

Travel and Tourism - Uruguay - November 2014

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“The tourism industry has come a long way since 1954, when, according to the Ministry of Tourism and Sport, Uruguay attracted a mere 37,405 foreign tourists. In the late 1970s, when tourism took off (courtesy of Frank Sinatra and other Hollywood celebrities who started frequenting Punta del Este, a fishing village turned glitzy resort), the country began to attract over 1 million international visitors annually.”

This report looks at the following areas:

- Why should Uruguay lessen its reliance on the Argentine market?
- What is constraining an increase in air arrivals from Europe and North America?
- How is the Ministry of Tourism and Sport diversifying Uruguay's tourism products?
- What does the spa industry need to do to attract more international travellers?

In 2013, according to the UNWTO, Uruguay registered almost 2.7 million international arrivals. The majority hailed from Argentina, Uruguay's largest source market. In any given year, Argentines represent around 60% of inbound travellers – a high percentage that unfortunately makes Uruguay's tourism industry vulnerable to the economic and political upheavals of its giant neighbour.

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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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