

CHILE EXPECTS TOURISM REVENUE OF \$50 MILLION FROM FOOTBALL CHAMPIONSHIP



More than \$50 million is expected to be spent by the nearly 70,000 foreigners who flock Chile for the football competition Copa America, as stated by Luis Felipe Céspedes, Minister of the Economy, Development and Tourism. The Copa América is one of the most prestigious and most widely viewed sporting events in the world.

The estimate was announced by Chile's Economy Minister who was joined by Tourism Undersecretary, Javiera Montes and SERNATUR director, Omar Hernández after introducing the Ten Commandments of the Good Tourist, which seeks to promote responsible tourism among both foreigners and nationals enjoying the football matches taking place in eight cities between 11 June and 4 July 2015.

On this occasion, Minister Luis Felipe Céspedes, declared: "**This Copa America is a tremendous opportunity that will bring us a 30% increase in foreign tourist arrivals compared with June 2014.** These visitors will spend money and benefit the local economies in all the host cities. And that is why we expect an increase in visitor spending of \$50 million, or even higher."

Céspedes said then that in order to promote Chile as a destination during this America's Cup "prior tourism promotion work was done in the host cities so that there would be information for foreign tourists. Accordingly, more than 31 media houses were invited to visit the destinations in our country."

The Secretary of Tourism, Javiera Montes, also pointed out that "we have prepared to receive our visitors in the best way possible, so that they will have a safe stay and we will enjoy this party. And so the government set up the bienvenidaamerica.gob.cl website where one can find information on the host cities, the documents needed for entry into the country, the location and schedules of border crossings, recommendations to avoid accidents, how to react in an emergency, what precautions to take for health issues, transportation and how to enjoy local tourism while visiting Chile."

For his part, the Director of SERNATUR, Omar Hernandez, advised: "**For all those who will use the opportunity to tour and learn about the host cities for the duration of the championship, the main recommendation is to be a responsible and informed tourist in order to make the most of their visit and avoid problems.**"

And he added: "We invite you to visit the Tourism Information Offices that we have in different areas to get information about the attractions and sites that the host cities have to offer, and to interact with our people, while respecting, of course, the local customs and taking care of the natural and cultural heritage."

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