

Monthly Report on Tourism in Buenos Aires City

March I 2018

BUENOS AIRES CITY TOURIST BOARD

President

Gonzalo Robredo

Director of Market Intelligence and Observatory

Federico Esper

Head of Market Intelligence and Big Data

Matías Belacín

Analysis, content and data mining

Helena Braunstein, Jonathan Nuñez, Florencia Rocha,
Ailín Simonelli and Federico Zerba



Buenos Aires City

I. INTERNATIONAL TOURISM > EZEIZA AND JORGE NEWBERY

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



TOTAL TOURISTS
190,999
↑ 8.6%

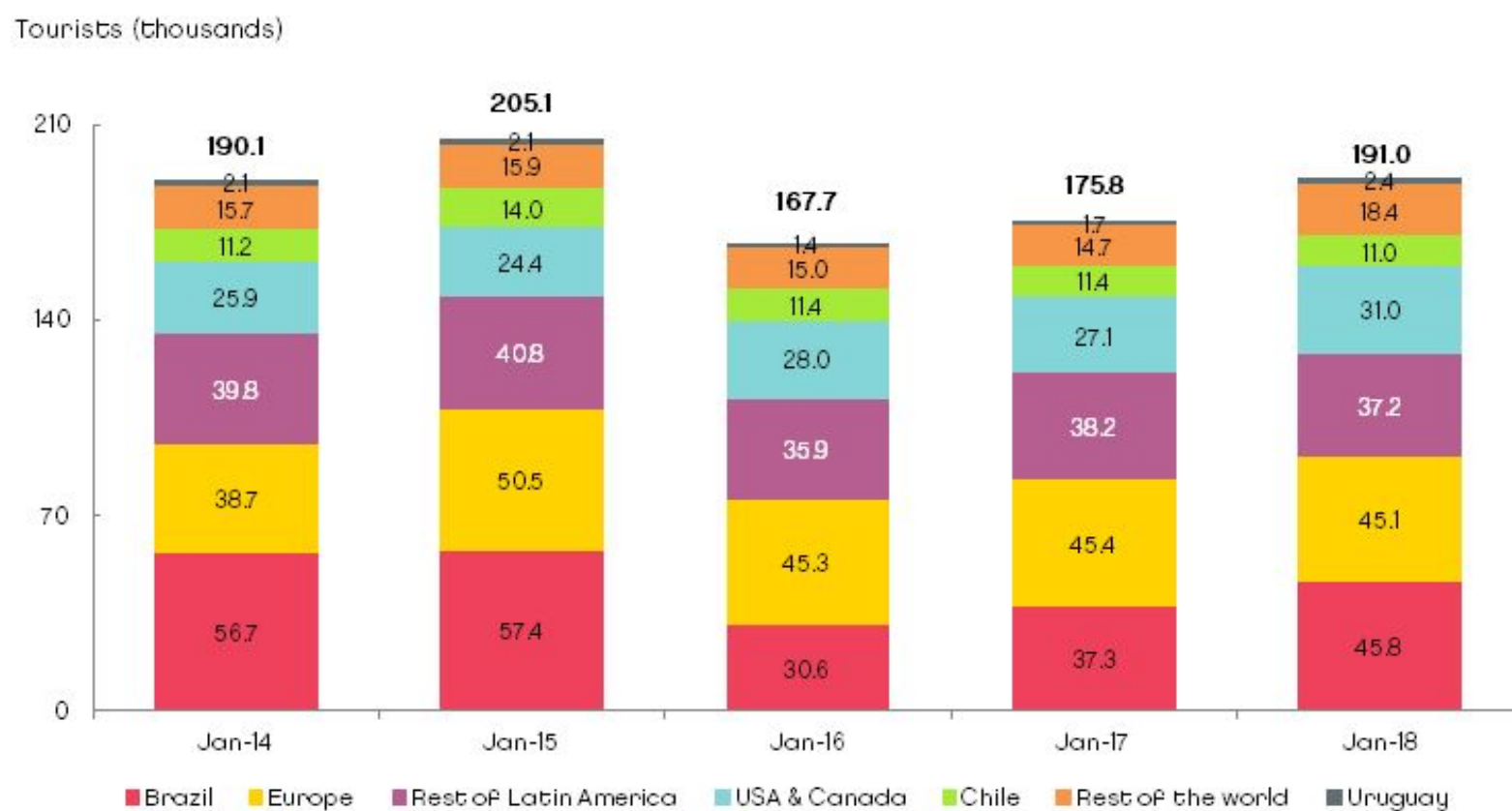
- In January 2018, 191,000 international tourists arrived in Buenos Aires, via Ezeiza and Jorge Newbery airports (+8.6% interannual), 15,162 more than in the same month in 2017.
- The increase marks 18 months of consecutive growth.
- The outbound markets that grew most were Uruguay (+42.1%), Brazil (+22.8%), and the United States and Canada (+14.3%).

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

Origin	January 2018			
	Tourists	YoY growth (%)	Total variation	Share (%)
Brazil	45,827	22.8	8,504	24.0
Chile	11,034	-3.3	-371	5.8
Uruguay	2,435	42.1	721	1.3
USA & Canada	30,976	14.3	3,885	16.2
Rest of Latin America	37,189	-2.6	-990	19.5
Europe	45,098	-0.8	-345	23.6
Rest of the world	18,440	25.6	3,758	9.7
TOTAL	190,999	8.6	15,162	100.0

- The increase in international tourism made **January 2018** the best January since 2015.
- **The Brazilian market** was responsible for 56% of the increase.

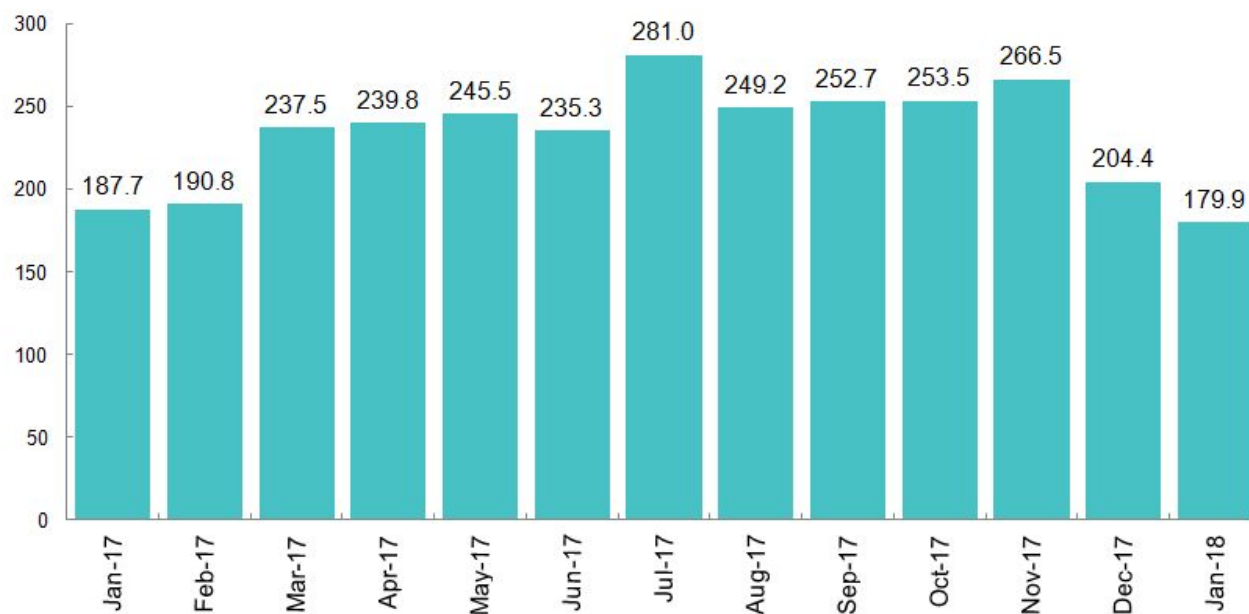
► **INTERNATIONAL TOURIST ARRIVALS IN BUENOS AIRES, BY REGION.
JAN 2014 - JAN 2018**



II. NATIONAL TOURISM IN HOTELS

► ARGENTINE TOURIST HOTEL STAYS. JANUARY 2017 - JANUARY 2018

Tourists in hotels (thousands)



TOTAL TOURISTS
 IN HOTELS
179,889
 ↓ **4.1%**

- In January, 180,000 Argentine tourists stayed in hotels in Buenos Aires (-4.1% i.a.).
- In the first month of the year, the rate of room occupancy was 50.8% (+4.3 percentage points against January 2017, and the best January since 2015).

► ARGENTINE TOURIST HOTEL STAYS. JAN 2012 - JAN 2018

Tourists in hotels (thousands)

