

# ARGENTINA REPORTS A STRONG RECOVERY OF FOREIGN TOURISM



In the first half of the year, 2.5 million tourists from other countries entered Argentina and generated revenues of US\$ 1.3 billion. It is projected that this improvement will be boosted in July and August due to the snow season.

Of that total, 1.3 million were tourists, that is, they spent at least one night in Argentina. This is an increasing trend as in January 2022, tourist arrivals represented only 20% of the pre-pandemic numbers, while in June 2022, that figure exceeded 60%.

As for the origin of visitors, Brazil continues to be the leading market it accounted for 22%, while Uruguay is the second country driving the recovery, with figures higher than the pre-pandemic numbers. The great surprise is the income from the United States, which ranks third and accounts for 10%. Other countries responsible for Argentina's visitors include neighboring countries such as Chile and Paraguay.

According to the Ministry of Tourism and Sports of the Nation, the growth of inbound tourism will be boosted during July and August 2022 within the snow season.

When presenting the tourism promotion strategy at the beginning of June, Minister Matías Lammens assured that the National Government expects the arrival of more than one million visitors from abroad during winter.

"With the impulse of PreViaje, we started the reactivation of domestic tourism, which allowed us to have a historic summer season. Our big bet for this stage is to consolidate the recovery of inbound tourism, a great generator of foreign exchange and employment at the federal level. The entire government is committed to this objective: to promote tourism as the engine of growth that our country needs", stated Lammens.

The international promotion of Argentine destinations carried out by the National Ministry of Tourism and Sports, the recovery of connectivity led by Aerolíneas Argentinas, and the increase in the arrival of tourists from Brazil are the main factors of the reactivation of inbound tourism, which is expected to continue growing in the short term.

## Where are Argentina's tourists from?

The ranking of visitors is led by Brazil with 22%, followed by Uruguay which represented 16.5% of the visits, the surprise was the USA with 10% of visits, and then Chile and Paraguay tied with 10% of visitors. Spain appears at 6th place with 4.7%, with Bolivia at 3.9% and much further back in eighth place is France with 2.5% in a tie with Peru and in tenth place emerges the Colombian market that represented in this survey 2.4% of the visits.

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