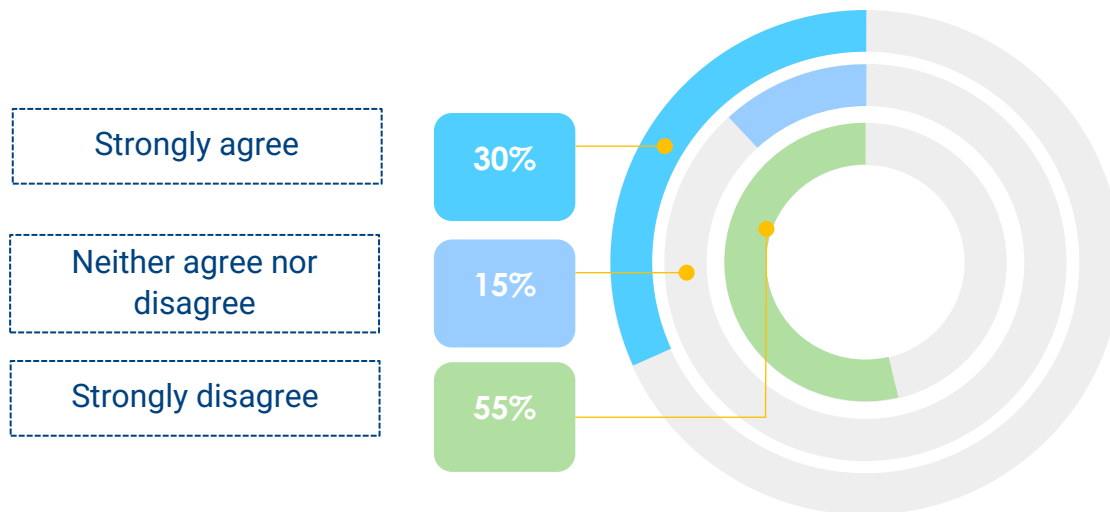
Tourism increases crime rates:



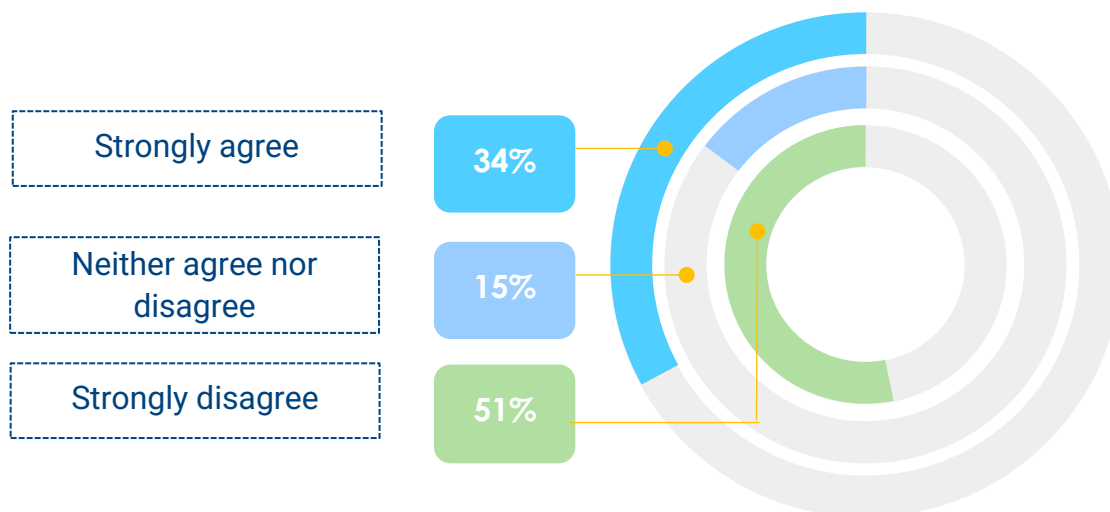
Tourism increases problems such as alcoholism, drug addiction and prostitution:



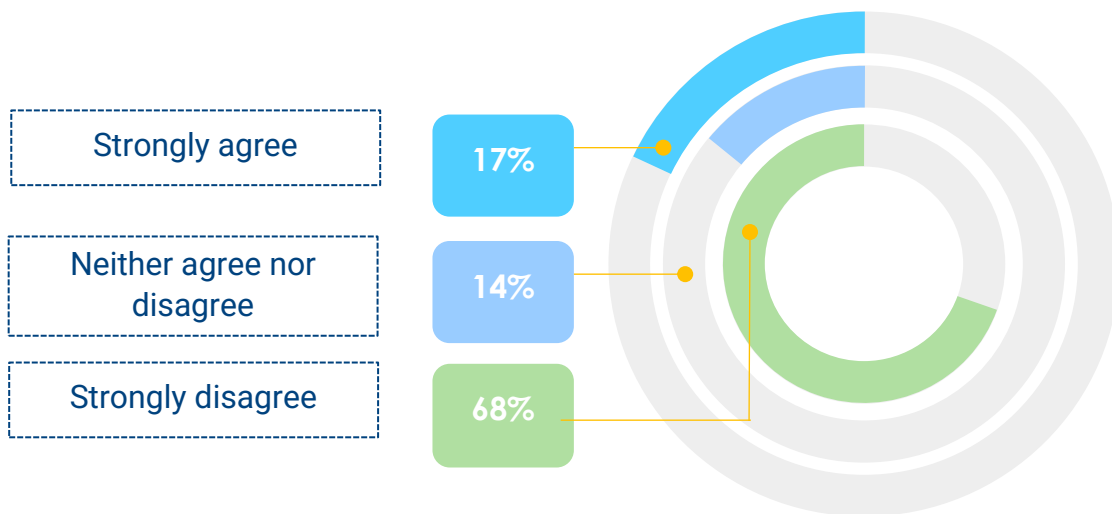
Tourism disrupts the development of local activities:



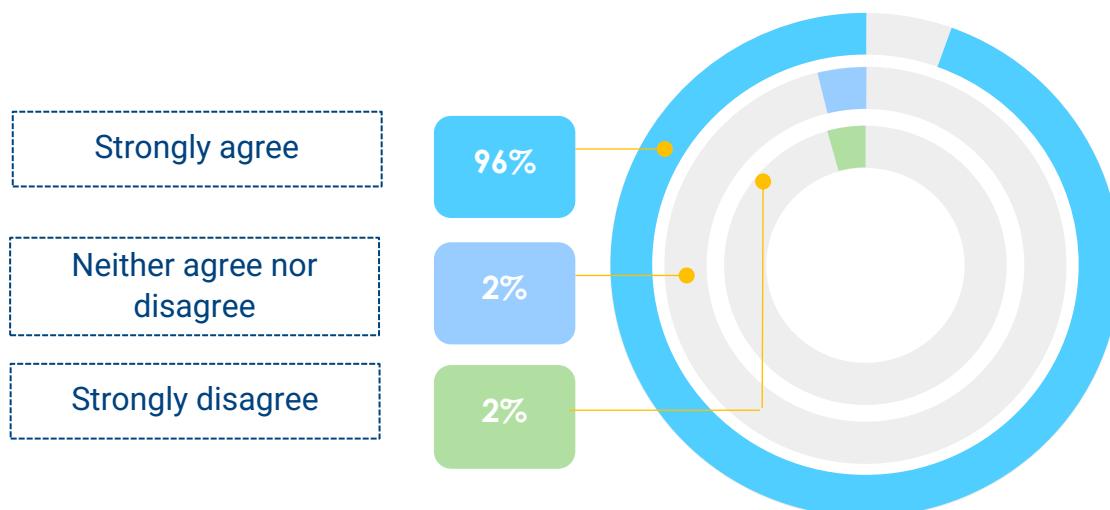
Tourism damages the environment:



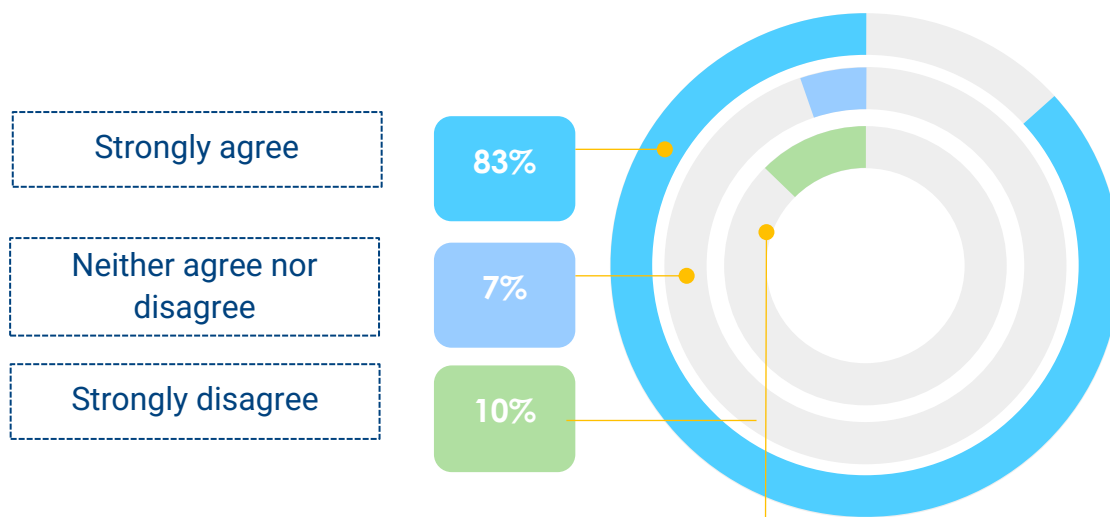
Tourism impedes local residents from accessing various tourist sites:



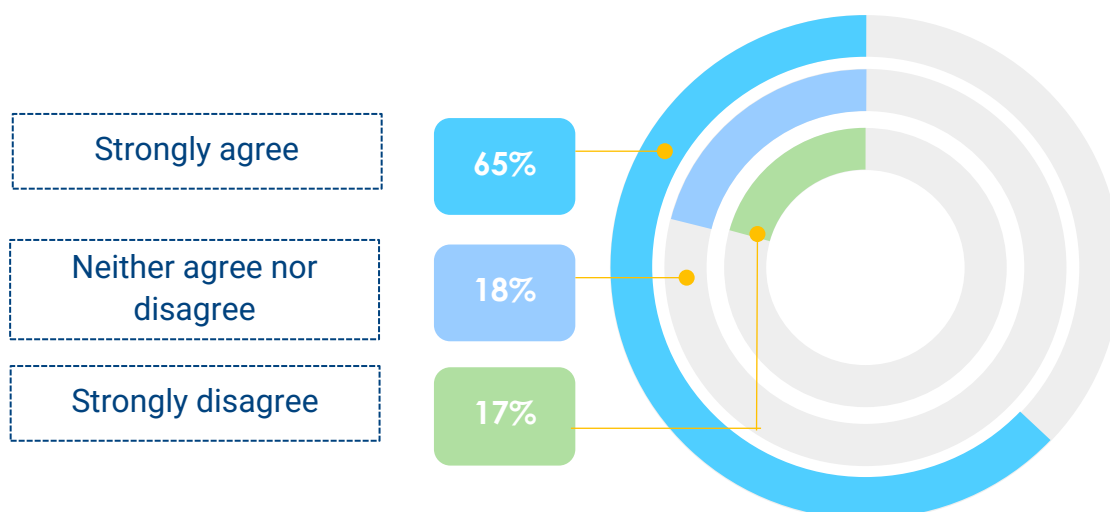
Tourism stimulates local handicrafts and culture:



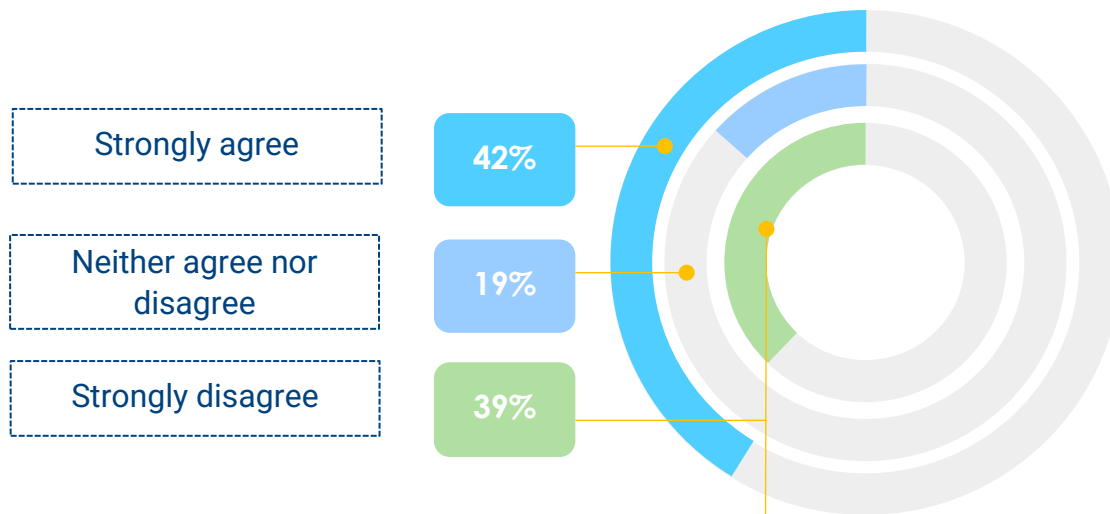
Tourism uses natural resources necessary for residents (water, trees):



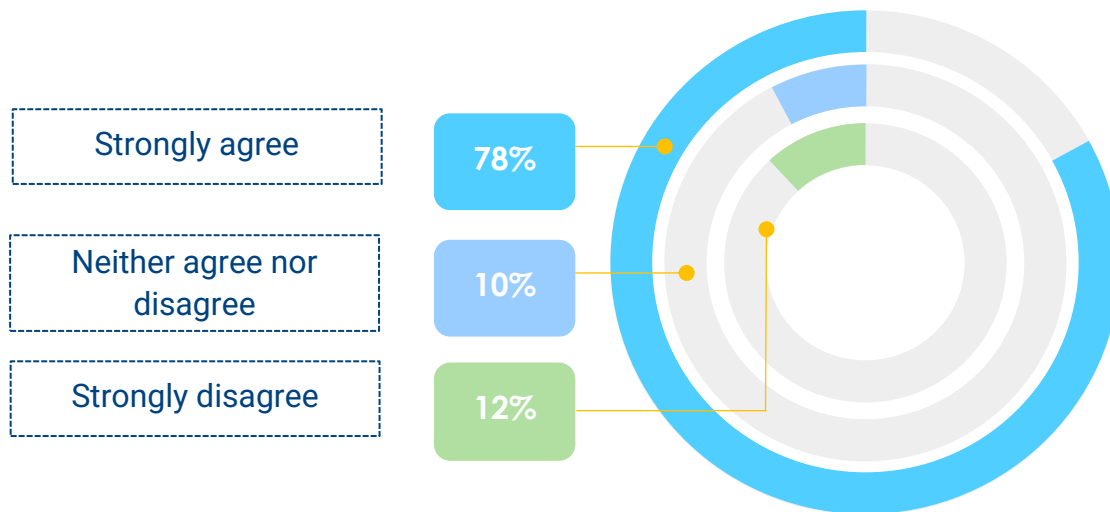
The community manages to control tourism:



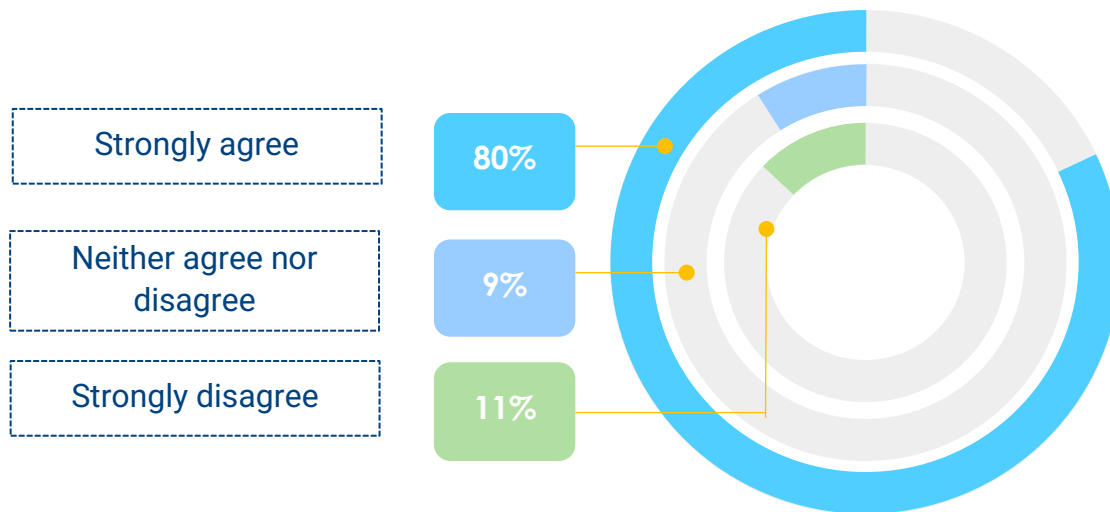
The money generated by tourism stays in the community:



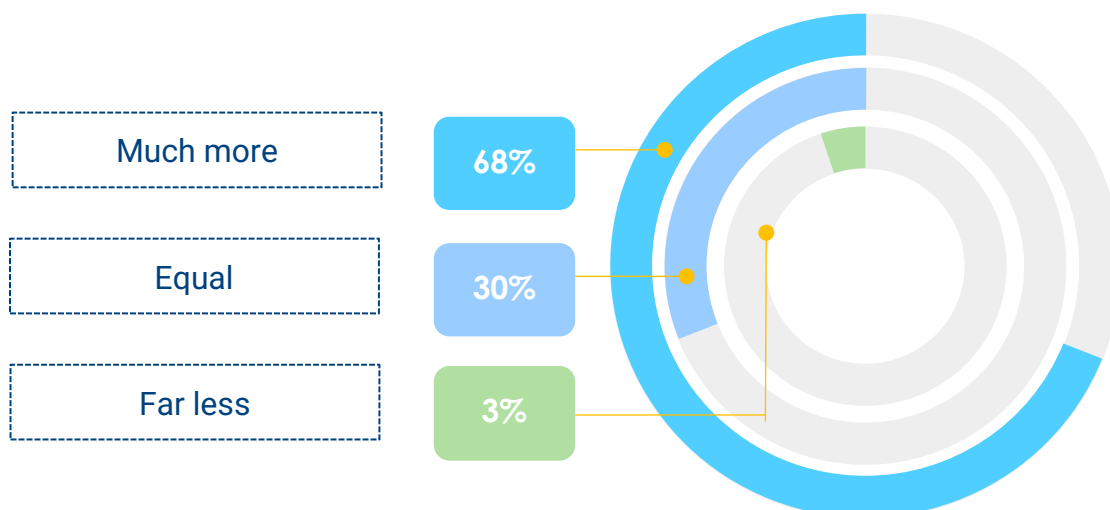
Local residents have easy access to areas used by tourists:



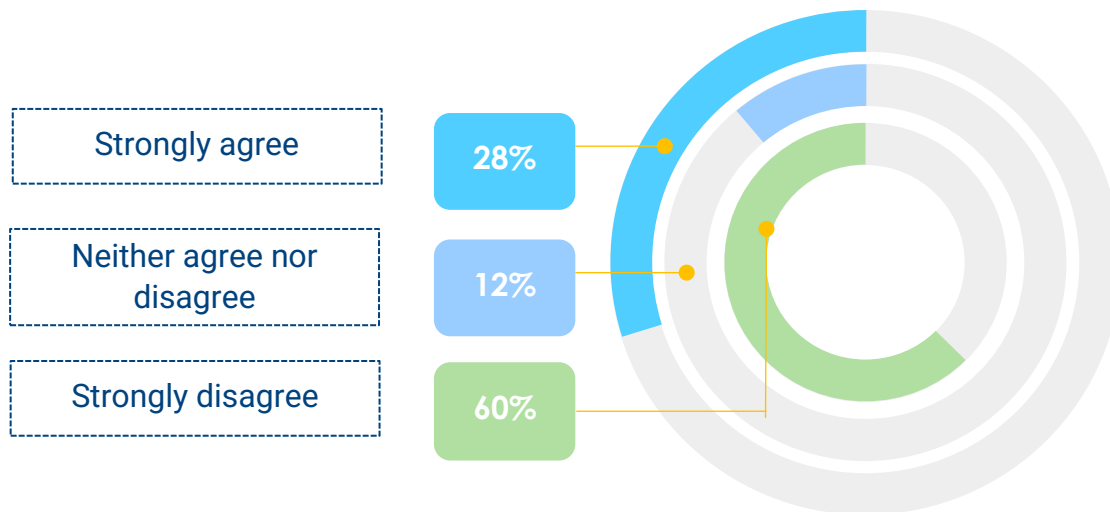
Tourism generates vehicle overload:



Would you like more or less tourism activity in your community in the future?



Tourism contributes to the loss of cultural identity:



In general, what is your opinion about tourism in your community?

