

ARGENTINA: THE TOP DESTINATION FOR SHOPPING AND TOURISM FOR CHILEANS



Thanks to the current bargain exchange rate, Argentina has become the first choice of tourists from Chile when planning a getaway or a shopping trip.

Argentina is one of the favorite destinations of Chileans at all times of the year, and now, with the boom of so-called 'supermarket tourism,' the furor to visit our neighbors on the other side of the mountain range has skyrocketed, surpassing pre-pandemic figures.

The numbers are inspiring

Between December 15, 2022, and February 28, 2023, Argentina received 1.6 million foreign tourists, with Chile leading the way at 21.5%. This exceeded even Brazil (16.3%), Uruguay (13.3%), and the United States (11%), which usually send more visitors to Argentina. COCHA data also supports this trend, with a 70% increase in transactions for travel to Chile compared to the same period in 2019. This is driven by the favorable exchange rate for Chilean travelers and the lifting of health restrictions.

And who travels?

Couples and families are the most common groups when choosing a travel destination, making up 42% and 38% of travelers, respectively. However, 15% of lone tourists also choose to visit this country. Argentina's popularity as a destination for crossing the Andes is not a coincidence. It offers a range of landscapes, from the stunning Iguazú Falls in the north to the beauty of Patagonia in the south and vast plains like the Pampas. Indigenous, European, and African traditions also heavily influence the country's rich and diverse culture and heritage. Buenos Aires is famous for its vibrant art scene, elegant architecture, and lively nightlife.

Favorite cities

Historically, Buenos Aires is the most visited city by Chileans, who prefer it 86% of the time. However, Mendoza is gaining ground due to the 'shopping tours' in this city.

However, there are even more convenient destinations within Argentina that have begun to be consulted and are beginning to be placed at the top of sales: Salta, San Luis/Merlo, Mar del Plata, and Cordoba, in addition to Bariloche, which has also rebounded as an outstanding destination.

Some travelers prefer complete control over every trip, including itinerary, flight schedules, accommodation, and activities. This allows for customization based on personal preferences and the opportunity to search for separate deals on lodging and activities. However, booking a single flight and arranging accommodations and activities separately can be more cost-effective.

On the other hand, travel packages offer convenience and comfort by bundling flights and lodging. This option is ideal for those who want to save time and effort planning and organizing everything in advance. Travelers don't have to worry about coordinating different aspects of the trip by booking a

package.

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