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Argentina

Tourism in the economy

The national government regards tourism as one of the key sectors in its new model for the country, following basic principles of sustainability and competitiveness.

Tourism in Argentina has performed very well in recent years with the exception of 2012. Arrivals grew steadily between 2005 and 2011, by an average of 6.9% a year, but slipped by 2.1% in 2012. The 5.6 million international tourists brought to Argentina an income of USD 4 732 million in 2012: international tourism receipts increased by an average of 11.9% a year from 2005 to 2011, but fell by 8.8% in 2012.

The country's tourism development is relying mainly on domestic tourism (Argentine residents travelling within the country). The Survey of Travel and Tourism Survey estimated a total of 40.5 million trips in 2006 and 64.6 million in 2012.

Argentina has a capacity of around 13 606 hotels and 5 783 travel agencies. In 2012 there were a total of 46.7 million nights spent (78.4% by residents and 21.6% by non residents) in "hotels and similar establishments".

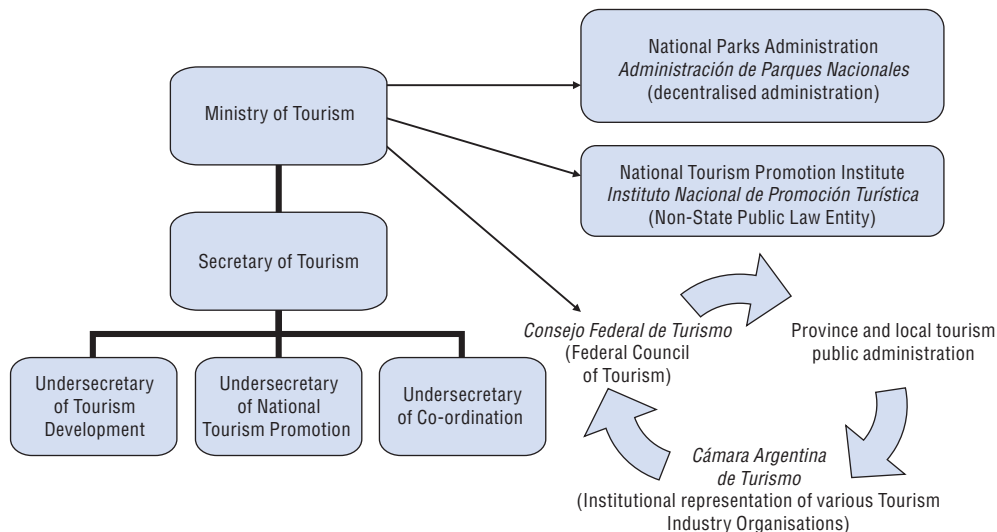
In 2012, the tourism industries employed 1.1 million people – approximately 10% of total employment in Argentina.

Tourism organisation and governance

Recognising the importance of tourism to the country's economic and social development, the Ministry of Tourism (MINTUR) was created in 2010 by dividing the former Ministry of Industry and Tourism into two, through Decree No. 919 in 2010. The ministry's task is to formulate the public, decentralised and participative management of tourism in order to promote economic development on competitive and sustainable principles, to create employment and to promote social inclusion (Figure 1).

Argentina has a system of public tourism bodies in each region. The Regional Tourism Organisations (*Entes Regionales de Turismo*) are articulated by a Network of Federal Co-ordination (*Red de Articulación Federal*), which consists of technical teams from each of the provinces, appointed by the provincial tourism authorities.

In 2005, the National Tourism Law No. 25.997, which covers the regulation, development and promotion of tourism, recreated the Federal Council of Tourism (*Consejo Federal de Turismo*). This is a federal advisory body whose role, through a decentralised management process, is to help identify problems and find solutions, collecting requests from states and municipalities. The council comprises a representative of the Ministry of Tourism and government officials from the tourism public sector in each province and the City of Buenos Aires. It also incorporates municipal representatives in the definition of tourism areas, corridors and circuits.

Figure 1. **Argentina: Organisational chart of tourism bodies**

Source: OECD, adapted from the Ministry of Tourism, 2014.

Law No. 25.997 also provided for the creation of the Instituto Nacional de Promoción Turística – INPROTUR, whose mission is to assist in the promotion and development of the country's inbound tourism, defining strategies and establishing plans and projects to position Argentina in the international tourism market, and promoting destinations and products. INPROTUR also plays a key role in public/private sector co-ordination, especially with regard to the industry associations. The Institute is chaired by the Minister of Tourism and has a board composed of: five members appointed by the Ministry of Tourism; three members appointed by the Cámara Argentina de Turismo (CAT); and three members appointed by the Federal Council of Tourism.

Tourism budgets

The Budget of the Ministry of Tourism in 2012 was ARS 940 million, 0.2% of the total federal budget.

Tourism-related policies and programmes

The most important legislation relating to tourism is the 2004 Law No. 25.997, which covers the promotion, development and regulation of all tourism activity. It established the necessary mechanisms for the creation, conservation, protection and utilisation of resources and national tourism attractions. It seeks to safeguard sustainable development and to improve the quality of life of the population. It also establishes the mechanisms for the participation of, and consultation between, the public and private sectors.

In 2004, the national tourism administration began the task of designing a state policy capable of developing the tourism sector nationally. The Federal Plan for Sustainable Tourism (PFETS) is a long-term strategic plan including a coherent set of programmes and policies to be implemented by the Ministry of Tourism, with the support of state and regional organisations and private partners. The programmes and projects are evaluated regularly against the plan's stated objectives.

During 2009 and 2010 a joint national and regional effort was made to build a platform to link the six “tourism regions” in Argentina: Region Norte, Buenos Aires, Litoral, Cordoba, Cuyo and Patagonia.

In 2011, the Network of Federal Coordination, co-ordinated by the Ministry of Tourism, was responsible for formulating an update of the PFETS by region to cover the period up to 2020. A Map of Opportunities (Mapa Federal de Oportunidades) was included, showing the corridors and areas for visitor use, the areas with a vocation for tourism, access points for tourism, cruise routes and trans-frontier circuits (www.turismo.gov.ar).

The Ministry of Tourism also has social programmes for tourism, aiming to provide the poorer segments of the population with the opportunities to take holidays. Argentina is also actively participating in international sustainable development initiatives.

A policy that has favoured tourism in Argentina is the monetary and exchange rate policy which allowed a competitive real exchange rate, widely promoting inbound tourism.

The Index of Multilateral Real Exchange Rate Tourist has operated in accordance with foreign arrivals to Argentina. This index monitors the trends in the competitiveness of tourism in Argentina as measured by the terms of trade (relative exchange rates with its main tourism partners) in tourism goods and services (www.desarrolloturistico.gob.ar).

Also important is the regional integration in South America, social and economic – notably in the form of the Latin American Free Trade Area (ALALC or LAFTA). This integration also strengthens Argentina’s co-operation with countries whose populations can provide a source of visitors to Argentine destinations. In 2012, some 3.8 million tourists visited from neighbouring countries (68% of total international arrivals).

Statistics and performance evaluation

Argentina has been developing its Tourism Satellite Accounts since 2003.

The Ministry of Tourism is also working on the development of statistical information. The Household Survey of Travel and Tourism (*Encuesta de Viajes y Turismo de los Hogares*) is the first national survey that describes the traveller profiles and expenses incurred by resident households on travel and tourism within and outside the country. This information has helped to gauge the economic impact of domestic tourism, and in the design of policies to encourage or promote tourism.

Argentina has also been developing the System of Information and Statistics for Tourism (*Sistema de Información y Estadísticas Turísticas*), a system designed to consolidate the process of information management and knowledge about tourism for proper planning, management and decision-making in the sector towards an inclusive, equitable and federal tourism development model.

Statistical profile

Table 1. **Argentina: Domestic tourism**

	Unit	2008	2009	2010	2011	2012
Total domestic trips	
Overnight visitors (tourists) ¹	Thousand	14 674	13 588	14 530	15 248	15 384
Same-day visitors (excursionists)	
<i>Trips by main purpose of visit</i>						
Business and professional	
Holiday, leisure and recreation	
Nights in all means of accommodation	
Hotels and similar establishments	Thousand	34 278	31 043	34 447	35 992	36 111
Other collective establishments	
Domestic travel receipts	

1. Hotels and similar establishments.

Source: Ministry of Tourism, Hotel Occupancy Survey, Survey of Household Tourism, National Institute of Statistics and Census (INDEC).


StatLink  <http://dx.doi.org/10.1787/888932989855>

Table 2. **Argentina: Inbound tourism**

	Unit	2008	2009	2010	2011	2012
Total international arrivals	
Overnight visitors (tourists)	Thousand	4 700	4 308	5 325	5 705	5 585
Same-day visitors (excursionists)	
<i>Top markets</i>						
Brazil	Thousand	874	718	1 197	1 282	1 217
Chile	Thousand	940	820	1 076	1 101	1 135
Europe	Thousand	766	722	751	739	706
Uruguay	Thousand	447	488	654	656	608
Paraguay	Thousand	391	390	432	628	602
Nights in all means of accommodation	
Hotels and similar establishments	
Other collective establishments	
Total international receipts	Million USD	5 180	4 354	5 503	5 918	5 505 p
International travel receipts	Million USD	4 530	3 838	4 816	5 212	4 732 p
International passenger transport receipts	Million USD	650	516	687	706	773 p

Source: Ministry of Tourism, National Institute of Statistics and Census (INDEC).


StatLink  <http://dx.doi.org/10.1787/888932989874>

Table 3. **Argentina: Outbound tourism**

	Unit	2008	2009	2010	2011	2012
Total international departures	
Overnight visitors (tourists)	Thousand	4 614	4 981	5 307	6 686	7 247
Same-day visitors (excursionists)	
Total international expenditure	Million USD	5 858	5 616	6 200	7 276	8 016 p
International travel expenditure	Million USD	4 457	4 344	4 703	5 352	5 713 p
International passenger transport expenditure	Million USD	1 401	1 272	1 497	1 923	2 303

Source: Ministry of Tourism, National Institute of Statistics and Census (INDEC).


StatLink  <http://dx.doi.org/10.1787/888932989893>

Table 4. Argentina: Enterprises in tourism
Number of establishments

	2008	2009	2010	2011	2012
Total tourism enterprises
Tourism industries
Accommodation services for visitors
Hotels and similar establishments ¹	11 474	12 227	12 758	13 516	13 606
Food and beverage serving industry
Passenger transport
Air passenger transport
Railways passenger transport
Road passenger transport
Water passenger transport
Passenger transport supporting services
Transport equipment rental
Travel agencies and other reservation services industry ²	4 882	5 250	5 227	5 653	5 783
Cultural industry
Sports and recreation industry
Retail trade of country-specific tourism characteristic goods
Other country-specific tourism industries
Other industries

1. Hotels.

2. Travel agencies.

Source: Ministry of Tourism, Statistical Yearbook of Tourism.


StatLink  <http://dx.doi.org/10.1787/888932989912>

Table 5. Argentina: Employment in tourism
Thousand employees

	2008	2009	2010	2011	2012
Total tourism employment (direct)	1 005	1 006	1 047	1 078	1 104
Tourism industries
Accommodation services for visitors
Hotels and similar establishments	49	56	49	51	58
Food and beverage serving industry	325	307	343	336	329
Passenger transport
Air passenger transport
Railways passenger transport
Road passenger transport	336	349	358	317	338
Water passenger transport
Passenger transport supporting services
Transport equipment rental
Travel agencies and other reservation services industry	24	28	33	31	27
Cultural industry
Sports and recreation industry
Retail trade of country-specific tourism characteristic goods
Other country-specific tourism industries	271	265	264	343	352
Other industries
<i>Gender breakdown</i>					
Male (% of total tourism employment)
Female (% of total tourism employment)

Source: Ministry of Tourism, Statistical Yearbook of Tourism, National Household Survey, National Institute of Statistics and Census (INDEC).


StatLink  <http://dx.doi.org/10.1787/888932989931>

Table 6. **Argentina: Key economic indicators**

Percentage

	2008	2009	2010	2011	2012
Tourism GDP (direct) as % of total GDP
Total tourism employment (direct) as % of total employment	9.8	9.7	9.9	10.0	10.2

Source: Ministry of Tourism, Statistical Yearbook of Tourism, National Household Survey, National Institute of Statistics and Census (INDEC).

StatLink  <http://dx.doi.org/10.1787/888932989950>

For more information

Ministerio de Turismo	www.turismo.gov.ar
INPROTUR	www.argentina.travel
Sistema de Información y Estadísticas Turísticas – SIET	http://siet.desarrolloturistico.gov.ar
Statistical website of the Undersecretary of Tourism Development	http://desarrolloturistico.gob.ar/estadistica/ultimas-cifras