

URUGUAY RECEIVED FEWER ARGENTINIAN TOURISTS



The Ministry of Tourism of Uruguay has recently unveiled the statistical data for the first quarter of 2024, revealing a 7% decrease in the number of tourists compared to last year. However, Minister of Tourism Eduardo Sanguinetti has put these numbers into perspective, comparing them to the pre-pandemic year of 2019.

In this light, he announced a 3.9% increase in inbound tourism, with 1,135,102 tourists visiting the country. **This resilience in the face of adversity is further underscored by the fact that the income generated from tourism, though lower at \$711 million, is still significant.**

Sanguinetti has stated that Argentina and Brazil are the primary source markets for Uruguay. He noted that 639,968 Argentinian tourists visited the country, spending \$427 million. However, this is a lower number compared to the first quarter of last year, which can be explained by the economic situation in Argentina, which has affected the middle class and frequent visitors. The report also indicated that 716,548 Argentinian tourists spent \$431 million last year.

As for Brazilian tourists, the country welcomed 143,024 travelers, indicating a 5.3% increase compared to the previous year. They spent \$104 million, 3% more than the prior year. However, there were 145,459 Brazilians who visited the country last year, spending \$116 million, which is \$12 million more than this year.

Sanguinetti has also highlighted a significant shift in the tourism landscape. **Brazilian tourists' arrival is now a year-round trend, as opposed to the previous seasonal pattern.** This strategic shift, aimed at diversifying and stabilizing the tourism sector, is a testament to Uruguay's target of attracting diverse visitors.

Sanguinetti remarked that for this to happen, they worked on the promotion in the south of Brazil and added that this year, they would bet on "continuing to increase" that presence in the same place and also in Rio de Janeiro," with the aim of "having a greater influx of these tourists."

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