



REPUBLIC OF HONDURAS

TOURISM STATISTIC BULLETIN

2004 - 2008

TEGUCIGALPA, MAY 2009



Introduction

The Ministry of Tourism and Honduran Institute of Tourism (HIT) presents the Tourism Statistics Bulletin 2004 -2008, with the purpose of providing statistical and economic indicators that show the behavior of the tourism sector in the last 5 years.

The Honduran Institute of Tourism is grateful for the valuable collaboration of institutions and companies which constitute the main source of information to obtain the tourist statistics, especially the Central Bank of Honduras (CBH), National Statistics Institutes (NSI), National Chamber of Tourism of Honduras (CANATURH), Department of Migration and Foreign Affairs, the Institute of Anthropology and History, Port of Roatán, Interairports, and all those institutions that indirectly have supported the development of this bulletin.

Tegucigalpa, Honduras, May 2009

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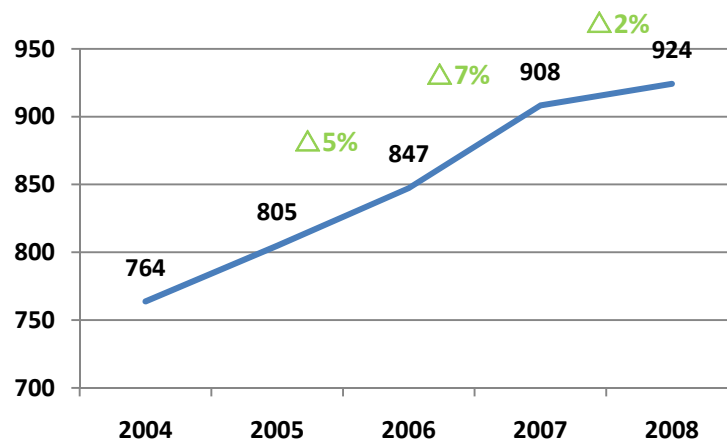
1. Outlook for the tourism sector

1.1 International Context

The last edition of the World Tourism Barometer published by the World Tourism Organization (UNWTO) in January of the present year, aims that after an increase of 5 % during the first half of the year 2008, the growth of the arrivals of international tourists was situated in negative values during the second half of this year (-1 %). The final result was an estimated growth of 2 % for the full year, which implies 16 million arrivals more than in the year 2007 worldwide, reaching 924 millions.

The growth of international tourists arrivals, slowed as a result of the extremely volatile and unfavorable world economy, due to such factors as the financial crisis, commodity and oil prices rises, and sharp exchange rate fluctuation.

Graph 1
International Tourist Arrivals
Years: 2004-2008
Millions of Tourists



Source: World Tourism Organization. Barometer January2009/Outlook of International Tourism

All the regions showed positive growths except for Europe, which suffered stagnation in the arrivals due to a decrease of 3 % during the second half of the year 2008.

The best results come from Middle East (+11 %), Africa (+5 %) and the Americas (+4 %).

Once again in 2008 Central America and South America, led the Americas in terms of growth of the international arrivals, with preliminary estimations of 6 % for every region, nevertheless while the growth of Central America diminished with regard to the level of 2007 (12 %) South America was one of the rare sub regions of the world that maintained the growth scheme of 2007. The Caribbean was the only subregion in the world to perform better in 2008 than in 2007, but this was still only a slight improvement (from 0.1% in 2007 to 1.2% in 2008)

Table 1
International Tourist Arrivals by (Sub) Region
Years: 2004 - 2008
(Millions of Tourists)

| Continent | 2004 | 2005 | 2006 | 2007 | 2008 | Percentage Variation 08/07 | Market Share 2008 |
|-------------------------------|--------------|--------------|--------------|--------------|--------------|----------------------------|-------------------|
| Africa | 33.4 | 37.3 | 41.4 | 44.9 | 46.9 | 4.5% | 5.1% |
| North Africa | 12.8 | 13.9 | 15.1 | 16.3 | 17.1 | 4.9% | 1.9% |
| Subsaharan Africa | 20.5 | 23.3 | 26.3 | 28.6 | 29.8 | 4.2% | 3.2% |
| America | 125.6 | 133.2 | 135.8 | 142.5 | 147.4 | 3.5% | 16.0% |
| North America | 85.9 | 89.9 | 90.6 | 95.3 | 98.4 | 3.3% | 10.6% |
| Caribbean | 18.2 | 18.8 | 19.4 | 19.5 | 19.7 | 1.0% | 2.1% |
| Central America | 5.5 | 6.3 | 6.9 | 7.8 | 8.2 | 6.0% | 0.9% |
| South America | 16.0 | 18.2 | 18.7 | 19.9 | 21.1 | 6.0% | 2.3% |
| Asia and the Pacific | 145.5 | 154.7 | 167.0 | 185.4 | 188.3 | 1.6% | 20.4% |
| North - East Asia | 79.4 | 87.5 | 94.3 | 104.3 | 104.7 | 0.4% | 11.3% |
| South - East Asia | 48.3 | 48.5 | 53.1 | 59.6 | 61.8 | 3.7% | 6.7% |
| Oceania | 10.2 | 10.5 | 10.5 | 10.7 | 10.6 | -0.9% | 1.1% |
| South Asia | 7.6 | 8.1 | 9.1 | 10.8 | 11.3 | 4.6% | 1.2% |
| Europe | 422.9 | 441.6 | 462.2 | 488.0 | 488.5 | 0.1% | 52.9% |
| Northern Europe | 48.4 | 52.8 | 56.4 | 58.0 | 56.8 | -2.1% | 6.1% |
| Western Europe | 138.7 | 142.6 | 149.5 | 154.9 | 153.1 | -1.2% | 16.6% |
| Central/Eastern Europe | 89.1 | 87.5 | 91.5 | 96.8 | 99.4 | 2.7% | 10.8% |
| Southern/Mediterranean Europe | 149.5 | 158.7 | 164.8 | 178.2 | 179.2 | 0.6% | 19.4% |
| Middle East | 36.3 | 37.8 | 40.9 | 47.5 | 52.9 | 11.4% | 5.7% |
| World | 763.7 | 804.6 | 847.3 | 908.3 | 924.0 | 1.7% | 100.0% |

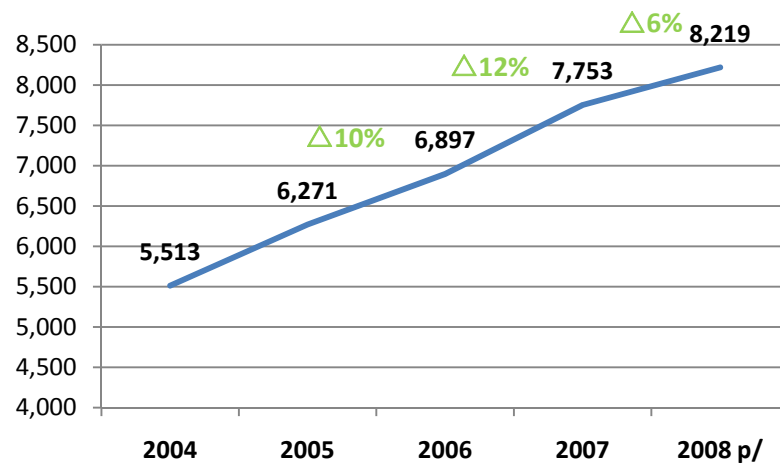
Source: World Tourism Organization. Barometer January 2009

Note: The data on Central America has been updated, according to the Central American Statistic Bulletin 2008 (SITCA)

1.2 Regional Context

During the year 2008, the number of tourists who visited the Central American region was of approximately 8,219 million, which represents an increase of 6%, in this way supporting the increasing tendency that the region has been presenting, although for the year 2008 the percentage of increase is lower than the one reported the previous year.

Graph 2
Central America: International Tourist Arrivals
Years 2004 - 2008
(Millions of Tourists)



Source: Secretariat of Central American Tourism Integration (SITCA)
Central American Tourism Statistic Bulletin
P /: Preliminary Figures

All the countries, reported growth in the number of tourists except for Belize that had a decline in arrivals.

Table 2
Central America: Annual Tourist Arrivals, by Country
Years: 2004 – 2008
(Thousands of Tourists)

| Country | 2004 | 2005 | 2006 | 2007 | 2008 ^{P/} | Percentage Variation 08/07 | Market Share 2008 |
|--------------|----------------|----------------|----------------|----------------|--------------------|----------------------------|-------------------|
| Costa Rica | 1,437.1 | 1,679.1 | 1,725.3 | 1,979.8 | 2,080.0 | 5.1% | 25.3% |
| Guatemala | 1,156.3 | 1,298.6 | 1,454.6 | 1,448.5 | 1,527.0 | 5.4% | 18.6% |
| El Salvador | 811.5 | 969.3 | 1,138.4 | 1,338.5 | 1,384.8 | 3.5% | 16.8% |
| Panama | 621.3 | 702.1 | 843.2 | 1,103.0 | 1,225.0 | 11.1% | 14.9% |
| Honduras | 641.0 | 673.0 | 738.7 | 831.4 | 899.3 | 8.2% | 10.9% |
| Nicaragua | 614.8 | 712.4 | 749.2 | 800.0 | 857.9 | 7.2% | 10.4% |
| Belize | 230.8 | 236.6 | 247.3 | 251.6 | 245.0 | -2.5% | 3.0% |
| Total | 5,512.8 | 6,271.1 | 6,896.7 | 7,752.8 | 8,219.0 | 6.0% | 100.0% |

Source: Secretariat of Central American Tourism Integration (SITCA)
Central American Tourism Statistic Bulletin
P/: Preliminary Figures

For most countries of the region, tourism is one of the main generating sectors of currencies to the economy, displacing traditional agricultural activities such as coffee. This leading role of tourism is relatively recent, you can observe in the following table, how the currencies generated by this field have been in constant increase, year by year, for all countries.

The countries that generated the most currencies in the year 2008 were Panama and Costa Rica.

Table 3
Central America: Currencies Generated by year,
Years 2004 – 2008
(Millions of US\$)

| Country | 2004 | 2005 | 2006 | 2007 | 2008 ^{P/} | Percentage Variation 08/07 | Market Share 2008 |
|--------------|----------------|----------------|----------------|----------------|--------------------|----------------------------|-------------------|
| Panama | 900.0 | 1,104.0 | 1,445.0 | 1,790.1 | 2,216.6 | 23.8% | 30.4% |
| Costa Rica | 1,390.3 | 1,599.0 | 1,634.7 | 1,941.5 | 2,160.6 | 11.3% | 29.6% |
| Guatemala | 770.1 | 868.8 | 1,012.7 | 1,199.3 | 1,275.6 | 6.4% | 17.5% |
| El Salvador | 417.9 | 628.8 | 843.2 | 725.9 | 733.9 | 1.1% | 10.1% |
| Honduras | 421.3 | 467.2 | 521.2 | 552.0 | 630.0 | 14.1% | 8.6% |
| Belize | 172.7 | 174.7 | 252.8 | 292.9 | ND | | |
| Nicaragua | 166.7 | 183.5 | 230.6 | 255.1 | 276.2 | 8.3% | 3.8% |
| Total | 4,239.0 | 5,026.0 | 5,940.2 | 6,756.8 | 7,292.9 | 7.9% | 100.0% |

Source: Secretariat of Central American Tourism Integration (SITCA).Central American Tourism Statistic Bulletin
NA: not available to the date
P /: Preliminary Figures

The growth rate of reception of currencies on the part of the tourism sector, was in some countries double or triple the growth rate of the economy of their countries, in the case of Honduras, in the year 2008, the growth of reception of currencies is 3.5 times more than its national economic growth rate, as you can observe in the following table:

Table 4
Comparative Table, GDP Growth and Growth of Generated Currencies by the Tourism Sector

| Country | GDP Percentage Variation | Percentage Variation of Generated Currencies by Tourism 2008/2007 |
|-------------|--------------------------|---|
| Honduras | 4.0% | 14.3% |
| Guatemala | 3.3% | 6.4% |
| El Salvador | 3.0% | 1.1% |
| Nicaragua | 3.0% | 8.3% |
| Costa Rica | 3.3% | 11.3% |
| Panamá | 9.2% | 23.8% |
| Belize | 6.0% | n/d |

Source: CEPAL and Secretariat of Central American Tourism Integration (SITCA)

1.3 National Context: Principal Tendencies

The Honduran Institute of Tourism every three months carries out, the Flow Count process and application of the Survey of Tourist Expenditure and Profile, studies which are the basis for the estimations of the main economic and statistical indicators of the sector, which are fixed based on:

- The information provided by other institutions like the Department of Migration and Foreign Affairs and the Central Bank of Honduras and;
- Other sources of information mainly the one provided by International Air Transport Association (IATA).

1.3.1 Number of Visitors

According to results of the year 2008, the number of visitors increased in 19% compared to the last year, which makes the year 2008 into one more year of sustained growth.

According to international classification, the group that shows the most growth is the same-day visitors (37.1 %), while the tourists presented a growth of 8% (see Table No. 5).

The seasonal rate, shows the periods of the year in which Honduras is most visited by tourists: the first four months of the year where the climate is favorable, the period of July and August favored by the school holidays of the United States and the month December that takes advantage of the period of the Christmas holidays (See Graph No. 4).

From the total of Tourists who enter the country, 52.3% came by land, being El Amatillo the frontier point for which the biggest flow registers; 44.3% of the tourists entered by air, being the airport Ramón Villeda Morales the one with the biggest flow. (See Table No. 8)

1.3.2 Arrival of Tourists According to their Country of Residence

Central America

The Region that contributes the most tourists to Honduras is Central America, representing 50.3 % of participation being El Salvador the most important country, although the participation percentage of Central Americans in the total of tourists who come to Honduras has always been the biggest, the percentage of annual participation has been decreasing in the last four years, having a participation of 57.8 % in the year 2004 and 50.3 % in the year 2008 (See Table No 9).

The highest participation of Central American tourists is due to the following reasons:

1. The closeness of these countries with Honduras and the good means of communication, which allows them to have cheap access to Honduras. 52.3 % of the tourists who come to Honduras do so by land.
2. The improvement of the quality of the companies that give the service of terrestrial transport.
3. The undergoing of the simplification of customs steps for Central America. Honduras has seven principal terrestrial customs points, being that of El Amatillo the one that receives most tourists with a participation of 18.6 % of tourists who come by ground.
4. The strength of the Central American currency in relation to the Lempira, especially countries in which the US dollar is now the official currency like El Salvador.
5. The existence of a great number of Honduran immigrants who reside in Central America. Thirty percent of the tourists who visit Honduras originated from this region indicated that the reason for their trip was to visit relatives and friends.
6. According to the Balance of Goods and Services with Central America, Honduras is clearly an importer country, which makes us into one of the main clients of the Central American countries and that is the reason for the increasing growth of the business tourism. In the year 2008, 191,132 Central American tourists confirmed that their main reason for travel is because of business, which represented 42.2 % of the total of the tourists originated from this region (See Table No 11).

For the year 2008, the participation of Central American tourists who entered to the country with the reason for travel being pleasure diminished, this is due to the effects of the impact of the economic recession that El Salvador is receiving mainly because The United States of America is its biggest commercial partner and generator of remittance.

North America

The second most important region that contributes tourists to Honduras is North America, with a participation of 37.6% of the total of tourists, the majority originated from the United States. In contrast to the tourists originated from Central America, the tourists originated from North America, have been increasing their participation in regards to the total of tourists who come to the country, shifting from having a participation of 30.3% in the year 2004 to a participation of 37.6 % in the year 2008.

The main reasons that the tourists originated from North America visit the country are the following ones:

1. 44 % of the tourists that come from North America visit the country to visit a relative or friend, generally this group is formed by Honduran immigrants who have achieved legality in this region.
2. The second travel motivation of the tourists that come from North America, are pleasure trips with 32.3 %, this is very important because this proportion of tourists is the result of the impact of advertisement campaigns that the country has realized, and influenced also by the publicity of mouth to mouth of fellow citizens who already had a pleasant experience in the country.
3. The third motivation that the tourists have that come from North America, are business trips, with a participation of 15.9%, which is similar to the participation of the year 2007, with 16.3 %. It is important to stress that if the conditions of recession continue in this region, there will be a tendency to increase business trips, to support markets or to increase them.

The participation percentage of the total of North American tourists had a slight reduction compared to the year 2007 (38.6%), which leads us to conclude that, we are beginning to notice the effects of the economic recession in the decisions on taking a vacation.

Europe

The third group in importance of tourists according to region of origin, who visit Honduras, comes from Europe, with a participation of 9%. It is important to stress the tourists' increase that comes from Europe, in the last four years, had a growth of 73 % in relation to the year 2004, which is a growth rate same as the tendency of tourists' growth that of the United States.

In contrast to the tourists that come from Central America or from The United States, the main motivation to do tourism in Honduras on the part of the Europeans is pleasure with 64.1 %, increasing their participation even in relation to the year 2007 that increased to 60.3 %. This reflects the impact of the advertisement effort and negotiations of the public and private sector with tour operators and airlines.

1.3.3 Contribution of the Sector to the Economy

Tourism keeps on being a vital source of reception of currencies in the country, the year 2008 has been the year that received the most currencies by this sector, with a total of US\$630.8 million, which represented a growth rate of 14.3%. This growth rate was much bigger than the economic growth rate of the country that increased to 4 %.

The Tourism Balance keeps on reflecting positive balance for the year 2008. In Honduras in the year 2004 for every dollar that the Hondurans were spending in the exterior for tourism reasons, the tourists who were coming to Honduras were spending US\$1.40, in 2008, the relation between income and tourist expenses (Tourist Coverage Rate Table No. 24), was more favorable for Honduras, because the relation was of US\$1.00 spent against US\$1.63 received.

If we compare the reception of currencies coming from tourism with the exports of the country, you will notice that the participation is 9.1% in 2008, with a clear improvement in relation to the participation that was had in the year 2004 of 8.1 %. Also, while the Honduran exports grew 34.3 % in the year 2008, in relation to the year 2004, the reception of tourism in currencies grew in 49.7 %.

Based on the results of the Central Bank of Honduras (CBH), the projections of the Gross Added Value of Tourism were realized, according to results of the Tourism Satellite Account, for the year 2008, it will reach L. 14,275 million, 15.9 % more than the previous year, which will contribute approximately 5.3 % to the total of the National Production. (See Table No. 27).

It is important to mention that in the last years, tourism in Honduras has been consolidating as an important sector in the national economy, according to the recent estimations of the Tourism Satellite Account of Honduras (TSAH), the Added Value of Tourism; that is equivalent to the Internal Gross Product (GDP) of the sector, represented, in average between 2004 and 2008, 5.5 % of the Internal Product Gross (GDP) of the Honduran economy.

Product of a bigger demand to satisfy, we foresee that the production of tourist services increased in 13.4 %, and that the present level of employment presents a growth of 5 %, reaching approximately 155,000 direct employments. (See Table No. 29).

For the estimation of the employment rates of the year 2008, it was taken into consideration the behavior of the labor market by economic activity presented by the National Institute of Statistics according to the information given by the Multi Purpose Household Survey.

2. Inbound Tourism

2.1 Visitor Arrivals Summary

Table 5
Visitor Arrivals in Honduras, according to International Classification
Years: 2004 – 2008
(Thousands of People)

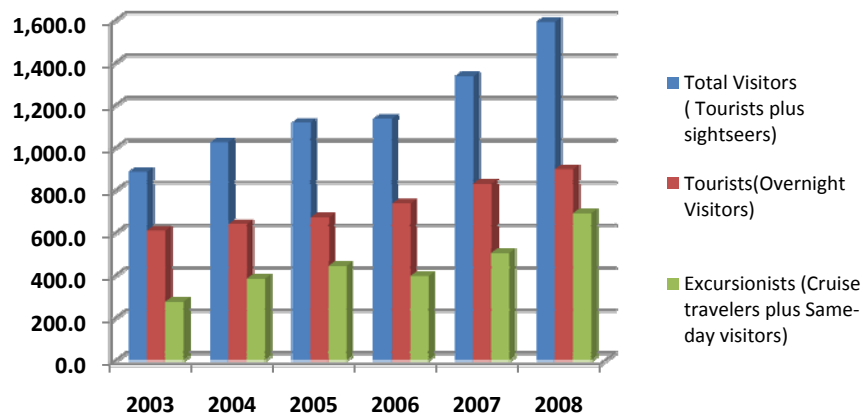
| Classification | 2004 | 2005 | 2006 | 2007 | 2008 ^{P/} | Percentage Variation | | | |
|--|----------------|----------------|----------------|----------------|--------------------|----------------------|------------|-------------|-------------|
| | | | | | | 05/04 | 06/05 | 07/06 | 08/07 |
| Total Visitors (Tourists plus sightseers) | 1,025.5 | 1,117.6 | 1,136.4 | 1,336.6 | 1,591.9 | 9.0 | 1.7 | 17.6 | 19.1 |
| Tourist (Overnight Visitors) | 641.0 | 673.0 | 738.7 | 831.4 | 899.3 | 5.0 | 9.8 | 12.6 | 8.2 |
| Excursionists (Cruise Travelers plus Same-day visitors) | 384.5 | 444.6 | 397.7 | 505.2 | 692.5 | 15.6 | -10.6 | 27.0 | 37.1 |
| - Cruise travelers | 266.7 | 277.1 | 204.8 | 297.4 | 434.2 | 3.9 | -26.1 | 45.2 | 46.0 |
| - Daily Visitors | 117.8 | 167.6 | 192.9 | 207.8 | 258.3 | 42.2 | 15.1 | 7.7 | 24.3 |

Source: Honduran Institute of Tourism and Port of Roatán

P/ = Preliminary Figures

Note: the negative variation in the number of cruise travelers, during the year 2006 occurred because of an internal Restructuration in the Norwegian Cruise Line, which forced travelers to cancel their trips to our country during that year.

Graph 3
Visitor Arrivals in Honduras, according to International Classification
Years: 2004 – 2008
(Thousands of People)



2.2 Monthly Visitor Arrivals

Table 6
Monthly Tourist Arrivals
Years 2004 - 2008

| Month | 2004 | 2005 | 2006 | 2007 | 2008 ^{P/} |
|--------------|----------------|----------------|----------------|----------------|--------------------|
| January | 50,832 | 52,654 | 63,525 | 71,634 | 80,270 |
| February | 59,944 | 62,831 | 65,741 | 69,191 | 83,786 |
| March | 58,216 | 81,863 | 60,571 | 72,683 | 87,149 |
| April | 71,324 | 48,046 | 73,129 | 76,522 | 79,267 |
| May | 47,969 | 49,203 | 59,093 | 63,828 | 68,182 |
| June | 55,214 | 58,138 | 63,525 | 64,893 | 68,975 |
| July | 53,231 | 59,989 | 65,741 | 75,130 | 75,362 |
| August | 50,385 | 56,906 | 69,435 | 78,395 | 81,123 |
| September | 42,038 | 45,212 | 50,229 | 59,010 | 63,557 |
| October | 41,972 | 43,967 | 46,536 | 54,300 | 58,037 |
| November | 43,226 | 44,673 | 47,275 | 56,890 | 62,831 |
| December | 66,630 | 69,553 | 73,867 | 88,957 | 90,780 |
| Total | 640,981 | 673,035 | 738,667 | 831,433 | 899,319 |

Source: Honduran Institute of Tourism. Flow Count /IATA

P/: Preliminary Figures

Graph 4
Seasonal Index Inbound Tourism

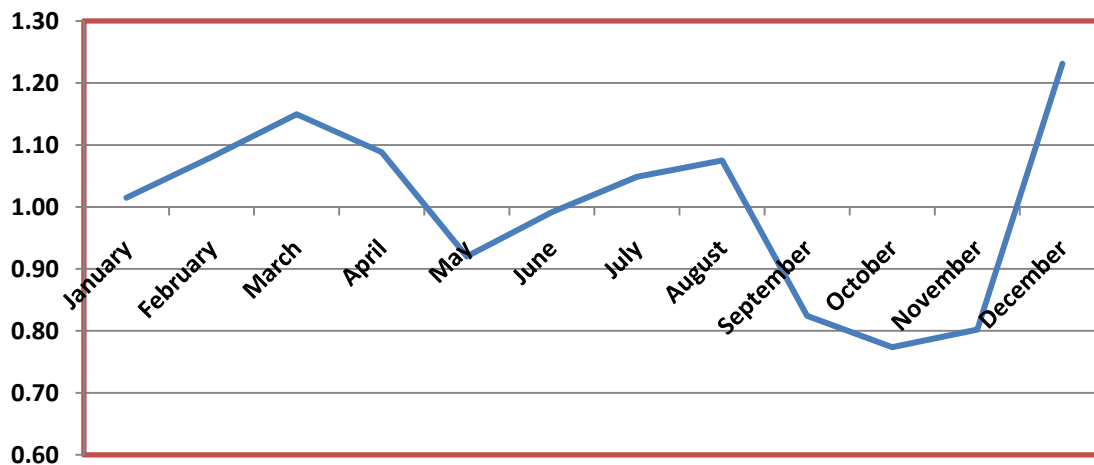
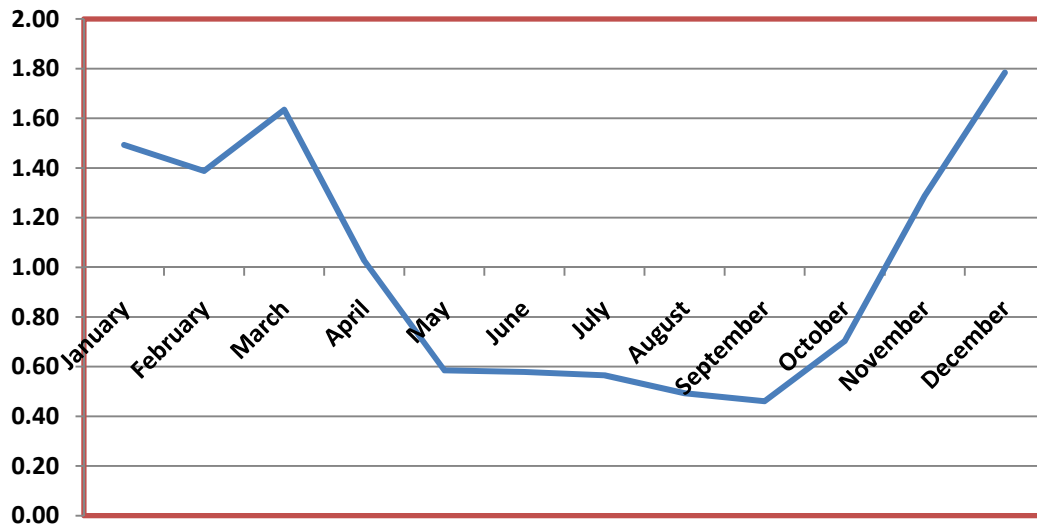


Table 7
Arrivals of Cruise Ships and Cruise Travelers
Years: 2004 – 2008

| Month | Number of Cruise Ships | | | | | Number of Cruise Travelers | | | | |
|--------------|------------------------|------------|-----------|------------|------------|----------------------------|----------------|----------------|----------------|----------------|
| | 2004 | 2005 | 2006 | 2007 | 2008 | 2004 | 2005 | 2006 | 2007 | 2008 |
| January | 21 | 27 | 15 | 18 | 26 | 32,007 | 42,450 | 28,764 | 38,594 | 51,465 |
| February | 28 | 24 | 18 | 14 | 26 | 36,295 | 36,101 | 24,603 | 29,747 | 49,155 |
| March | 19 | 29 | 15 | 16 | 34 | 33,587 | 49,988 | 28,324 | 31,618 | 62,714 |
| April | 12 | 10 | 9 | 11 | 18 | 21,559 | 20,493 | 22,698 | 25,774 | 39,854 |
| May | 7 | 7 | 3 | 5 | 9 | 13,060 | 14,559 | 9,870 | 13,887 | 24,235 |
| June | 8 | 7 | 2 | 4 | 8 | 16,032 | 15,189 | 7,068 | 11,866 | 24,360 |
| July | 6 | 4 | 2 | 4 | 9 | 11,970 | 10,459 | 7,106 | 11,648 | 28,327 |
| August | 6 | 2 | 2 | 4 | 9 | 10,799 | 7,071 | 6,960 | 10,342 | 27,100 |
| September | 4 | 2 | 2 | 5 | 9 | 6,107 | 6,477 | 6,395 | 12,948 | 24,806 |
| October | 12 | 2 | 2 | 13 | 12 | 17,825 | 5,244 | 6,280 | 28,913 | 28,026 |
| November | 19 | 18 | 10 | 17 | 12 | 29,014 | 34,363 | 17,805 | 40,376 | 27,171 |
| December | 24 | 17 | 18 | 23 | 20 | 38,470 | 34,666 | 38,899 | 41,679 | 47,008 |
| Total | 166 | 149 | 98 | 134 | 192 | 266,725 | 277,060 | 204,772 | 297,392 | 434,221 |

Source: Port of Roatán

Graph 5
Seasonal Index Cruise Travelers Arrivals



2.3 Tourist Arrivals, According to Entrance Route

Table 8
Annual Tourist Arrivals, According to Entrance Route
Years: 2004 -2008

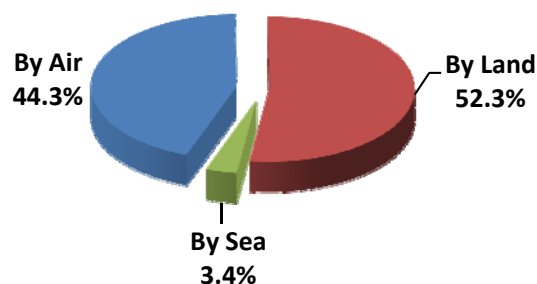
| Entrance Route | 2004 | 2005 | 2006 | 2007 | 2008 ^{P/} | Percentage Structure Year 2008 |
|-----------------------|----------------|----------------|----------------|----------------|--------------------|--------------------------------|
| By Air | 259,348 | 301,445 | 351,916 | 382,878 | 398,194 | 44.3% |
| Ramon Villeda Morales | 122,030 | 134,955 | 156,466 | 178,625 | 185,770 | 20.7% |
| Toncontín | 98,735 | 118,319 | 139,130 | 146,391 | 152,247 | 16.9% |
| Juan Manuel Gálvez | 29,305 | 34,705 | 40,899 | 43,878 | 45,633 | 5.1% |
| Golosón | 7,020 | 10,815 | 12,539 | 10,620 | 11,045 | 1.2% |
| Others by air | 2,258 | 2,651 | 2,882 | 3,364 | 3,499 | 0.4% |
| By Land | 361,598 | 348,439 | 360,886 | 420,673 | 470,341 | 52.3% |
| El Amatillo | 129,519 | 111,085 | 109,714 | 149,251 | 166,874 | 18.6% |
| El Poy | 51,898 | 77,909 | 78,445 | 61,520 | 68,783 | 7.6% |
| Agua Caliente | 46,942 | 38,182 | 43,384 | 56,172 | 62,804 | 7.0% |
| Las Manos | 37,128 | 32,701 | 35,130 | 41,838 | 46,778 | 5.2% |
| El Florido | 34,047 | 40,207 | 46,952 | 40,010 | 44,734 | 5.0% |
| Fraternidad | 32,041 | 15,575 | 15,764 | 35,636 | 39,844 | 4.4% |
| Guasaule | 22,487 | 22,355 | 22,916 | 27,176 | 30,385 | 3.4% |
| Others by Land | 7,536 | 10,425 | 8,581 | 9,069 | 10,139 | 1.1% |
| Bye Sea | 20,035 | 23,151 | 25,865 | 27,883 | 30,784 | 3.4% |
| Puerto Cortés | 18,530 | 21,644 | 23,934 | 25,152 | 27,769 | 3.1% |
| Others by sea | 1,505 | 1,507 | 1,931 | 2,731 | 3,015 | 0.3% |
| Total | 640,981 | 673,035 | 738,667 | 831,433 | 899,319 | 100.0% |

Source: Honduran Institute of Tourism.

Note: The estimate of the breakdown according to entrance route was based on the structure presented in previous years.

P/: Preliminary Figures

Graph 6
Annual Tourist Arrivals, According to Entrance Route
Year 2008



2.4 Annual Tourist Arrivals, According to Region of Residence

Table 9
Tourist Arrivals, According to Region of Residence
Years 2004 - 2008

| Region of Residence | Number of Tourists | | | | | Participation Percentage | | | | |
|---------------------|--------------------|----------------|----------------|--------------------|--------------------|--------------------------|---------------|---------------|---------------|---------------|
| | 2004 | 2005 | 2006 | 2007 ^{1/} | 2008 ^{p/} | 2004 | 2005 | 2006 | 2007 | 2008 |
| Central America | 370,694 | 360,770 | 377,867 | 408,839 | 453,076 | 57.8% | 53.6% | 51.2% | 49.2% | 50.3% |
| North America | 194,408 | 225,815 | 260,861 | 322,184 | 338,031 | 30.3% | 33.6% | 35.3% | 38.8% | 37.6% |
| Europe | 46,355 | 52,206 | 60,324 | 74,578 | 80,519 | 7.2% | 7.8% | 8.2% | 9.0% | 9.0% |
| Rest of the World | 29,524 | 34,244 | 39,615 | 25,832 | 27,693 | 4.6% | 5.1% | 5.4% | 3.1% | 3.1% |
| Total | 640,981 | 673,035 | 738,667 | 831,433 | 899,319 | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile, Flow Count

1/: Corrected Data

P/: Preliminary Figures

Graph 7
Tourist Arrivals, According to Region of Residence
Year 2008



2.5 Annual Tourist Arrivals, According to Reason for Trip

Table 10
Tourist Arrivals, According to Reason for Trip
Year 2008

| Main Reason | Region of Residence | | | | Total |
|--------------------------------|---------------------|-----------------|---------------|-------------------|----------------|
| | North America | Central America | Europe | Rest of the World | |
| Visiting Friends and Relatives | 148,669 | 135,866 | 12,475 | 2,041 | 299,050 |
| Business | 53,829 | 191,132 | 9,640 | 14,572 | 269,176 |
| Pleasure | 109,259 | 91,536 | 51,600 | 8,745 | 261,141 |
| Missionaries | 13,778 | 5,181 | 2,835 | 294 | 22,086 |
| Religious Reasons | 1,602 | 13,241 | 0 | 292 | 15,135 |
| Congresses/Seminars | 2,884 | 9,211 | 569 | 1,166 | 13,828 |
| Study/Teach | 4,486 | 1,156 | 2,835 | 290 | 8,768 |
| Health | 961 | 1,147 | 0 | 0 | 2,108 |
| Other Reasons | 2,563 | 4,606 | 565 | 293 | 8,027 |
| Total | 338,031 | 453,076 | 80,519 | 27,693 | 899,319 |

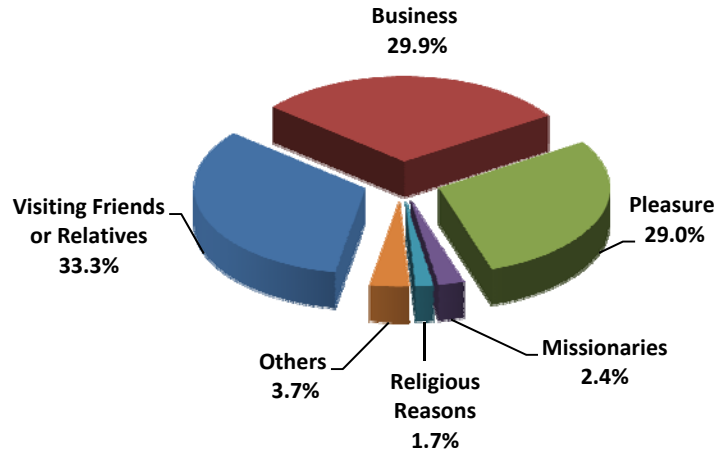
Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile .

Table 11
Structure Percentage Arrivals of Tourists, According to Reason for Trip
Year 2008

| Main Reason | Region of Residence | | | | Total |
|--------------------------------|---------------------|-----------------|--------------|-------------------|--------------|
| | North America | Central America | Europe | Rest of the World | |
| Visiting Friends and Relatives | 44.0% | 30.0% | 15.5% | 7.4% | 33.3% |
| Business | 15.9% | 42.2% | 12.0% | 52.6% | 29.9% |
| Pleasure | 32.3% | 20.2% | 64.1% | 31.6% | 29.0% |
| Missionaries | 4.1% | 1.1% | 3.5% | 1.1% | 2.5% |
| Religious Reasons | 0.5% | 2.9% | 0.0% | 1.1% | 1.7% |
| Congresses/Seminars | 0.9% | 2.0% | 0.7% | 4.2% | 1.5% |
| Study/Teach | 1.3% | 0.3% | 3.5% | 1.0% | 1.0% |
| Health | 0.3% | 0.3% | 0.0% | 0.0% | 0.2% |
| Other Reasons | 0.8% | 1.0% | 0.7% | 1.1% | 0.9% |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Graph 8
Tourist Arrivals, according to Reason for Trip
Year 2008



Note: Others include Congresses/Seminars, Study/Teach, Health

3. Outbound Tourism

Table 12
Annual Resident Departures¹
Years 2004 - 2008

| Year | Number or Tourists | Variation Percentage |
|--------------------|--------------------|----------------------|
| 2004 | 282,493 | 6.6% |
| 2005 | 283,844 | 0.5% |
| 2006 | 295,476 | 4.1% |
| 2007 ^{P/} | 314,624 | 6.5% |
| 2008 ^{P/} | 387,447 | 23.1% |

Source: Honduran Institute of Tourism. Flow Count /IATA

P/: Preliminary Figures

Note: does not include departures by sea

Table 13
Monthly Resident Departures
Years 2004 - 2008

| Month | 2004 | 2005 | 2006 ^{1/} | 2007 ^{1/} | 2008 ^{P/} |
|--------------|----------------|----------------|--------------------|--------------------|--------------------|
| January | 28,379 | 28,028 | 26,295 | 27,765 | 33,797 |
| February | 19,658 | 19,344 | 20,068 | 21,942 | 26,731 |
| March | 20,520 | 20,394 | 23,895 | 26,052 | 31,943 |
| April | 25,479 | 25,409 | 25,310 | 27,459 | 30,596 |
| May | 22,030 | 21,215 | 22,685 | 23,842 | 31,004 |
| June | 26,109 | 24,192 | 25,721 | 27,866 | 38,913 |
| July | 24,996 | 26,015 | 30,758 | 32,216 | 39,599 |
| August | 25,913 | 26,892 | 29,589 | 30,743 | 38,305 |
| September | 21,329 | 22,098 | 21,189 | 23,879 | 26,966 |
| October | 20,617 | 21,309 | 20,892 | 22,702 | 26,267 |
| November | 23,358 | 24,055 | 23,056 | 23,826 | 29,187 |
| December | 24,105 | 24,893 | 26,018 | 26,332 | 34,139 |
| Total | 282,493 | 283,844 | 295,476 | 314,624 | 387,447 |

Source: Honduran Institute of Tourism. Flow Count /IATA

P/: Preliminary Figures

1/: Monthly Figures corrected based on information given by IATA

Note: does not include departures by sea

¹ Note: Until the year 2005 the source of the figures on outbound tourism was the Department of Migration and Foreign Affairs. The data from 2006 – 2008 is information estimated by the HIT. In the year 2008, the number on departures by land, was estimated based on previous years, and the data corresponding to departures by air, comes from the process of Flow Counts in airports and from the databases given by International Air Transport Association (IATA).

Table 14
Annual Resident Departures, By Air
Years: 2004 - 2008

| By Air | 2004 | 2005 | 2006 | 2007^{p/} | 2008^{p/} |
|-----------------------|----------------|----------------|----------------|--------------------------|--------------------------|
| Ramon Villeda Morales | 92,590 | 91,089 | 102,991 | 100,491 | 154,834 |
| Toncontín | 91,452 | 91,452 | 81,240 | 69,798 | 80,364 |
| Juan Manuel Gálvez | 2,895 | 3,170 | 13,119 | 13,813 | 16,297 |
| Golosón | 8,246 | 8,293 | 5,714 | 7,390 | 8,717 |
| Others by air | 73 | 77 | 74 | 149 | 204 |
| Total | 195,256 | 194,081 | 203,138 | 191,641 | 260,416 |

Source: Honduran Institute of Tourism. Flow Count /IATA

P/: Preliminary Figures

Table 15
Annual Resident Departures, By Land
Years: 2004 - 2008

| By Land | 2004 | 2005 | 2006 | 2007^{p/} | 2008^{p/} |
|----------------|---------------|---------------|---------------|--------------------------|--------------------------|
| Agua Caliente | 20,089 | 20,503 | 21,177 | 28,205 | 29,133 |
| Las Manos | 17,437 | 18,279 | 18,621 | 24,801 | 25,618 |
| El Amatillo | 16,472 | 16,959 | 17,489 | 23,293 | 24,060 |
| El Florido | 11,286 | 11,371 | 11,824 | 15,748 | 16,266 |
| El Poy | 9,826 | 10,116 | 10,380 | 13,825 | 14,280 |
| La Fraternidad | 5,728 | 5,608 | 5,916 | 7,879 | 8,138 |
| Guasaule | 5,184 | 5,750 | 5,695 | 7,585 | 7,835 |
| Others by Land | 1,215 | 1,177 | 1,236 | 1,647 | 1,701 |
| Total | 87,237 | 89,763 | 92,338 | 122,983 | 127,031 |

Source: Honduran Institute of Tourism. Flow Count /IATA

P/: Preliminary Figures

Table 16
Resident Departures, according to Main Reason for Trip
Year 2008

| Main Reason for Trip | Number of Tourists | | Participation Percentage | |
|-------------------------------|--------------------|----------------|--------------------------|---------------|
| | 2007 | 2008 | 2007 | 2008 |
| Business | 86,207 | 119,721 | 27.4% | 30.9% |
| Visiting Friends or Relatives | 88,095 | 110,035 | 28.0% | 28.4% |
| Pleasure | 103,512 | 106,935 | 32.9% | 27.6% |
| Health | 11,641 | 13,561 | 3.7% | 3.5% |
| Congresses/Seminars | 10,697 | 12,786 | 3.4% | 3.3% |
| Study/Teach | 7,236 | 8,524 | 2.3% | 2.2% |
| Religious Reasons | 4,719 | 4,649 | 1.5% | 1.2% |
| Missionaries | 629 | 387 | 0.2% | 0.1% |
| Other Reasons | 1,888 | 10,849 | 0.6% | 2.8% |
| Total | 314,624 | 387,447 | 100.0% | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 17
Resident Departures, According to Region Destination
Years: 2004 - 2008

| Region Destination | Number of Tourists | | | | | Participation Percentage | | | | |
|--------------------|--------------------|----------------|----------------|----------------|----------------|--------------------------|---------------|---------------|---------------|---------------|
| | 2004 | 2005 | 2006 | 2007 | 2008 | 2004 | 2005 | 2006 | 2007 | 2008 |
| North America | 145,504 | 143,110 | 152,467 | 143,448 | 196,622 | 51.5% | 50.4% | 51.7% | 45.6% | 50.8% |
| Central America | 116,885 | 119,723 | 121,798 | 150,135 | 162,904 | 41.4% | 42.2% | 41.2% | 47.7% | 42.1% |
| Europe | 6,535 | 6,845 | 7,650 | 7,328 | 10,598 | 2.3% | 2.4% | 2.6% | 2.3% | 2.7% |
| South America | 5,930 | 6,379 | 6,589 | 6,153 | 7,811 | 2.1% | 2.2% | 2.2% | 2.0% | 2.0% |
| Caribbean | 6,761 | 6,976 | 6,315 | 6,942 | 8,674 | 2.4% | 2.5% | 2.1% | 2.2% | 2.2% |
| Rest of the World | 878 | 811 | 657 | 618 | 838 | 0.3% | 0.3% | 0.2% | 0.2% | 0.2% |
| Total | 282,493 | 283,844 | 295,476 | 314,624 | 387,447 | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Department of Migration and Foreign Affairs / Honduran Institute of Tourism.

4. Tourism Economic Impact

4.1 Outbound Tourism Average Expenditures and Duration of Stay

Table 18
Outbound Tourism Average Expenditures and Duration of Stay
Years: 2004 - 2008

| Year | Average Stay (Nights) | Average Expenditure per Tourist (us\$) |
|------|-----------------------|--|
| 2003 | 9.7 | 615.0 |
| 2004 | 12.5 | 646.0 |
| 2005 | 10.8 | 665.1 |
| 2006 | 9.1 | 667.7 |
| 2007 | 12.7 | 623.4 |
| 2008 | 12.8 | 651.2 |

Source: Honduran Institute of Tourism.
 Survey of Tourist Expenditure and Profile.

Table 19
Structure Percentage of Tourists Arrivals by Region of Residence, According to Number of Nights Spent
Year 2008

| Nights | Region of Residence | | | | Total |
|-----------------|---------------------|-----------------|---------------|-------------------|---------------|
| | North America | Central America | Europe | Rest of the World | |
| 1 to 3 Nights | 13.6% | 61.8% | 27.4% | 30.9% | 33.5% |
| 4 to 7 Nights | 31.4% | 24.2% | 15.5% | 36.2% | 27.9% |
| 8 to 10 Nights | 11.0% | 3.4% | 10.6% | 10.6% | 8.1% |
| 11 to 14 Nights | 14.9% | 3.7% | 10.6% | 5.3% | 9.9% |
| 15 to 28 Nights | 13.9% | 2.8% | 16.9% | 5.3% | 9.5% |
| 29 to 91 Nights | 13.3% | 4.1% | 14.8% | 8.5% | 9.7% |
| 92 or More | 1.9% | 0.0% | 4.2% | 3.2% | 1.4% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile .

Table 20
Inbound Tourism Average Expenditures by Region of Residence
Years 2007 - 2008

| Region of Residence | Average Expenditure per Stay (US\$) | |
|-------------------------------------|-------------------------------------|--------------|
| | 2007 | 2008 |
| North America | 867.52 | 859.7 |
| Central America | 279.94 | 320.9 |
| Europe | 890.84 | 829.5 |
| Rest of the World | 845.95 | 788.4 |
| Weighted Average Expenditure | 623.40 | 651.2 |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

P/: Preliminary Figures

4.2 Inbound Tourism Average Expenditures and Duration of Stay

Table 21

Inbound Tourism Average Expenditures by Duration of Stay, According to Visited Region

| Expenditure and Stay Average | North America | Central America | Europe | Rest of the World | Total |
|------------------------------|---------------|-----------------|---------|-------------------|-------|
| Average Expenditures | 1,069.7 | 276.8 | 1,980.3 | 1,995.0 | 704.9 |
| Average Stay ^{1/} | 32.9 | 7.2 | 57.0 | 19.9 | 20.6 |
| Daily Average Expenditures | 32.5 | 38.3 | 34.7 | 100.4 | 34.3 |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile .

1/: Simple Average of Answers Obtained

Table 22

Structure Percentage of Inbound Tourists by Visited Region, According to Number of Nights Spent

| Nights | North America | Central America | Europe | Rest of the World | Total |
|-----------------|---------------|-----------------|---------------|-------------------|---------------|
| 1 to 3 Nights | 6.5% | 57.6% | 0.0% | 9.1% | 31.3% |
| 4 to 7 Nights | 28.0% | 25.4% | 12.5% | 38.5% | 26.8% |
| 8 to 10 Nights | 12.0% | 5.6% | 16.7% | 20.5% | 8.9% |
| 11 to 14 Nights | 9.5% | 3.0% | 0.0% | 0.0% | 6.0% |
| 15 to 28 Nights | 14.1% | 4.2% | 33.3% | 11.4% | 9.6% |
| 29 to 91 Nights | 18.6% | 3.4% | 20.8% | 18.2% | 11.3% |
| 92 or More | 11.3% | 0.8% | 16.7% | 2.3% | 6.1% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile .

4.3 Income and Expenditures of Foreign Currency Generated by Concept of Tourism

Table 23
Tourism Balance 2004 - 2008

| year | In Number of Tourists ² | | | In Millions of Dollars ³ | | |
|--------------------|------------------------------------|------------|---------|-------------------------------------|--------------|---------|
| | Arrivals | Departures | Balance | Receipts | Expenditures | Balance |
| 2004 | 640,841 | 294,721 | 346,120 | 421.3 | 300.3 | 121.0 |
| 2005 | 673,035 | 296,176 | 376,859 | 467.2 | 321.1 | 146.1 |
| 2006 | 738,667 | 308,289 | 430,378 | 519.4 | 353.3 | 166.1 |
| 2007 | 831,433 | 314,624 | 516,809 | 552.0 | 290.8 | 261.2 |
| 2008 ^{p/} | 899,319 | 387,447 | 511,872 | 630.8 | 385.6 | 245.2 |

Source: Honduran Institute of Tourism. Flow Count and Survey of Tourist Expenditure and Profile.
Central Bank of Honduras. Balance of Payments
p/: Preliminary Figures

Table 24
Tourism Coverage Rate 2004 - 2008
(Millions of US\$)

| Year | Currency Income | Currency Expenditures | Tourism Coverage |
|--------------------|-----------------|-----------------------|------------------|
| 2004 | 421.3 | 300.3 | 140.3 |
| 2005 | 467.2 | 321.1 | 145.5 |
| 2006 | 519.4 | 353.3 | 147.0 |
| 2007 | 552.0 | 290.8 | 189.8 |
| 2008 ^{p/} | 630.8 | 385.6 | 163.6 |

Source: Honduran Institute of Tourism. Flow Count and Survey of Tourist Expenditure and Profile.
p/: Preliminary Figures

Table 25
Tourism in Relation to Total Exports
Years 2004 - 2008
(Millions of US\$)

| Fields | 2004 | 2005 | 2006 | 2007 | 2008 ^{p/} |
|-------------------------|---------|---------|---------|---------|--------------------|
| Total Exports | 5,178.6 | 5,747.6 | 6,021.5 | 6,344.2 | 6,956.0 |
| Receipts | 421.3 | 467.2 | 519.4 | 552.0 | 630.8 |
| Total Exports/ Receipts | 8.1% | 8.1% | 8.6% | 8.7% | 9.1% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.
Central Bank of Honduras. Balance of Payments
p/: Preliminary Figures

² The figures from departures of tourists, for the years 2004-2006 includes tourists departures by sea, contrast to the data showed in table No 12, this because in the currencies expenditures for these years those corresponding to Tourist that departed by sea were included.

³ The figures corresponding to income and expenditure of currencies by tourism, include the income and expenditure of currencies to the country by of international transport that the Central Bank of Honduras (CBH) estimates.

Table 26
Participation of the Tourism Gross Value Added in the GDP
Years: 2004 - 2008
Millions of Lempiras
Current prices

| Years | Tourism Gross Added Value ^{1/} | Relative Variation | Internal gross product p.m. | Relative Variation |
|-------|---|--------------------|-----------------------------|--------------------|
| 2004 | 9,005 | 12.2% | 161,507 | 13.1% |
| 2005 | 9,741 | 8.2% | 183,749 | 13.8% |
| 2006 | 10,861 | 11.5% | 206,289 | 12.3% |
| 2007 | 12,314 | 13.4% | 234,622 | 13.7% |
| 2008 | 14,275 | 15.9% | 270,597 | 15.3% |

Source: Honduran Institute of Tourism. Tourism Satellite Account of Honduras.
Central Bank of Honduras.

1/: Projections starting from the year 2006.

Table 27
Growth of the Tourism Gross Value Added and GDP
Years 2004 - 2008
Millions of Lempiras
Current prices

| Years | Tourism Gross Added Value ^{1/} | Internal gross product p.m. | Participation Percentage (GDPT/GDP) |
|-------|---|-----------------------------|-------------------------------------|
| 2004 | 9,005 | 161,507 | 5.6% |
| 2005 | 9,741 | 183,749 | 5.3% |
| 2006 | 10,861 | 206,289 | 5.3% |
| 2007 | 12,314 | 234,622 | 5.2% |
| 2008 | 14,275 | 270,597 | 5.3% |

Source: Honduran Institute of Tourism. Tourism Satellite Account of Honduras.
Central Bank of Honduras.

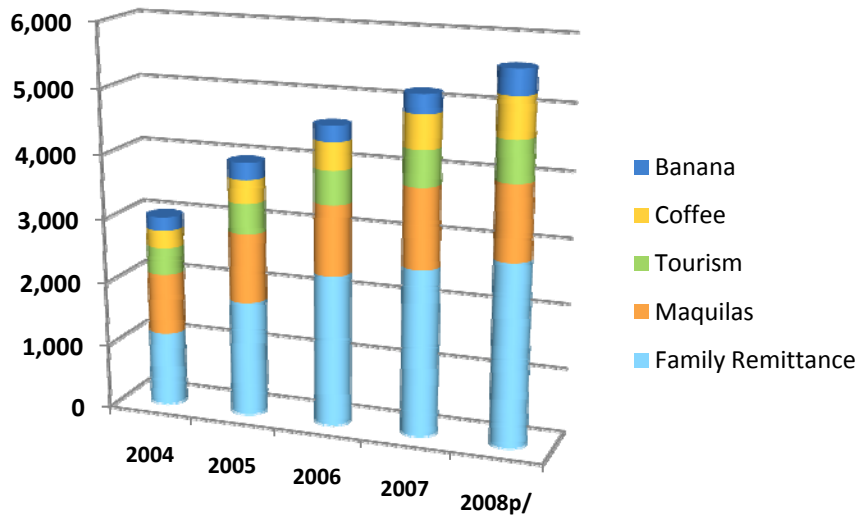
1/: Projections starting from the year 2006.

Table 28
Tourism among the Main Currency Generators 2004 -2008
(Millions of US\$)

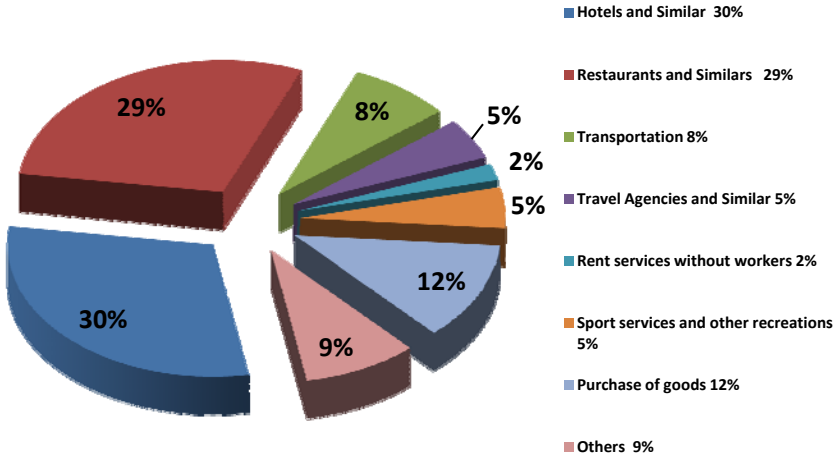
| Fields | 2004 | 2005 | 2006 | 2007 | 2008 |
|--------------------------|---------|---------|---------|---------|---------|
| Family Remittance | 1,138.0 | 1,775.8 | 2,328.6 | 2,561.4 | 2,800.7 |
| Maquilas | 947.3 | 1,074.1 | 1,083.4 | 1,227.1 | 1,155.0 |
| Tourism | 421.3 | 467.2 | 519.4 | 552.0 | 630.8 |
| Coffee | 277.2 | 366.3 | 425.8 | 518.3 | 620.2 |
| Banana | 208.8 | 260.3 | 241.4 | 289.3 | 383.8 |
| Palm Oil | 59.3 | 56.3 | 74.8 | 121.2 | 183.4 |
| Cultivated Shrimp | 128.8 | 124.5 | 156.4 | 119.9 | 99.5 |
| Soaps and Detergents | 45.8 | 42.5 | 45.9 | 43.9 | 52.4 |
| Wood and its by-products | 28.9 | 40.8 | 32.1 | 35.8 | 33.2 |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.
Central Bank of Honduras. Balance of Payments

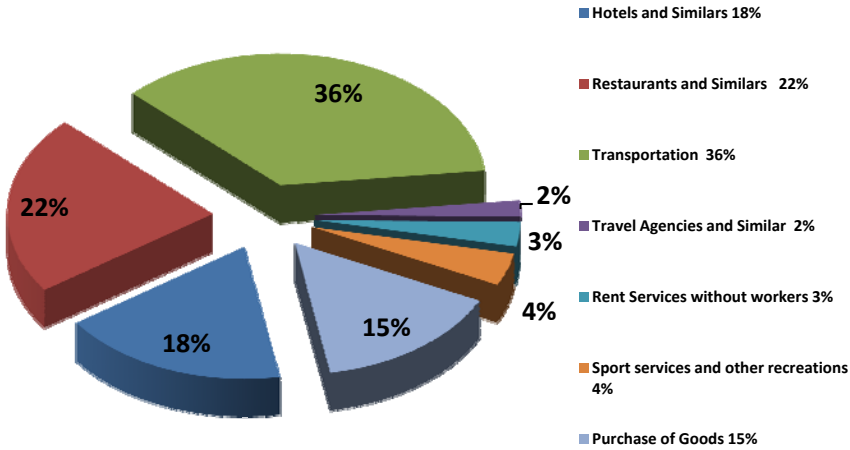
Graph 9
Tourism among the Main Currency Generators 2004 -2008
Millions of US Dollars



Graph 10
Average Income Structure on account of the Concept of Tourism



Graph 11
Average Expenditures Structure on account of the Concept of Tourism



4.4 Employment Generation in the Sector

Table 29
Direct Employment Generated in the Tourism Sector per Year, according to Activity
Years: 2004-2008

| Activity | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
|--------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Private Sector | 128,735 | 126,238 | 139,583 | 136,107 | 148,089 | 155,315 |
| - Hotels | 31,481 | 30,870 | 34,133 | 33,283 | 36,213 | 37,566 |
| - Food and Beverages | 73,455 | 72,031 | 79,645 | 77,661 | 84,498 | 87,655 |
| - Tour Operators and Travel Agencies | 4,629 | 4,539 | 5,019 | 4,895 | 5,326 | 5,953 |
| - Car Rentals | 1,215 | 1,191 | 1,317 | 1,285 | 1,398 | 1,563 |
| - Craft Shops | 1,758 | 1,724 | 1,906 | 1,858 | 2,022 | 2,097 |
| - Interurban Transport | 10,795 | 10,586 | 11,705 | 11,413 | 12,418 | 13,882 |
| - Recreation Centers | 4,163 | 4,082 | 4,514 | 4,402 | 4,789 | 5,085 |
| - Museums and Galleries | 1,239 | 1,215 | 1,344 | 1,310 | 1,426 | 1,514 |
| Governmental Sector | 103 | 116 | 130 | 146 | 195 | 220 |
| Total | 128,838 | 126,354 | 139,713 | 136,253 | 148,284 | 155,535 |

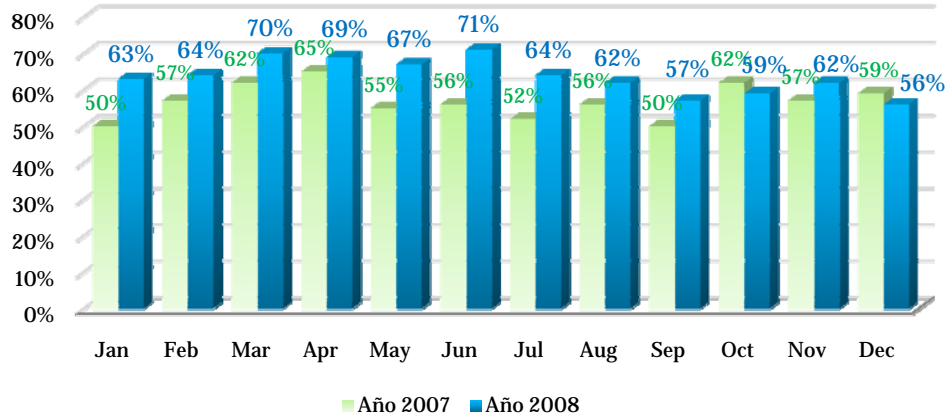
Source: Honduran Institute of Tourism. Estimations by the Tourism Satellite Account of Honduras.

Note: The employment data corresponds to estimates presented by the HIT, based on the results of the Multi Purpose

Household Survey carried out by the National Statistics Institute (NSI); these figures were adjusted taking into account other variables behavior.

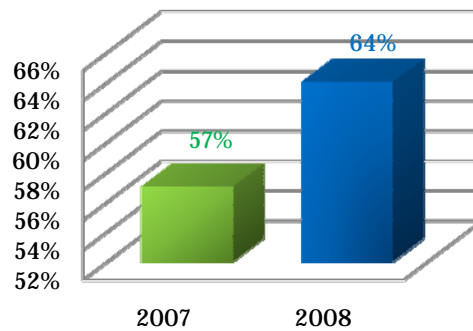
4.5 Hotel Occupancy

Graph 12
Monthly Occupancy on a National Level
Years 2007 - 2008



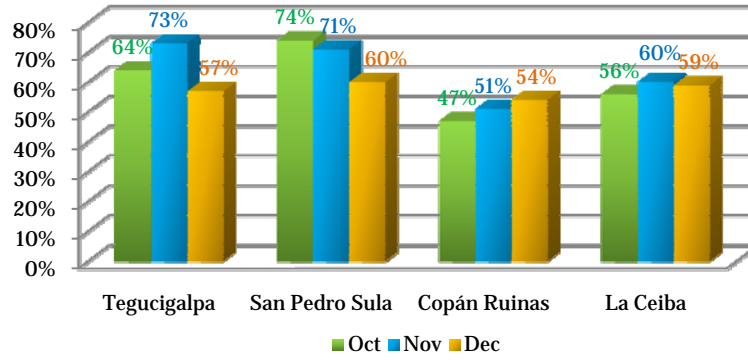
Source: National Chamber of Tourism of Honduras

Graph 13
Annual average of Occupancy at a National level
Years 2007 - 2008



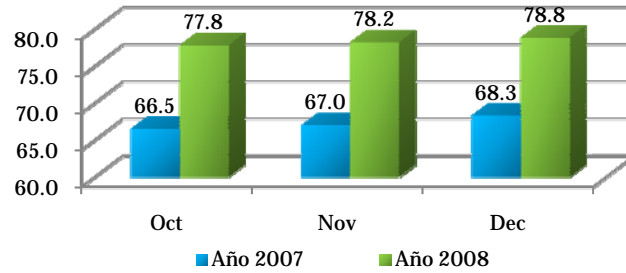
Source: National Chamber of Tourism of Honduras

Graph 14
Average Occupancy by Region
October - December



Source: National Chamber of Tourism of Honduras

Graph 15
Average Rate
October - December



Source: National Chamber of Tourism of Honduras

5 – Tourism Offers

Table 30
Tourism Establishment Offers
Year: 2007

| Fields | Number of Establishments |
|------------------------------------|--------------------------|
| Food and Beverages | 5,381 |
| Lodging | 949 |
| Recreation Centers | 578 |
| Craft Shops | 318 |
| Interurban Transport | 261 |
| Tour Operators and Travel Agencies | 114 |
| Car Rentals | 76 |
| Museums and Galleries | 46 |
| Diving Centers | 30 |
| TOTAL | 7,753 |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007.

Table 31
Tourism Establishment Offers, Year 2007

| ZONE/ DEPT. / MUNIC. | Lodging | Food and Beverages | T.T.O.O. Travel Agencies | Car Rentals | Craft Shops | Interurban Transport | Recreation Centers | Museums | Diving Centers | Total |
|-----------------------------|----------------|---------------------------|---------------------------------|--------------------|--------------------|-----------------------------|---------------------------|----------------|-----------------------|--------------|
| NORTHERN ZONE | 346 | 2,337 | 58 | 36 | 71 | 80 | 255 | 11 | 1 | 3,195 |
| Atlántida | 126 | 505 | 17 | 12 | 15 | 18 | 46 | 4 | 0 | 743 |
| La Ceiba | 70 | 332 | 10 | 11 | 9 | 12 | 30 | 2 | 0 | 476 |
| El Porvenir | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Jutiapa | 3 | 12 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 16 |
| San Francisco | 1 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 |
| Tela | 51 | 156 | 7 | 1 | 6 | 6 | 15 | 2 | 0 | 244 |
| Colón | 47 | 180 | 2 | 0 | 4 | 9 | 12 | 2 | 0 | 256 |
| Trujillo | 18 | 47 | 0 | 0 | 3 | 4 | 2 | 2 | 0 | 76 |
| Sabá | 9 | 43 | 0 | 0 | 0 | 2 | 6 | 0 | 0 | 60 |
| Tocoa | 20 | 87 | 2 | 0 | 1 | 3 | 4 | 0 | 0 | 117 |
| Bonito Oriental | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| Cortés | 151 | 1,444 | 36 | 21 | 49 | 47 | 162 | 4 | 1 | 1,915 |
| San Pedro Sula | 92 | 933 | 34 | 18 | 43 | 38 | 79 | 3 | 0 | 1,240 |
| Choloma | 2 | 116 | 0 | 0 | 0 | 2 | 23 | 0 | 0 | 143 |
| Omoa | 12 | 42 | 0 | 0 | 0 | 0 | 6 | 1 | 0 | 61 |
| Puerto Cortés | 21 | 87 | 2 | 3 | 3 | 5 | 5 | 0 | 1 | 127 |
| San Francisco de Yojoa | 3 | 17 | 0 | 0 | 0 | 0 | 12 | 0 | 0 | 32 |
| Santa Cruz de Yojoa | 14 | 112 | 0 | 0 | 2 | 1 | 14 | 0 | 0 | 143 |
| Villanueva | 3 | 70 | 0 | 0 | 0 | 0 | 11 | 0 | 0 | 84 |
| La Lima | 4 | 67 | 0 | 0 | 1 | 1 | 12 | 0 | 0 | 85 |
| Yoro | 22 | 208 | 3 | 3 | 3 | 6 | 35 | 1 | 0 | 281 |
| El Progreso | 14 | 155 | 3 | 3 | 2 | 4 | 28 | 0 | 0 | 209 |
| Olancho | 8 | 53 | 0 | 0 | 1 | 2 | 7 | 1 | 0 | 72 |
| CENTRAL ZONE | 237 | 1,968 | 48 | 21 | 168 | 100 | 181 | 24 | 1 | 2,748 |
| Comayagua | 54 | 329 | 5 | 0 | 25 | 10 | 39 | 4 | 0 | 466 |
| Comayagua | 29 | 127 | 3 | 0 | 5 | 7 | 15 | 3 | 0 | 189 |
| El Rosario | 0 | 9 | 0 | 0 | 12 | 0 | 3 | 1 | 0 | 25 |
| La Libertad | 1 | 11 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 15 |
| San Jerónimo | 1 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 5 |
| San José de Comayagua | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Siguatepeque | 19 | 106 | 2 | 0 | 6 | 3 | 11 | 0 | 0 | 147 |
| Villa de San Antonio | 1 | 31 | 0 | 0 | 1 | 0 | 3 | 0 | 0 | 36 |
| Taulabé | 3 | 40 | 0 | 0 | 1 | 0 | 3 | 0 | 0 | 47 |
| Francisco Morazán | 164 | 1,582 | 43 | 21 | 142 | 84 | 135 | 20 | 1 | 2,192 |
| Distrito Central | 141 | 1,401 | 43 | 21 | 40 | 75 | 114 | 15 | 1 | 1,851 |
| Guaimaca | 8 | 12 | 0 | 0 | 0 | 1 | 5 | 0 | 0 | 26 |
| Ojojona | 1 | 7 | 0 | 0 | 32 | 1 | 0 | 0 | 0 | 41 |
| Sabanagrande | 0 | 21 | 0 | 0 | 4 | 0 | 3 | 0 | 0 | 28 |
| San Antonio de Oriente | 2 | 11 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 15 |
| San Juan de Flores | 3 | 13 | 0 | 0 | 1 | 0 | 2 | 0 | 0 | 19 |
| Santa Ana | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 4 |
| Santa Lucía | 3 | 43 | 0 | 0 | 10 | 0 | 2 | 1 | 0 | 59 |
| Talanga | 1 | 27 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 31 |
| Valle de Angeles | 2 | 41 | 0 | 0 | 52 | 4 | 4 | 4 | 0 | 107 |
| Villa de San Francisco | 3 | 4 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 9 |
| Zambrano | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 |
| La Paz | 19 | 57 | 0 | 0 | 1 | 6 | 7 | 0 | 0 | 90 |
| La Paz | 6 | 23 | 0 | 0 | 0 | 4 | 3 | 0 | 0 | 36 |
| Marcala | 13 | 34 | 0 | 0 | 1 | 2 | 4 | 0 | 0 | 54 |

Continues...

Tourism Establishment Offers, Year 2007

...Continues

| ZONE/ DEPT. / MUNIC. | Lodging | Food and Beverages | T.T.O.O. Travel Agencies | Car Rentals | Craft Shops | Interurban Transport | Recreation Centers | Museums | Diving Centers | Total |
|----------------------|------------|--------------------|--------------------------|-------------|-------------|----------------------|--------------------|-----------|----------------|--------------|
| WESTERN ZONE | 118 | 262 | 5 | 0 | 33 | 32 | 31 | 6 | 0 | 487 |
| Copán | 57 | 127 | 5 | 0 | 30 | 14 | 15 | 5 | 0 | 253 |
| Santa Rosa de Copán | 16 | 50 | 1 | 0 | 2 | 6 | 4 | 0 | 0 | 79 |
| Copán Ruinas | 34 | 45 | 4 | 0 | 26 | 4 | 6 | 4 | 0 | 123 |
| Corquin | 0 | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 3 |
| Nueva Arcadia | 5 | 18 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 24 |
| Santa Rita | 2 | 12 | 0 | 0 | 2 | 3 | 4 | 1 | 0 | 24 |
| Intibuca | 18 | 47 | 0 | 0 | 1 | 4 | 1 | 1 | 0 | 72 |
| La Esperanza | 9 | 18 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 31 |
| Intibuca | 9 | 29 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 41 |
| Lempira | 18 | 26 | 0 | 0 | 0 | 2 | 6 | 0 | 0 | 52 |
| Gracias | 14 | 22 | 0 | 0 | 0 | 2 | 4 | 0 | 0 | 42 |
| La Campa | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| San Manuel Colohete | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Las Flores | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| San Sebastián | 1 | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 4 |
| Ocatepeque | 13 | 31 | 0 | 0 | 0 | 3 | 7 | 0 | 0 | 54 |
| Ocatepeque | 9 | 27 | 0 | 0 | 0 | 3 | 4 | 0 | 0 | 43 |
| Belén Gualcho | 2 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 6 |
| San Marcos | 1 | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 4 |
| Sinuapa | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Santa Bárbara | 12 | 31 | 0 | 0 | 2 | 9 | 2 | 0 | 0 | 56 |
| Santa Bárbara | 12 | 30 | 0 | 0 | 2 | 9 | 2 | 0 | 0 | 55 |
| San Pedro de Zacapa | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| INSULAR ZONE | 111 | 184 | 1 | 19 | 32 | 2 | 18 | 4 | 28 | 399 |
| Bay Islands | 111 | 184 | 1 | 19 | 32 | 2 | 18 | 4 | 28 | 399 |
| Roatán | 77 | 133 | 1 | 19 | 31 | 1 | 11 | 3 | 20 | 296 |
| Guanaja | 14 | 24 | 0 | 0 | 0 | 0 | 3 | 0 | 8 | 49 |
| Utila | 20 | 27 | 0 | 0 | 1 | 1 | 4 | 1 | 0 | 54 |
| EASTERN ZONE | 76 | 263 | 0 | 0 | 5 | 36 | 52 | 1 | 0 | 433 |
| El Paraíso | 39 | 154 | 0 | 0 | 1 | 27 | 28 | 1 | 0 | 250 |
| Yuscarán | 6 | 11 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 21 |
| Alauca | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| Danlí | 23 | 99 | 0 | 0 | 1 | 15 | 16 | 0 | 0 | 154 |
| El Paraíso | 10 | 39 | 0 | 0 | 0 | 12 | 8 | 1 | 0 | 70 |
| Jacaleapa | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Moroceli | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Olancho | 37 | 109 | 0 | 0 | 4 | 9 | 24 | 0 | 0 | 183 |
| Juticalpa | 20 | 52 | 0 | 0 | 1 | 8 | 10 | 0 | 0 | 91 |
| Campamento | 4 | 16 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 24 |
| Catacamas | 12 | 36 | 0 | 0 | 3 | 1 | 6 | 0 | 0 | 58 |
| Santa María del Real | 1 | 5 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 10 |
| SOUTHERN ZONE | 61 | 367 | 2 | 0 | 9 | 11 | 41 | 0 | 0 | 491 |
| Choluteca | 39 | 215 | 2 | 0 | 5 | 11 | 26 | 0 | 0 | 298 |
| Choluteca | 30 | 168 | 2 | 0 | 5 | 5 | 16 | 0 | 0 | 226 |
| El Corpus | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Marcovia | 2 | 25 | 0 | 0 | 0 | 3 | 8 | 0 | 0 | 38 |
| Pespire | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| San Marcos de Colón | 7 | 18 | 0 | 0 | 0 | 3 | 2 | 0 | 0 | 30 |
| Valle | 22 | 152 | 0 | 0 | 4 | 0 | 15 | 0 | 0 | 193 |
| Nacaome | 8 | 57 | 0 | 0 | 1 | 0 | 5 | 0 | 0 | 71 |
| Amapala | 5 | 16 | 0 | 0 | 1 | 0 | 5 | 0 | 0 | 27 |
| Goascoran | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 2 |
| San Lorenzo | 9 | 78 | 0 | 0 | 1 | 0 | 5 | 0 | 0 | 93 |
| TOTAL | 949 | 5,381 | 114 | 76 | 318 | 261 | 578 | 46 | 30 | 7,753 |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007.

Table 32
Structure Percentage of Generated Employment by Tourism Establishments, According to Field
Year 2007

| Field | Structure Percentage |
|------------------------------------|----------------------|
| Food and Beverages | 69.4% |
| Lodging | 12.2% |
| Interurban Transport | 7.5% |
| Recreation Centers | 4.1% |
| Craft Shops | 3.4% |
| Tour Operators and Travel Agencies | 1.5% |
| Car Rentals | 1.0% |
| Museums and Galleries | 0.6% |
| Diving Centers | 0.4% |
| TOTAL | 100.0% |

Source: Honduran Institute of Tourism.
 Tourism Inventory of Establishments 2007.

Table 33
Structure Percentage of Employment by Gender, According to Types of Establishments
Year 2007

| Fields | Male Personnel | Female Personnel | Total |
|------------------------------------|----------------|------------------|---------------|
| Lodging | 40.7% | 59.3% | 100.0% |
| Food and Beverages | 33.5% | 66.5% | 100.0% |
| Tour Operators and Travel Agencies | 44.6% | 55.4% | 100.0% |
| Car Rentals | 70.9% | 29.1% | 100.0% |
| Craft Shops | 35.6% | 64.4% | 100.0% |
| Interurban Transport | 93.5% | 6.5% | 100.0% |
| Recreation Centers | 65.3% | 34.7% | 100.0% |
| Museums and Galleries | 60.1% | 39.9% | 100.0% |
| Diving Centers | 77.7% | 22.3% | 100.0% |
| Total Sector | 43.1% | 56.9% | 100.0% |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007.

5.1 Lodging Establishments

Table 34
Lodging Establishment Offers by Department and Municipality
Year 2007

| Department / Municipality | Hotels | | Rooms | | Beds | |
|---------------------------|------------------|----------------------|----------------|----------------------|--------------------------|----------------------|
| | Number of Hotels | Structure Percentage | Rooms in Total | Structure Percentage | Number of Available beds | Structure Percentage |
| Atlántida | 126 | 13.3% | 2,946 | 15.0% | 5,335 | 16.2% |
| Choluteca | 39 | 4.1% | 697 | 3.6% | 1,339 | 4.1% |
| Colon | 47 | 5.0% | 891 | 4.6% | 1,938 | 5.9% |
| Comayagua | 54 | 5.7% | 800 | 4.1% | 1,297 | 3.9% |
| Copan | 57 | 6.0% | 1,137 | 5.8% | 2,101 | 6.4% |
| Cortes | 151 | 15.9% | 3,996 | 20.4% | 6,774 | 20.6% |
| El Paraíso | 39 | 4.1% | 509 | 2.6% | 892 | 2.7% |
| Francisco Morazán | 164 | 17.3% | 4,328 | 22.1% | 5,534 | 16.8% |
| Intibucá | 18 | 1.9% | 240 | 1.2% | 525 | 1.6% |
| Bay Islands | 111 | 11.7% | 1,641 | 8.4% | 3,232 | 9.8% |
| La Paz | 19 | 2.0% | 257 | 1.3% | 505 | 1.5% |
| Lempira | 18 | 1.9% | 208 | 1.1% | 333 | 1.0% |
| Ocotepeque | 13 | 1.4% | 224 | 1.1% | 403 | 1.2% |
| Olancho | 37 | 3.9% | 634 | 3.2% | 974 | 3.0% |
| Santa Barbará | 12 | 1.3% | 196 | 1.0% | 321 | 1.0% |
| Valle | 22 | 2.3% | 389 | 2.0% | 678 | 2.1% |
| Yoro | 22 | 2.3% | 490 | 2.5% | 736 | 2.2% |
| Total | 949 | 100.0% | 19,583 | 100.0% | 32,917 | 100.0% |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007.

Table 35
Structure Percentage of Lodging Establishments, According to Location
Year 2007

| Location | Structure Percentage |
|--------------|----------------------|
| City | 77.1% |
| Beach | 14.9% |
| Rural Area | 2.4% |
| Mountain | 1.4% |
| Lake | 0.6% |
| Total | 100.0% |

Source: Honduran Institute of Tourism.
 Tourism Inventory of Establishments 2007.

Table 36
Structure Percentage of Lodging Establishments, by Type
Year 2007

| Type of Lodging | Structure Percentage |
|---------------------------------------|----------------------|
| Hotel | 85.1% |
| Boarding-house or Guesthouse, Pension | 7.5% |
| Villas and Cabins, Bungalows | 3.6% |
| Hotel Apartment | 2.2% |
| Inns / Small Hotels | 1.2% |
| Camps | 0.3% |
| Shelters | 0.1% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007.

Table 37
Lodging Establishments:
Structure Percentage of Employment, According to Category
Year 2007

| Employment Category | Structure Percentage |
|-------------------------|----------------------|
| Customer Service | 17.1% |
| Administration | 15.3% |
| Bar and Restaurant | 13.1% |
| Management | 10.7% |
| Kitchen | 10.0% |
| Reception | 8.6% |
| Other Service Personnel | 25.2% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007
 Other Fields include: waitress, security guards, cleaning, bell boys.

5.2 Diving Establishments

Table 38
Services Offered by Diving Establishments
Year 2007

| Services in Diving Centers | Cortés | Francisco Morazán | Islas de la Bahía | |
|-----------------------------|---------------|--------------------------------|-------------------|-------|
| | Puerto Cortés | Distrito Central ^{/1} | Roatán | Utila |
| Diving Courses | 1 | 1 | 19 | 8 |
| Equipment Rental | 1 | 1 | 16 | 6 |
| Equipment on sale | 0 | 1 | 10 | 5 |
| Certifications | 1 | 1 | 19 | 7 |
| Filling of oxygen tanks | 1 | 1 | 12 | 8 |
| Equipment repairs | 1 | 1 | 9 | 6 |
| Free Diving | 1 | 1 | 9 | 5 |
| Reef Diving | 1 | 1 | 19 | 8 |
| Cave Diving | 0 | 0 | 11 | 4 |
| Deep water Diving | 0 | 1 | 14 | 8 |
| Night Diving | 1 | 1 | 15 | 8 |
| Underwater Photography | 1 | 1 | 10 | 7 |
| Sport Fishing | 0 | 0 | 7 | 0 |
| Boats | 1 | 0 | 16 | 8 |
| Water Skiing | 0 | 0 | 1 | 1 |
| Wind Surfing | 0 | 0 | 4 | 1 |
| Snorkeling | 1 | 1 | 18 | 8 |
| Insurance against accidents | 1 | 1 | 6 | 7 |
| Other Services | 1 | 0 | 3 | 0 |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

1/: The Diving Center of the Central District provides the theoretical classes in Tegucigalpa and the practice is in Bay Islands

Note: the field "Other services" includes Diving with sharks and sightseeing

Table 39
Certified Courses Implemented by Diving Establishments

| Certified Courses Implemented | Cortés | Francisco Morazán | Islas de la Bahía | | Total |
|--|---------------|-------------------|-------------------|----------|-----------|
| | Puerto Cortés | Distrito Central | Roatán | Utila | |
| Total Diving Centers | 1 | 1 | 20 | 8 | 30 |
| Supplies Air Snorkeling for Youth (SASY) | 0 | 0 | 4 | 0 | 4 |
| Bubble maker | 0 | 0 | 8 | 4 | 12 |
| Seal Team | 0 | 0 | 2 | 1 | 3 |
| Discover Snorkeling | 1 | 0 | 8 | 3 | 12 |
| Discover Scuba Diving | 1 | 0 | 19 | 8 | 28 |
| Scuba Diver | 1 | 1 | 15 | 8 | 25 |
| Junior Scuba Diver | 0 | 1 | 14 | 6 | 21 |
| Open Water Diver | 1 | 1 | 19 | 8 | 29 |
| Junior Open Water Diver | 0 | 1 | 13 | 6 | 20 |
| Adventure Diver | 1 | 1 | 16 | 5 | 23 |
| Junior Adventure Diver | 0 | 1 | 13 | 5 | 19 |
| Advanced Open Water Diver | 1 | 1 | 18 | 8 | 28 |
| Junior Advanced O.W.D. | 0 | 1 | 11 | 7 | 19 |
| Rescue Diver | 1 | 1 | 14 | 8 | 24 |
| Junior Rescue Diver | 0 | 1 | 10 | 6 | 17 |
| Dive master | 0 | 1 | 14 | 8 | 23 |
| Specialty Diver | 0 | 0 | 10 | 5 | 15 |
| O.W. Scuba Instructor | 0 | 0 | 2 | 4 | 6 |
| Dive master Trainer | 0 | 0 | 2 | 4 | 6 |
| Dive master Trainer | 0 | 0 | 0 | 3 | 3 |
| IDC Staff Instructor | 0 | 0 | 1 | 4 | 5 |
| Master Instructor | 0 | 0 | 1 | 0 | 1 |
| Course Director | 0 | 0 | 0 | 1 | 1 |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

Table 40
Structure Percentage According to Employment Category by Diving Establishments
Year 2007

| Employment Category | Structure Percentage |
|---------------------|----------------------|
| Instructors | 43.2% |
| Other Employees | 29.3% |
| Managers | 14.0% |
| Customer Service | 7.9% |
| Administrative | 5.6% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

5.3 Museum and Galleries Establishments

Table 41
Structure Percentage of Museums and Galleries, According to Location
Year 2007

| Location | Structure Percentage |
|-----------------------|----------------------|
| City | 95.6% |
| Parks or Reservations | 2.2% |
| Other Locations | 2.2% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007.

Table 42
Structure Percentage of Museums and Galleries, According to Categories
Year 2007

| Categories | Structure Percentage |
|------------------|----------------------|
| Private | 54.4% |
| Official | 21.7% |
| Municipal | 15.2% |
| Mixed | 2.2% |
| Ecclesiastic | 2.2% |
| Other Categories | 4.3% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007.

Table 43
Museums and Galleries Establishments:
Structure Percentage of Employment According to Category
Year 2007

| Employment Category | Structure Percentage |
|---------------------|----------------------|
| Guides | 22.9% |
| Administrative | 22.5% |
| Security | 17.1% |
| Managers | 12.1% |
| Maintenance | 7.8% |
| Other Employments | 17.6% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

Table 44
Number of Museums and Galleries, by Type of Exposition
Year 2007

| Department / Municipality | Ethnography | Archeology | Arquitecture | History | Art | Entomology | Numismatics | Ornithology | Other types of Expositions |
|---------------------------|-------------|------------|--------------|-----------|-----------|------------|-------------|-------------|----------------------------|
| Francisco Morazán | 4 | 5 | 6 | 8 | 14 | 2 | 1 | 0 | 12 |
| Distrito Central | 2 | 4 | 5 | 5 | 9 | 2 | 1 | 0 | 9 |
| Santa Lucia | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| Valle de Ángeles | 1 | 0 | 0 | 2 | 4 | 0 | 0 | 0 | 3 |
| Copán | 2 | 2 | 2 | 4 | 1 | 1 | 0 | 0 | 5 |
| Copán Ruinas | 2 | 2 | 2 | 3 | 1 | 1 | 0 | 0 | 4 |
| Santa Rita | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Bay Islands | 1 | 1 | 1 | 3 | 2 | 0 | 0 | 0 | 0 |
| Roatán | 1 | 1 | 1 | 2 | 2 | 0 | 0 | 0 | 0 |
| Utila | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Comayagua | 1 | 2 | 1 | 3 | 2 | 0 | 0 | 0 | 3 |
| Comayagua | 1 | 2 | 1 | 2 | 2 | 0 | 0 | 0 | 2 |
| El Rosario | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Atlántida | 0 | 0 | 0 | 2 | 3 | 1 | 0 | 0 | 1 |
| La Ceiba | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 |
| Tela | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 1 |
| Cortés | 2 | 1 | 2 | 4 | 2 | 1 | 1 | 1 | 2 |
| Omoa | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 1 |
| San Pedro Sula | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 1 |
| Colón | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| Trujillo | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| El Paraíso | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 |
| El Paraíso | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 |
| Intibucá | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 |
| La Esperanza | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 |
| Yoro | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 1 |
| Olanchito | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 1 |
| Total | 13 | 14 | 14 | 28 | 28 | 5 | 2 | 1 | 25 |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

5.4 Tour Operators and Travel Agencies Establishments

Table 45
Number of Tour Operators and Travel Agencies Establishments, According to types of Agencies, Year 2007

| Types of Agencies | Number of Establishments |
|-------------------|--------------------------|
| Emissive | 86 |
| Receptive | 28 |
| Total | 114 |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

Table 46
Number of Tour Operators and Travel Agencies Establishments, by types of Agencies, According to Location, Year 2007

| Location | Type of Agency | | |
|--------------|----------------|-----------|------------|
| | Emissive | Receptive | Total |
| City | 83 | 25 | 108 |
| Malls | 2 | 0 | 2 |
| Hotels | 1 | 1 | 2 |
| Beaches | 0 | 1 | 1 |
| Airports | 0 | 1 | 1 |
| Total | 86 | 28 | 114 |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

Table 47
Number of Tour Operators and Travel Agencies Establishments, by types of Agencies, According to Zone, Year 2007

| Zone | Type of Agency | | |
|--------------|----------------|-----------|------------|
| | Emissive | Receptive | Total |
| North | 42 | 16 | 58 |
| Central | 40 | 8 | 48 |
| west | 2 | 3 | 5 |
| South | 2 | 0 | 2 |
| Insular | 0 | 1 | 1 |
| Total | 86 | 28 | 114 |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007.

5.5 Crafts Establishments

Table 48
Structure Percentage of Crafts Establishments, According to Location
Year 2007

| Location | Structure Percentage |
|--------------|----------------------|
| City | 79.6% |
| On the Beach | 7.5% |
| Road side | 6.3% |
| Airport | 2.5% |
| Rural Areas | 2.5% |
| In Hotel | 1.6% |
| Total | 100.0 |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007.

Table 49
Crafts Establishments:
Structure Percentage of Employment, According to Category
Year 2007

| Employment Category | Structure Percentage |
|------------------------|----------------------|
| Sales | 32.0% |
| Other Employment | 24.4% |
| Administrative | 22.5% |
| Managers | 18.9% |
| Receptionists | 2.2% |
| Total employees | 100.0 |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

5.6 Interurban Transport Establishments

Table 50
Structure Percentage of Interurban Transport Establishments, According to Zone
Year 2007

| Zone | Structure Percentage |
|--------------|----------------------|
| Central | 38.3% |
| North | 30.7% |
| west | 13.8% |
| east | 12.3% |
| South | 4.2% |
| Insular | 0.8% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

Table 51
Structure Percentage of Interurban Transport Establishments, According to type of Transportation
Year 2007

| Type of Transportation | Structure Percentage |
|------------------------|----------------------|
| By land | 98.9% |
| By sea | 1.1% |
| Total | 100.0 |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

Table 52
Interurban Transport Establishments:
Structure Percentage of Employment, According to Category
Year 2007

| Employment | Structure Percentage |
|----------------|----------------------|
| Management | 3.5% |
| Administration | 5.1% |
| Drivers | 45.9% |
| Services | 27.1% |
| Maintenance | 6.5% |
| Others | 12.0% |
| TOTAL | 100.0% |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

5.7 Food and Beverages Establishments

Table 53
Structure Percentage of Food and Beverages Establishments, According to Location
Year 2007

| Location | Structure Percentage |
|-----------------|----------------------|
| City | 85.7% |
| Road side | 8.3% |
| Beach | 4.7% |
| Lake | 1.0% |
| Mountain | 0.1% |
| Other Locations | 0.2% |
| Total | 100% |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

Note: Other locations include: shops, commercial establishments and airports

Table 54
Food and Beverages Establishments:
Structure Percentage of Employment, According to Category
Year 2007

| Employment Categories | Structure Percentage |
|-----------------------|----------------------|
| Bar and Restaurants | 29.1% |
| Kitchen | 32.3% |
| Administration | 14.7% |
| Management | 10.3% |
| Reception | 1.7% |
| Other Personnel | 11.9% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

Table 55
Structure Percentage of Food and Beverages Establishments by Type
Year 2007

| Type of Establishment | Structure Percentage |
|-----------------------|----------------------|
| Restaurant | 61.1% |
| Cafeteria | 18.0% |
| Bakery | 6.2% |
| Bar | 5.7% |
| Ice Cream Shop | 3.0% |
| Café | 2.4% |
| Night Clubs | 2.3% |
| Pizzeria | 1.3% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

5.8 Recreation Center Establishments

Table 56
Structure Percentage of Recreation Center Establishments, According to Location
Year 2007

| Location | Structure Percentage |
|--------------|----------------------|
| Urban | 77.2% |
| Highway | 11.2% |
| Rural | 5.5% |
| Beach | 4.0% |
| Others | 2.1% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

Table 57
Recreation Center Establishments:
Structure Percentage of Employment, According to Category
Year 2007

| Employment Categories | Structure Percentage |
|-----------------------|----------------------|
| Services | 25.2% |
| Administration | 20.7% |
| Other Employments | 17.7% |
| Management | 11.0% |
| Maintenance | 10.3% |
| Security | 8.5% |
| Kitchen | 6.7% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Tourism Inventory of Establishments 2007

6. Inbound and Outbound Tourist Profiles

6.1 Inbound Tourist Profile

Table 58
Structure Percentage of Tourist Arrivals by Region of Residence, According to Type of Lodging

| Type of Lodging | Region of Residence | | | | Total |
|----------------------|---------------------|-----------------|---------------|-------------------|---------------|
| | North America | Central America | Europe | Rest of the World | |
| Hotel or Similar | 43.3% | 58.6% | 70.4% | 83.7% | 54.7% |
| Friends or Relatives | 51.3% | 35.1% | 22.8% | 10.2% | 39.3% |
| Rental or Housing | 1.8% | 3.3% | 2.5% | 4.1% | 2.7% |
| Church | 1.3% | 2.0% | 1.2% | 0.0% | 1.6% |
| Others | 2.3% | 1.0% | 3.1% | 2.0% | 1.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 59
Structure Percentage of Tourist Arrivals by Region of Residence, According to Age Range

| Age Range | Region of Residence | | | | Total |
|----------------|---------------------|-----------------|---------------|-------------------|---------------|
| | North America | Central America | Europe | Rest of the World | |
| 26 or Less | 9.5% | 11.1% | 28.2% | 16.0% | 12.2% |
| 27 to 38 Years | 25.5% | 38.1% | 37.3% | 43.6% | 33.5% |
| 39 to 57 Years | 48.2% | 41.7% | 28.9% | 33.0% | 42.6% |
| 58 or More | 16.8% | 9.2% | 5.6% | 7.4% | 11.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 60
Structure Percentage of Tourist Arrivals by Region of Residence, According to Marital Status

| Marital Status | Region of Residence | | | | Total |
|----------------|---------------------|-----------------|---------------|-------------------|---------------|
| | North America | Central America | Europe | Rest of the World | |
| Single | 36.1% | 30.4% | 59.9% | 41.5% | 35.5% |
| Married | 58.7% | 63.2% | 34.5% | 56.4% | 58.8% |
| Other | 5.2% | 6.4% | 5.6% | 2.1% | 5.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 61
Structure Percentage of Tourists Arrivals by Region of Residence, According to Education Level

| Education Level | Region of Residence | | | | |
|--------------------|---------------------|-----------------|---------------|-------------------|---------------|
| | North America | Central America | Europe | Rest of the World | Total |
| Elementary | 13.5% | 15.0% | 2.1% | 3.2% | 12.9% |
| High School | 30.1% | 27.7% | 22.5% | 17.0% | 27.8% |
| College/University | 45.1% | 47.3% | 57.1% | 61.7% | 47.9% |
| Masters or more | 10.4% | 7.5% | 18.3% | 17.0% | 9.8% |
| Other or none | 0.9% | 2.5% | 0.0% | 1.1% | 1.6% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 62
Structure Percentage of Tourist Arrivals by Region of Residence, According to Occupation

| Occupation | Region of Residence | | | | |
|--------------------------------|---------------------|-----------------|---------------|-------------------|---------------|
| | North America | Central America | Europe | Rest of the World | Total |
| Professional | 74.3% | 67.3% | 79.6% | 75.5% | 72.0% |
| Business Owner | 5.0% | 15.9% | 2.1% | 10.6% | 9.2% |
| Housewife | 7.6% | 6.2% | 0.7% | 3.2% | 6.4% |
| Student | 3.4% | 2.0% | 14.8% | 5.3% | 3.8% |
| Craftsman | 2.9% | 4.3% | 1.4% | 1.1% | 3.3% |
| Retired or on Pension | 4.6% | 1.1% | 0.7% | 0.0% | 2.8% |
| Priest, Shepherd or Missionary | 0.9% | 2.5% | 0.0% | 0.0% | 1.4% |
| Military | 0.5% | 0.3% | 0.7% | 1.1% | 0.4% |
| Others | 0.8% | 0.4% | 0.0% | 3.2% | 0.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 63
Structure Percentage of Tourist Arrivals by Region of Residence, According to Annual Income

| Annual Income | Region of Residence | | | | |
|-------------------------------------|---------------------|-----------------|---------------|-------------------|---------------|
| | North America | Central America | Europe | Rest of the World | Total |
| Less than US\$ 5,000 | 2.2% | 18.6% | 1.8% | 9.7% | 10.7% |
| Between US\$ 5,001 and US\$ 10,000 | 3.2% | 21.9% | 7.0% | 2.8% | 13.0% |
| Between US\$ 10,001 and US\$ 20,000 | 10.9% | 22.6% | 7.9% | 16.7% | 16.6% |
| Between US\$ 20,001 and US\$ 30,000 | 12.9% | 11.0% | 10.5% | 15.3% | 11.8% |
| Between US\$ 30,001 and US\$ 50,000 | 24.7% | 11.1% | 27.1% | 18.0% | 17.8% |
| Between US\$ 50,001 and US\$ 70,000 | 14.8% | 4.3% | 16.7% | 12.5% | 9.6% |
| More than US\$ 70,001 | 21.8% | 3.3% | 15.8% | 15.3% | 11.8% |
| Dependent | 9.5% | 7.2% | 13.2% | 9.7% | 8.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 64
Structure Percentage of Tourist Arrivals by Region of Residence, According to Visit Frequency

| First visit to Honduras | Region of Residence | | | | |
|-------------------------|---------------------|-----------------|---------------|-------------------|---------------|
| | North America | Central America | Europe | Rest of the World | Total |
| Yes | 42.6% | 10.6% | 79.5% | 55.4% | 30.2% |
| No | 57.4% | 89.4% | 20.5% | 44.6% | 69.8% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 65
Structure Percentage of Tourist Arrivals by Region of Residence, according to Companion in Trip

| Companion | Region of Residence | | | | |
|--------------|---------------------|-----------------|---------------|-------------------|---------------|
| | North America | Central America | Europe | Rest of the World | Total |
| Alone | 58.0% | 54.2% | 43.3% | 66.4% | 55.0% |
| Spouse | 13.1% | 9.5% | 21.3% | 10.5% | 11.9% |
| Family | 16.4% | 21.2% | 9.2% | 6.3% | 17.9% |
| Group | 12.5% | 15.1% | 26.2% | 16.8% | 15.2% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 66**Structure Percentage of Tourist Arrivals by Region of Residence, According to Desire to Return to the Country.**

| Desire to Return to the Country | Region of Residence | | | | |
|---------------------------------|---------------------|-----------------|---------------|-------------------|---------------|
| | North America | Central America | Europe | Rest of the World | Total |
| Yes | 98.6% | 99.2% | 87.4% | 96.6% | 97.8% |
| No | 1.4% | 0.8% | 12.6% | 3.4% | 2.2% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile .

Table 67**Structure Percentage of Tourist Arrivals by Region of Residence, According to Practiced Activities in the Country.**

| Practiced Activities | Region of Residence | | | | |
|-------------------------------|---------------------|-----------------|--------|-------------------|-------|
| | North America | Central America | Europe | Rest of the World | Total |
| Visiting Relatives or Friends | 60.9% | 44.2% | 26.8% | 17.9% | 50.3% |
| Business/work | 17.5% | 44.5% | 14.1% | 53.7% | 29.1% |
| Beach Activities | 37.2% | 11.9% | 47.9% | 23.2% | 27.7% |
| Visiting Colonial Cities | 14.1% | 9.8% | 38.7% | 20.0% | 14.4% |
| Snorkeling | 13.7% | 0.9% | 20.4% | 5.3% | 8.9% |
| Nature or Adventure | 9.7% | 4.4% | 26.1% | 3.2% | 8.5% |
| Visiting Archeological Sites | 6.4% | 4.1% | 40.1% | 11.6% | 8.1% |
| Diving | 11.5% | 0.6% | 24.6% | 5.3% | 8.0% |
| Hiking or Jogging | 7.1% | 2.7% | 13.4% | 10.5% | 6.0% |
| Missionary Work | 4.2% | 3.7% | 3.5% | 1.1% | 3.8% |
| Canopy | 4.5% | 0.3% | 4.2% | 1.1% | 2.7% |
| Study/Teach | 1.5% | 1.3% | 4.2% | 6.3% | 1.8% |
| Others | 12.2% | 13.1% | 17.6% | 11.6% | 12.9% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile .

Note: Multiple Answers

Table 68
Structure Percentage of Tourist Arrivals by Region of Residence, According to Most Liked Aspect during Their Visit

| Aspect | Region of Residence | | | | |
|--------------------------|---------------------|-----------------|---------------|-------------------|---------------|
| | North America | Central America | Europe | Rest of the World | Total |
| Kindness of the people | 26.9% | 31.2% | 23.2% | 35.7% | 29.2% |
| Food | 17.1% | 19.7% | 9.6% | 14.7% | 17.6% |
| Weather | 15.7% | 16.3% | 16.2% | 16.8% | 16.1% |
| Nature | 15.8% | 13.4% | 22.0% | 11.6% | 15.0% |
| Beaches | 12.1% | 5.3% | 11.1% | 7.4% | 8.4% |
| Ambient and Public Areas | 5.4% | 10.2% | 6.1% | 7.4% | 7.9% |
| Reefs | 5.8% | 0.3% | 8.0% | 3.2% | 3.1% |
| Others | 1.2% | 3.6% | 3.8% | 3.2% | 2.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile .

Note: Multiple Answers. Honduran residents that reside abroad are not taken into consideration.

Table 69
Structure Percentage of Tourist Arrivals by Region of Residence, According to Travel Method

| Travel Method | Region of Residence | | | | |
|----------------|---------------------|-----------------|---------------|-------------------|---------------|
| | North America | Central America | Europe | Rest of the World | Total |
| Travel Package | 6.7% | 1.1% | 14.1% | 1.1% | 4.4% |
| Independent | 93.3% | 98.9% | 85.9% | 98.9% | 95.6% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 70
Grade of Services Received in the Country

| Services Received | Excellent | Very Good | Good | Average | Poor | Did Not Use | Total |
|--------------------------------|-----------|-----------|-------|---------|-------|-------------|--------|
| General Grade of Satisfaction | 36.8% | 44.8% | 16.1% | 2.0% | 0.3% | | 100.0% |
| At the entry point | | | | | | | |
| Migratory and Custom Services | 25.4% | 40.0% | 23.8% | 6.6% | 4.2% | | 100.0% |
| Facilities | 19.9% | 40.5% | 28.1% | 8.7% | 2.8% | | 100.0% |
| Restaurants and Shops | 12.7% | 26.9% | 16.4% | 5.1% | 2.7% | 36.2% | 100.0% |
| At the Hotel | | | | | | | |
| Comfort | 23.5% | 22.4% | 10.6% | 2.4% | 0.8% | 40.3% | 100.0% |
| Cleanliness | 24.5% | 21.6% | 10.8% | 1.9% | 0.9% | 40.3% | 100.0% |
| Service Received | 25.5% | 20.6% | 10.0% | 2.5% | 1.1% | 40.3% | 100.0% |
| Other Services Received | | | | | | | |
| Entertainment | 17.6% | 22.8% | 15.1% | 2.1% | 1.3% | 41.1% | 100.0% |
| Road Signposting | 7.2% | 18.2% | 35.1% | 19.3% | 20.2% | | 100.0% |
| Road Conditions | 5.6% | 16.5% | 32.7% | 24.0% | 21.2% | | 100.0% |
| Tourism Information Service | 3.2% | 7.6% | 6.3% | 2.0% | 2.1% | 78.8% | 100.0% |
| Security | 12.9% | 37.4% | 27.7% | 11.6% | 10.4% | | 100.0% |
| Food | 41.8% | 34.3% | 19.0% | 3.8% | 1.1% | | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile .

6.2 Outbound Tourist Profile

Table 71
Structure Percentage of Tourist Departure, according to Main Reason for Trip

| Main Reason for Trip | Participation Percentage |
|-------------------------------|--------------------------|
| Business | 30.9% |
| Visiting Friends or Relatives | 28.4% |
| Pleasure | 27.6% |
| Health | 3.5% |
| Congresses/Seminars | 3.3% |
| Study/Teach | 2.2% |
| Religious Reasons | 1.2% |
| Missionaries | 0.1% |
| Other Reasons | 2.8% |
| Total | 100.0 |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 72
Structure Percentage of Tourist Departure according to Type of Lodging used in other Countries

| Lodging | Participation Percentage |
|----------------------|--------------------------|
| Friends or Relatives | 50.7% |
| Hotel or Similar | 43.0% |
| Rental or Housing | 4.6% |
| Church | 0.4% |
| Others | 1.3% |
| Total | 100.0 |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 73
Structure Percentage of Tourist Departure According to Region of the Visit

| Region of the Visit | Participation Percentage |
|---------------------|--------------------------|
| Central America | 47.6% |
| North America | 46.0% |
| Europe | 2.7% |
| Rest of the World | 2.3% |
| South America | 1.4% |
| Total | 100.0 |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 74
Structure Percentage of Tourist Departure, According to Travel Method

| Travel Method | Participation Percentage |
|----------------|--------------------------|
| Independent | 95.3% |
| Travel Package | 4.7% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 75
Structure Percentage of Tourist Departure, According to Duration of Stay

| Duration of Stay | Participation Percentage |
|-------------------------|---------------------------------|
| 1 to 3 Nights | 31.3% |
| 4 to 7 Nights | 26.8% |
| 8 to 10 Nights | 8.9% |
| 11 to 14 Nights | 6.0% |
| 15 to 28 Nights | 9.6% |
| 29 to 91 Nights | 11.3% |
| 92 Nights up to a year | 6.1% |
| Total | 100% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 76
Structure Percentage of Tourist Departure, According to Groups per Age

| Groups per Age | Participation Percentage |
|-----------------------|---------------------------------|
| 26 or Less | 15.4% |
| 27 to 38 Years | 35.3% |
| 39 to 57 Years | 38.8% |
| 58 or More | 10.5% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 77
Structure Percentage of Tourist Departure, According to Marital Status

| Marital Status | Participation Percentage |
|-----------------------|---------------------------------|
| Married | 59.5% |
| Single | 34.7% |
| Other | 5.8% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 78
Structure Percentage of Tourist Departure, According to Education Level

| Education Level | Participation Percentage |
|--------------------------------------|--------------------------|
| Elementary | 15.4% |
| High School | 29.2% |
| College/University | 46.9% |
| Postgraduate / Master's Degree / PhD | 6.7% |
| Other | 1.8% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 79
Structure Percentage of Tourist Departure, According to Gender

| Gender | Participation Percentage |
|--------------|--------------------------|
| Male | 57.1% |
| Female | 42.9% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile.

Table 80
Structure Percentage of Tourist Departure, According to Companion in Trip

| Companion | Participation Percentage |
|--------------|--------------------------|
| Alone | 61.2% |
| Family | 18.4% |
| Spouse | 8.4% |
| Group | 7.4% |
| Friends | 4.6% |
| Total | 100.0% |

Source: Honduran Institute of Tourism. Survey of Tourist Expenditure and Profile .

7- VISITS TO NATIONAL PARKS AND MUSEUMS

Table 81
Visitors to Parks and National Museums
Years: 2004 - 2008

| Centers | 2004 | 2005 | 2006 | 2007 | 2008 p/ | Percentage Variation | | | | |
|--------------------------------------|---------|---------|---------|---------|---------|----------------------|-------|--------|--------|--------|
| | | | | | | 04/03 | 05/04 | 06/05 | 07/06 | 08/07 |
| Copan Archaeological Park | 159,630 | 151,472 | 171,591 | 150,492 | 150,620 | 10.5% | -5.1% | 13.3% | -12.3% | 0.1% |
| Fortress of San Fernando de Omoa | 57,526 | 65,998 | 67,929 | 73,683 | 83,176 | 8.9% | 14.7% | 2.9% | 8.5% | 12.9% |
| Comayagua's Archaeological Museum | 14,833 | 16,233 | 18,627 | 19,294 | 20,717 | 15.2% | 9.4% | 14.7% | 3.6% | 7.4% |
| El Puente Archaeological Park | 5,028 | 5,733 | 6,443 | 5,776 | 4,945 | -17.9% | 14.0% | 12.4% | -10.4% | -14.4% |
| Los Naranjos Eco- Archeological Park | 7,245 | 6,679 | 5,563 | 7,855 | 9,195 | -16.4% | -7.8% | -16.7% | 41.2% | 17.1% |

Source: Honduran Institute of Anthropology and History

Table 82
Annual Visitor Entrances to the Archaeological Park of Copan, by Nationality
Years: 2004 - 2008

| Year | Hondurans | Foreigners | Total | Structure Percentage | | |
|------|-----------|------------|---------|----------------------|------------|-------|
| | | | | Nationals | Foreigners | Total |
| 2003 | 71,978 | 72,473 | 144,451 | 49.8% | 50.2% | 100% |
| 2004 | 79,239 | 80,391 | 159,630 | 49.6% | 50.4% | 100% |
| 2005 | 75,272 | 76,200 | 151,472 | 49.7% | 50.3% | 100% |
| 2006 | 85,270 | 86,321 | 171,591 | 49.7% | 50.3% | 100% |
| 2007 | 70,013 | 80,479 | 150,492 | 46.5% | 53.5% | 100% |
| 2008 | 68,986 | 81,634 | 150,620 | 45.8% | 54.2% | 100% |

Source: Honduran Institute of Anthropology and History

Table 83
Visits to the Butterfly Insect Museum, by Region of Origin
Years: 2004 - 2008

| Region | 2004 | 2005 | 2006 | 2007 | 2008 |
|-------------------|--------------|--------------|--------------|--------------|--------------|
| Central America | 2,011 | 2,253 | 3,792 | 3,678 | 3,567 |
| North America | 382 | 363 | 345 | 382 | 453 |
| Europe | 455 | 182 | 191 | 161 | 125 |
| Asia | 20 | 22 | 15 | 21 | 22 |
| Rest of the World | 16 | 4 | 15 | 11 | 10 |
| South America | 11 | 12 | 19 | 19 | 34 |
| Caribbean | 8 | 6 | 0 | 7 | 2 |
| Total | 2,903 | 2,842 | 4,377 | 4,279 | 4,213 |

Source: Butterfly Insect Museum in La Ceiba

Table 84
Percentage Participation of Visitors to the Butterfly Insect Museum, according to
Region of Origin
Years: 2004 - 2008

| Region | 2004 | 2005 | 2006 | 2007 | 2008 |
|-------------------|---------------|---------------|---------------|---------------|---------------|
| Central America | 69.3% | 79.3% | 86.6% | 86.0% | 84.7% |
| North America | 13.2% | 12.8% | 7.9% | 8.9% | 10.8% |
| Europe | 0.7% | 0.8% | 0.3% | 3.8% | 3.0% |
| Asia | 15.7% | 6.4% | 4.4% | 0.4% | 0.8% |
| Rest of the World | 0.4% | 0.4% | 0.4% | 0.5% | 0.5% |
| South America | 0.3% | 0.2% | 0.0% | 0.3% | 0.2% |
| Caribbean | 0.4% | 0.1% | 0.4% | 0.1% | 0.0% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Butterfly Insect Museum in La Ceiba

Table 85
Visits to the Butterfly Insect Museum, according to Nationality
Years 2004 - 2008

| Country | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
|--------------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| North America | 423 | 382 | 363 | 345 | 382 | 453 |
| United States | 320 | 317 | 261 | 264 | 296 | 327 |
| Canada | 98 | 39 | 99 | 76 | 85 | 105 |
| Mexico | 5 | 26 | 3 | 5 | 1 | 21 |
| Central America | 1,176 | 2,011 | 2,253 | 3,792 | 3,678 | 3,567 |
| Honduras | 1,121 | 1,949 | 2,190 | 3,708 | 3,620 | 3,497 |
| El Salvador | 35 | 30 | 18 | 28 | 26 | 55 |
| Guatemala | 6 | 16 | 10 | 16 | 16 | 11 |
| Costa Rica | 3 | 7 | 8 | 35 | 9 | 3 |
| Nicaragua | 7 | 5 | 20 | 5 | 5 | 1 |
| Panamá | 2 | 2 | 6 | 0 | 2 | 0 |
| Belize | 2 | 2 | 1 | 0 | 0 | 0 |
| South America | 8 | 11 | 12 | 19 | 19 | 34 |
| Argentina | 1 | 4 | 5 | 0 | 2 | 8 |
| Brazil | 2 | 2 | 2 | 5 | 0 | 2 |
| Chile | 3 | 1 | 1 | 7 | 5 | 1 |
| Others | 2 | 4 | 4 | 7 | 12 | 23 |
| Caribbean | 5 | 8 | 6 | 0 | 7 | 2 |
| Dominican Republic | 0 | 2 | 4 | 0 | 0 | 0 |
| Cayman (U.K. territory) | 1 | 4 | 1 | 0 | 0 | 0 |
| Trinidad | 0 | 2 | 1 | 0 | 0 | 0 |
| Jamaica | 2 | 0 | 0 | 0 | 3 | 0 |
| Others | 2 | 0 | 0 | 0 | 4 | 2 |
| Europe | 282 | 455 | 182 | 191 | 161 | 125 |
| Germany | 49 | 29 | 32 | 21 | 23 | 22 |
| France | 28 | 16 | 17 | 36 | 10 | 19 |
| Italy | 40 | 25 | 3 | 9 | 2 | 15 |
| England | 38 | 289 | 39 | 25 | 30 | 12 |
| Denmark | 13 | 6 | 14 | 5 | 11 | 11 |
| Spain | 23 | 14 | 29 | 18 | 4 | 9 |
| Switzerland | 14 | 21 | 16 | 20 | 18 | 9 |
| Netherlands | 26 | 20 | 11 | 11 | 19 | 7 |
| Belgium | 1 | 9 | 2 | 6 | 10 | 3 |
| Poland | 1 | 6 | 3 | 2 | 6 | 3 |
| Ireland | 3 | 4 | 1 | 3 | 4 | 3 |
| Sweden | 9 | 1 | 2 | 5 | 5 | 1 |
| Austria | 5 | 0 | 7 | 1 | 2 | 1 |
| Scotland | 6 | 1 | 0 | 3 | 4 | 1 |
| Czech republic | 7 | 4 | 2 | 15 | 4 | 0 |
| Finland | 2 | 5 | 1 | 3 | 5 | 0 |
| Norway | 8 | 1 | 0 | 1 | 3 | 0 |
| Others | 9 | 4 | 3 | 7 | 1 | 9 |
| Asia | 33 | 20 | 22 | 15 | 21 | 22 |
| Israel | 12 | 3 | 5 | 6 | 3 | 20 |
| Japan | 15 | 10 | 11 | 5 | 17 | 0 |
| Others | 6 | 7 | 6 | 4 | 1 | 2 |
| Rest of the World | 23 | 16 | 4 | 15 | 11 | 10 |
| Australia | 14 | 13 | 4 | 8 | 4 | 7 |
| South Africa | 2 | 2 | 0 | 1 | 2 | 1 |
| New Zealand | 3 | 0 | 0 | 5 | 3 | 0 |
| Others | 4 | 1 | 0 | 1 | 2 | 2 |
| Total | 1,950 | 2,903 | 2,842 | 4,377 | 4,279 | 4,213 |

Source: Butterfly Insect Museum in La Ceiba

Table 86
Annual Visitor Arrivals in the National Park of La Tigra
Years: 2004 - 2008

| Years | Nationals | Foreigners | Total |
|--------------------------|-----------|------------|---------------|
| 2004 | 14,117 | 1,473 | 15,590 |
| 2005 | 13,414 | 1,657 | 15,071 |
| 2006 | 11,476 | 988 | 12,464 |
| 2007 | 12,228 | 1,095 | 13,323 |
| 2008^{a/} | 14,249 | 928 | 15,177 |

Source: AMITIGRA Foundation

Table 87
Monthly Visitor Arrivals to National Park of La Tigra
Year 2008

| Month | Nationals | Foreigners | Total |
|--------------|---------------|------------|---------------|
| January | 707 | 80 | 787 |
| February | 1,070 | 115 | 1,185 |
| March | 2,052 | 157 | 2,209 |
| April | 1,629 | 72 | 1,701 |
| May | 2,248 | 49 | 2,297 |
| June | 1,496 | 121 | 1,617 |
| July | 959 | 104 | 1,063 |
| August | 1,526 | 116 | 1,642 |
| September | 705 | 24 | 729 |
| October | 487 | 34 | 521 |
| November | 609 | 30 | 639 |
| December | 761 | 26 | 787 |
| Total | 14,249 | 928 | 15,177 |

Source: AMITIGRA Foundation

8.- Annexes

Annex 1: Cruise Lines that Anchor in Roatán

| No. | Name |
|-----|------------------------|
| 1 | Windstar Cruises Line |
| 2 | Silversea Cruises |
| 3 | Seven Seas Radisson |
| 4 | Seabourn Cruise Line |
| 5 | Norwegian Cruise Line |
| 6 | Mediterranean Shipping |
| 7 | Holland America Line |
| 8 | Celebrity Cruise Line |
| 9 | Carnival Cruise Line |
| 10 | Aida Cruises |

Source: Port of Roatán

Annex 2: Names of Cruises that Arrive in Roatán

| No. | Name of the Ship | Number of Arrivals 2008 |
|--------------|-------------------------------|-------------------------|
| 1 | Carnival Legend | 48 |
| 2 | Carnival Valor | 25 |
| 3 | Norwegian Sun | 16 |
| 4 | Carnival Glory | 15 |
| 5 | Norwegian Spirit | 13 |
| 6 | SS Voyager | 11 |
| 7 | Norwegian Pearl | 10 |
| 8 | Ocean Village | 7 |
| 9 | Costa Mediterránea | 7 |
| 10 | M/S Seabourn Legend | 6 |
| 11 | Artemis | 4 |
| 12 | M/S Braemar | 3 |
| 13 | Le Levant | 2 |
| 14 | Balmoral | 2 |
| 15 | Carnival Miracle | 2 |
| 16 | Spirit Of Adventure (Amapala) | 2 |
| 17 | M/S Amsterdam | 1 |
| 18 | M/S Lírica | 1 |
| 19 | SS Navigator | 1 |
| 20 | Zuiderdam | 1 |
| 21 | M/S Regatta | 1 |
| 22 | M/S Boudicca | 1 |
| 23 | Amadea | 1 |
| 24 | Delphin | 1 |
| 25 | Grandeur of The Seas | 1 |
| 26 | Club Med 2 | 1 |
| 27 | M/S Veendam | 1 |
| 28 | Costa Fortuna | 1 |
| 29 | Carnival Liberty | 1 |
| 30 | Fram | 1 |
| 31 | Sea Cloud | 1 |
| 32 | SS Mariner | 1 |
| 33 | Spirit Adventure | 1 |
| 34 | Seven Seas Navigator | 1 |
| 35 | Discovery (Puerto Cortés) | 1 |
| Total | | 192 |

Source: Port of Roatán, Shipping Agency MATRA, Harbor Master of Amapala

Annex 3: Number of Cruise Travelers by Cruise Year 2008

| No. | Cruise Line | Travelers | Structure |
|-----|-------------------------------|----------------|---------------|
| 1 | Carnival Cruise Line | 255,192 | 58.8% |
| 2 | Norwegian Cruise Line | 87,103 | 20.1% |
| 3 | Royal Caribbean | 39,080 | 9.0% |
| 4 | Costa | 19,269 | 4.4% |
| 5 | Europeans | 15,271 | 3.5% |
| 6 | Holland | 5,500 | 1.3% |
| 7 | Fred Olson | 5,441 | 1.3% |
| 8 | Mediterranean Shipping | 1,815 | 0.4% |
| 9 | Radisson | 1,538 | 0.4% |
| 10 | Discovery (Puerto Cortés) | 1,231 | 0.3% |
| 11 | Seabourn Legend | 1,173 | 0.3% |
| 12 | Spirit of Adventure (Amapala) | 946 | 0.2% |
| 13 | Oceania | 662 | 0.2% |
| | Total | 434,221 | 100.0% |

Source: Port of Roatán, Shipping Agency MATRA, Harbor Master of Amapala

Annex 4: Routes of Cruise Lines that Anchored in Roatán in the year 2008

SILVERSEA CRUISE LINE

Ship: Silver Shadow



SILVERSEA CRUISE LINE

Ship: Silver Wishpe



SILVERSEA CRUISE LINE

Ship: Silver Wishper



SILVERSEA CRUISE LINE

Ship: Silver Wishper



SEVEN SEAS RADISON

Ship: Navigator



SEABOURN CRUISE LINE

Ship: Seabourn Legend



NORWEGIAN CRUISE LINE
Ship: Dream



NORWEGIAN CRUISE LINE
Ship: Dream



NORWEGIAN CRUISE LINE
Ship: Sea



NORWEGIAN CRUISE LINE
Ship: Sea



NORWEGIAN CRUISE LINE
Ship: Sun



MEDITERRANEAN
Ship: Lírica



HOLLAND AMERICAN LINE
Ship: Veendam



HOLLAND AMERICAN LINE
Ship: Volendam



HOLLAND AMERICAN LINE
Ship: Veendam



CELEBRITY CRUISE LINE
Ship: Summit



CARNIVAL CRUISE LINE
Ship: Paradise



CARNIVAL CRUISE LINE
Ship: Valor



COSTA

Ship: Mágica



Ship: Mágica



OCEANIA CRUISE LINE

Ship: Regatta



RADISSON SEVEN SEAS

Ship: Navigator



RADISSON SEVEN SEAS

Ship: Navigator



RADISSON SEVEN SEAS

Ship: Voyager



ROYAL CARIBBEAN
Ship: Radiance



Annex 5: Concepts and Definitions

Travel Trade Balance: It is the section in the balance of payments which includes tourism services transactions (imports and exports). It is used to record the state in which the balance or imbalance transactions are in with respect to other countries, referred to as tourism deficit or tourism surplus in the country's economy, depending on which is higher by this concept, if expenditures or foreign currency income.

Total Tourism Consumption: It is the total value of goods and services used by visitors. It directly reflects the amount of currency that tourists have spent during their stay in the place visited.

Visitor consumption is the basic concept that enables measuring the tourism activity. Therefore, it could also be called "Visitor's Demand."

Tourist Demand: It is determined by the quantity and characteristics of the goods and services consumed by tourists.

Average cost: it is the average of the costs incurred in by visitors, representing an average expenditure per tourist in our country. To calculate this average you take the total amount of expenditures incurred in by the tourists and divide it by the total amount of visitors.

Tourism Expenditure: It is defined as any consumption expenditures incurred in by a visitor or on behalf of a visitor during his/her trip or during his/her stay in his/her destination place. The concept of tourism expenditure covers a wide range of items of different nature.

Tourist Offer: This term is determined by the quantity and variety of services produced by establishments primarily engaged to meet tourist's demands.

Gross Domestic Product (GDP): Is the whole production developed during a financial period, valued at production factor costs or market prices. It aims to quantify the result of the economic activity of a particular country, which is reflected in the aggregate value generated by the different productive activities within the national territory.

The GDP at factor cost is synonymous with the country's production at producer prices. If to the previous concept you add net indirect taxes deriving from subsidies, you obtain the Gross Domestic Product at market prices, in other words, production at buyer's prices.

Tourism Gross Domestic Product: It is the sum of gross aggregate value generated in any specific activity (of similar characteristics and related features) as well as nonspecific.

Coverage rate: The degree of tourism coverage describes the relationship between inbound tourism expenditure and outbound tourism expenditure, and represents the ability of the first to "finance" the costs incurred in by residents of the country in reference when visiting the Rest of the World.

Tourism: Includes activities carried out by people during their trips and stays in places other than their usual environment for a period of time less than one consecutive year, for leisure purposes, business, and other reasons unrelated to exercising paid activities in the place visited.

Forms of Tourism Expenditure:

Internal tourism consumption: is tourism conducted by Hondurans, within our country.

Inbound tourism consumption: is tourism conducted by non-resident foreigners in our country.

Domestic tourism consumption: is tourism conducted by residents and nonresidents in our national territory (inbound tourism plus domestic tourism).

Outbound tourism consumption: is tourism conducted by Hondurans while travelling abroad.

National tourism consumption: is tourism carried out by Honduran, both inside and outside the country (internal tourism plus outbound tourism).

Basic Units of Tourism: this term refers to persons performing tourist's activities.

- **Traveler:** defines a person who travels between two or more places. All types of Tourism-related travelers are called visitors.
- **Visitor:** anyone who moves to a place other than his/her usual environment for a period of time less than 12 months and whose main purpose for travelling, is not exercising a paid activity in the place visited.

There are two kinds of Visitors:

Same day visitors: One who visits a place without spending the night.

Tourist: is anyone who travels to a place other than their usual environment for a period of time less than one consecutive year, for leisure purposes, business, and other reasons unrelated to exercising paid activities in the place visited.

Entrance and Departure Routes and Stations: Refers to places officially authorized to enter and leave the country.



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