



@travel
Buenos
Aires

| many
passions

Monthly Report on Tourism in Buenos Aires City

FEBRUARY | 2019

BUENOS AIRES CITY TOURIST BOARD

President

Gonzalo Robredo

Director of Market Intelligence and Observatory

Federico Esper

Head of Market Intelligence and Big Data

Federico Zerba

Analysis, content and data mining

Helena Braunstein, Jonathan Nuñez,
Florencia Rocha and Ailín Simonelli



Buenos Aires City

I. INTERNATIONAL TOURISM > EZEIZA AND JORGE NEWBERY

▶ INTERNATIONAL TOURIST ARRIVALS IN BUENOS AIRES AND INTERANNUAL VARIATION (BY %) BY MONTH. DECEMBER 2017 - DECEMBER 2018.



TOTAL TOURISTS
216,576
↑11.8%

- International tourist arrivals by air grew by **11.8%** in **December 2018** (the largest increase in the year). The **216,576** arrivals is the highest number for any month since January 2012.

The growth was led by **Brazil (+26.6%)** followed by **Chile (+23.1%)**, **Rest of America (+11.7%)**, the **USA and Canada (+9.6%)** and **Rest of the World (7%)**.

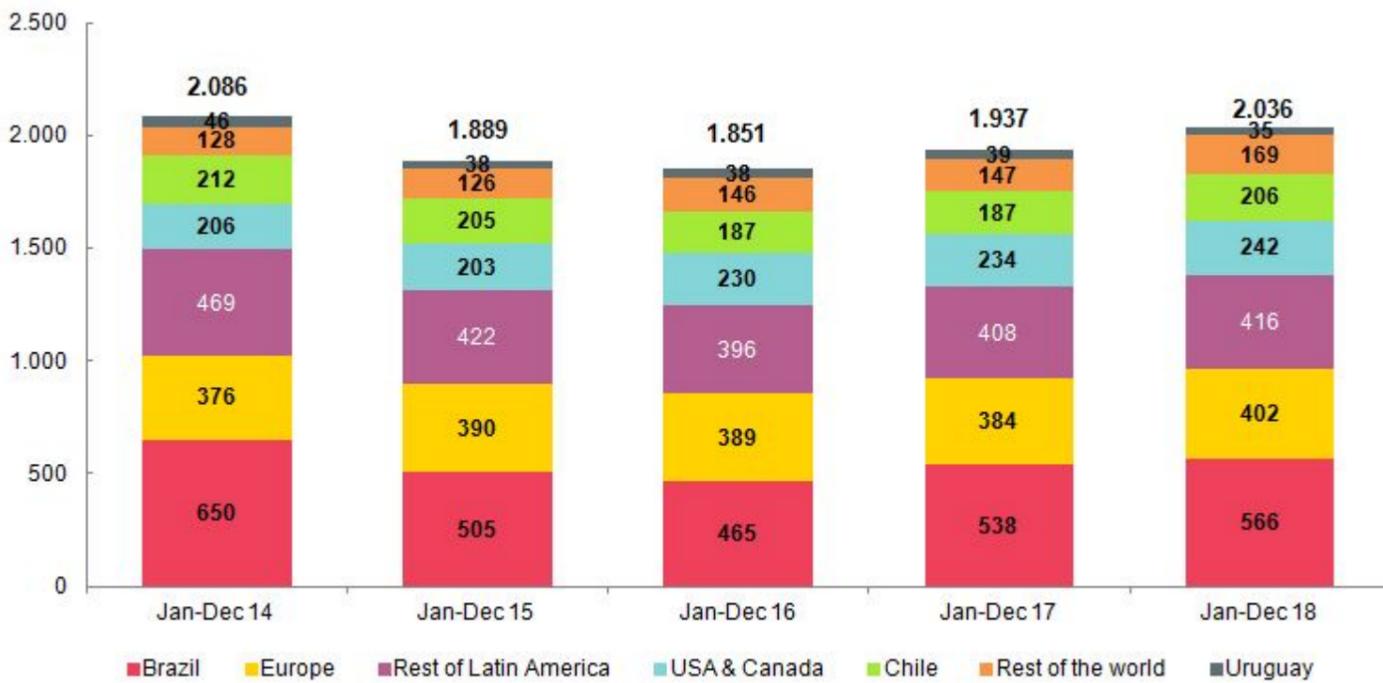
▶ INTERNATIONAL TOURIST ARRIVALS IN BUENOS AIRES BY REGION OF ORIGIN. DECEMBER 2018.

Origin	December 2018			January - December 2018		
	Tourists	YoY growth (%)	Share (%)	Tourists	YoY growth (%)	Share (%)
Brazil	54,786	26.6	25	566,280	5.3	28
Chile	17,944	23.1	8	206,420	10.4	10
Uruguay	2,922	-8.1	1	34,628	-12.0	2
USA & Canada	27,783	9.6	13	241,612	3.3	12
Rest of Latin America	49,610	11.7	23	415,860	2.0	20
Europe	44,222	-1.6	20	401,630	4.6	20
Rest of the world	19,309	7.0	9	169,291	14.8	8
TOTAL	216,576	11.8	100	2,035,721	5.1	100

- Between **January and December 2018** **2 million** tourists arrived in Buenos Aires by air (+5.1%), 98,300 more visitors than in 2017.
- The markets leading the growth over 2018 were **Brazil** (28,400 more visitors, +5.3%) **Rest of the World** (+21,800, or +14.8% YoY, **Chile** (+19,000 more tourists, or +10.4% YoY), **Europe** (+17,000 or +4.6%), and **USA** (+7,600 visitors, or +3.3%).
- Overnight stays totalled 20.1 million (+14.4%, or 2.5 million more nights.)

▶ **INTERNATIONAL TOURIST ARRIVALS IN BUENOS AIRES, BY REGION.
JAN - DEC 2014 to JAN - DEC 2018**

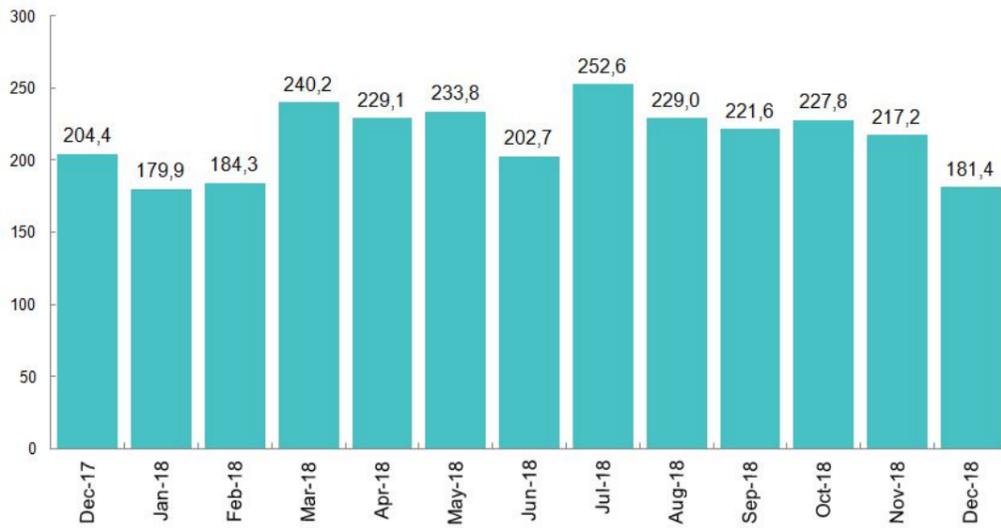
Tourists (thousands)



II. NATIONAL TOURISM IN HOTELS

▶ ARGENTINE TOURIST HOTEL STAYS. DECEMBER 2017 - DECEMBER 2018

Tourists in hotels (thousands)



- In December, 181,415 Argentine tourists stayed in hotels in Buenos Aires (-14.2% YoY).
- Over all 2018, 2,5 million Argentine tourists stayed in hotels in the city, 8.6% less than in 2017.
- The occupancy rate for hotel rooms in December was 57%, (-1.1 percentage points against December 2017). The average occupancy rate for the year was 59.4% (+0.3% compared with 2017)

▶ ARGENTINE TOURIST HOTEL STAYS. DECEMBER 2012 - DECEMBER 2018

Tourists in hotels (thousands)

