

## Travel and Tourism - Argentina - November 2014

Report Price: £175.00 | \$283.40 | €222.30

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"Some of the South American tourists who come to Argentina stay in modest accommodations or with family and friends, but interestingly, Brazilians are the exception.

In 2012, according to MINTUR, almost 60% of inbound travellers from Brazil stayed in four- and five-star hotels, compared to 43% of North Americans and 40% of Europeans. Evidently, Brazilians who can afford to travel outside their own country like their creature comforts."

This report looks at the following areas:

- Why have tourism revenues from international visitors not benefited Argentina's balance of payments?
- Why were the government's restrictions on buying foreign currency ineffective?
- In the accommodation sector, what types of properties showed the greatest growth?
- Why are January and February the busiest months in Argentina?
- How will the devaluation of the Peso affect inbound tourism in 2014 and beyond?

Since 2009, the number of foreign tourists visiting Argentina has climbed steadily – from 4.3 million tourists to close to 5.6 million in 2013. The country's largest source market is Brazil and even after the recession of 2007-08, Brazilians continued to travel. South America in general and resource-rich Brazil in particular, weathered the financial downturn better than other regions of the world, due to a vibrant export sector, which continued to thrive throughout the economic crisis.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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