

ECONOMIC IMPACT OF TOURISM IN ARGENTINA IS INCREASING



The Ministry of Tourism of Argentina estimated that during the New Year weekend the economic impact of tourism exceeded 3,600 million pesos (about US\$193 million), with more than 1.2 million people traveling to the country.

The Tourism Minister of Argentina, Gustavo Santos, highlighted the importance of registering the positive trend.

"This long weekend is the starting point of the peak summer season, where we expect millions of Argentinians to visit our tourist destinations," the official said.

Santos was hopeful that the summer season would be a success. "Pinamar is carrying out important works that will bring benefits for both tourists and the local community."

"Long weekends are essential for our activity, since the impact of tourism can be felt in the job market; the sector generates genuine employment, encourages local development, so we must continue working on connecting destinations and improving its tourism infrastructure," said the official.

The projection of the Argentinian Ministry of Tourism records an economic impact that would rise to 3,634 million pesos. Among other official calculations, the average stay reached 3.7 nights, which gives **a total volume of 4.4 million overnight stays, while the average expenditure per tourist is 3,028 pesos (about US\$162).**

Buenos Aires is the region that received the most tourists with 40.8%, followed by the Litoral, with 16.7%. Below those locations were Córdoba and the North, with 11.2% and 10.9% respectively. Finally, the regions of Patagonia, CABA and Cuyo (8.0%, 7.9% and 4.4%).

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