

TOURISM IN ARGENTINA FACING BRIGHT FUTURE



Argentina is the land of wine, tango and of course, football. No wonder tourism is on the upswing here. There are many reasons for this.

The economy of Argentina has recovered as is quite evident in its increase of spending power. **According to a Timetric report, tourism volumes will be growing at a CAGR of nearly 4.19% over 4 years beginning from 2013.** All this is the result of government efforts and the rich cultural heritage of this country. Coupled with this is the medical tourism that has put Argentina in the tourism spotlight.

Domestic tourism has increased by 8.3% in 2012 over 2011. This has been facilitated by extensive and low cost transport along with massive governmental efforts of promoting the coastal cities of the country by comparing them with similar options elsewhere.

In 2013, the inbound tourism is expected to be still higher than 2012 figures. This is mainly due to influx of tourists from South and Central America, Chile, Brazil and from the European countries. An added attraction is the legalizing of same sex marriages that has given a boost to the number of couples visiting Argentina by providing a completely new customer base.

Various events in sports, politics as well as culture are being organized in Argentina in order to attract leisure as well as business tourists. **Thus Brazil hosting the Football World Cup in 2014 as well as Olympics in 2016 will be having an impact on Argentine tourism too.**

Medical tourism is also becoming increasingly popular and is expecting to grow. The key factor behind this is the strong medical infrastructure of the country ensuring the availability of affordable yet efficient medical services. In addition is the wide range of available treatments, good quality and affordable lodging for family members. Next are the spas, resorts as well as natural springs to aid in pleasant recovery.

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