



@travel
Buenos
Aires

| many
passions

Monthly Report on Tourism in Buenos Aires City

MARCH | 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. JANUARY 2018 - JANUARY 2019.



TOTAL TOURISTS
231,536
↑21.2%

- International tourist arrivals by air grew by **21.2%** in **January 2019** (the largest rate of growth since 2011). The **232,536** arrivals is the highest number for any month since 2012.

The growth was led by **Brazil** (+41.5%) followed by **Chile** (+22.8%), and **Europe** (+22.3%), particularly France, Germany and Portugal.

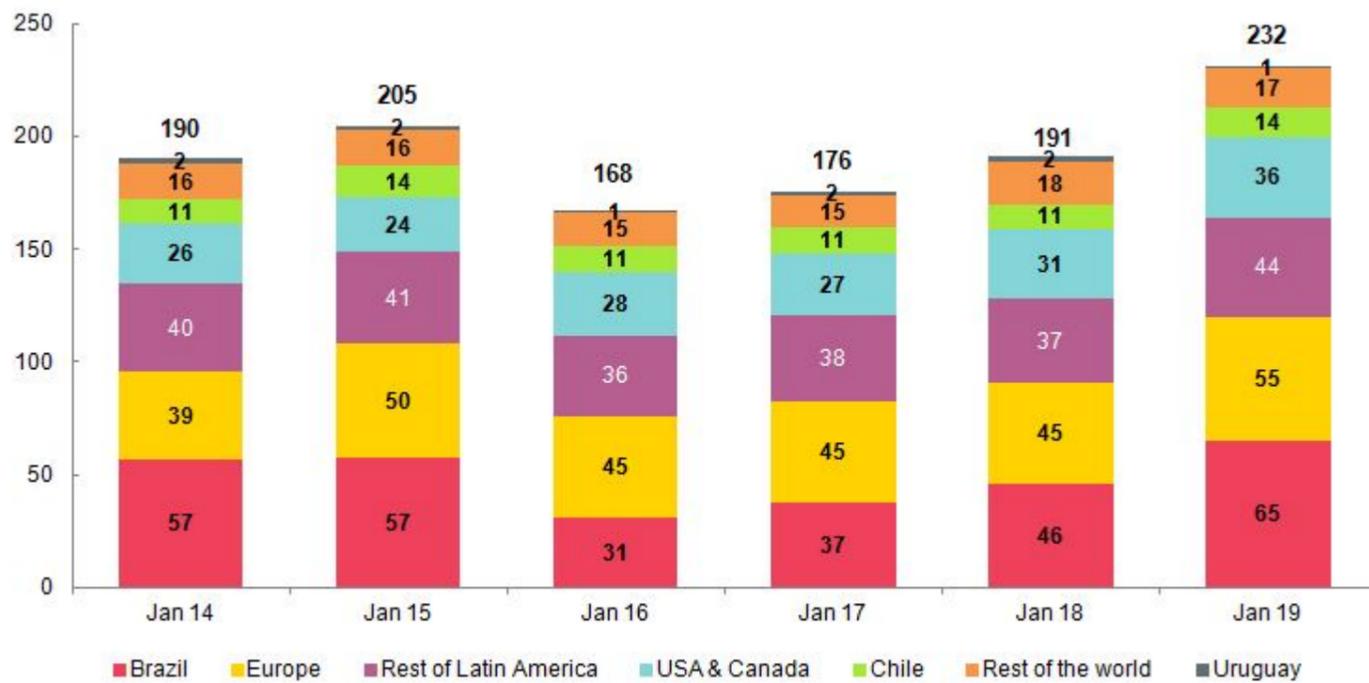
▶ INTERNATIONAL TOURIST ARRIVALS IN BUENOS AIRES BY REGION OF ORIGIN. JANUARY 2019.

Origin	January 2019		
	Tourists	YoY growth (%)	Share (%)
Brazil	64,850	41.5	28
Chile	13,554	22.8	6
Uruguay	1,398	-42.6	1
USA & Canada	35,602	14.9	15
Rest of Latin America	44,165	18.8	19
Europe	55,175	22.3	24
Rest of the world	16,792	-8.9	7
TOTAL	231,536	21.2	100

- In the first month of the year, **232,536** tourists arrived in Buenos Aires by air, 40,500 more visitors than in January 2018.
- The markets leading the growth over 2018 were **Brazil** (19,200 more visitors) **Europe** (+10,100) **Chile** (+2,500), and **Rest of America** (+6,900).
- **Total overnight stays** during January 2018 reached **2.1 million** (+11.3%, or 216,000 more nights.)

▶ **INTERNATIONAL TOURIST ARRIVALS IN BUENOS AIRES, BY REGION.
JAN 2014 to JAN 2019**

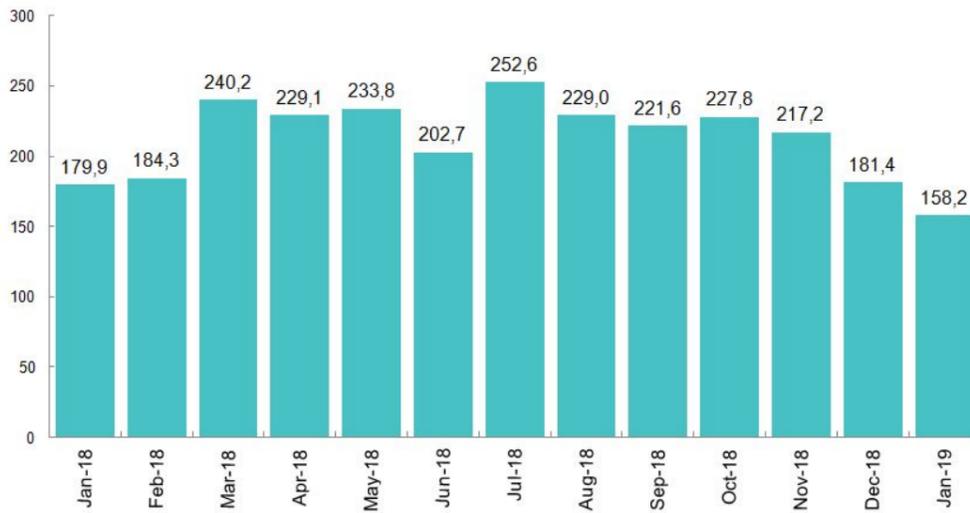
Tourists (thousands)



II. NATIONAL TOURISM IN HOTELS

▶ ARGENTINE TOURIST HOTEL STAYS. JAN 2018 - JAN 2019

Tourists in hotels (thousands)



TOTAL TOURISTS
IN HOTELS

158,212

↓ **11.9%**

- In January, 158,212 Argentine tourists stayed in hotels in Buenos Aires (-11.9% YoY).

- The occupancy rate for hotel rooms was 52.3%, the highest for the first month of the year since 2011 and +1.7 percentage points against January 2018)

▶ ARGENTINE TOURIST HOTEL STAYS. JAN 2014 - JAN 2019

Tourists in hotels (thousands)

