

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Market Profile: Argentina



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015/2008
Total Arrivals	318	356	436	512	615	686	685	792	474
Percentage Change (%)	19	12	22	17	20	12	0	16	149

Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013 ^r	2014 ^r	2015 ^r	Change 2015/2008
Total Travel and Tourism Exports ²	\$1,685	\$1,846	\$2,420	\$2,858	\$3,108	\$3,605	\$3,734	n/a	n/a
Travel Receipts	\$1,080	\$1,336	\$1,757	\$1,963	\$2,085	\$2,518	\$2,570	\$2,758	\$1,678
Education Receipts	\$71	\$68	\$65	\$65	\$61	\$61	\$65	n/a	n/a
Other Business/Personal	\$950	\$1,204	\$1,637	\$1,841	\$1,967	\$1,917	\$1,986	n/a	n/a
Health/Border/Seasonal	\$59	\$64	\$55	\$57	\$57	\$540	\$519	n/a	n/a
Passenger Fare Receipts	\$605	\$510	\$663	\$895	\$1,023	\$1,087	\$1,164	n/a	n/a
% Change in Total Exports	19	10	31	18	9	16	4	n/a	n/a

Note: Estimates of passenger fares, education and other business/personal travel spending will be available in October 2016.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Airlines	45	45	-0.2
Online Travel Agency	33	39	5.3
Personal Recommendation	33	35	1.5
National/State/City Travel Office	26	20	-5.4
Travel Guides	11	10	-0.9
Travel Agency Office	13	9	-4.4
Tour Operator/Travel Club	13	7	-6.2
Corporate Travel Dept.	10	5	-4.7
Other	6	5	-1.0

Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	78	78	0.6
Visit Friends/Relatives	9	10	1.2
Business	6	6	-0.3
Convention/Conference/Trade Show	5	4	-0.8
Education	2	2	0.3
Health Treatment	0	0	0.0
Religion/Pilgrimages	0	0	0.0
Other	1	0	-1.1

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	84	86	1.9
Visit Friends/Relatives	19	19	0.0
Business	8	8	0.3
Convention/Conference/Trade Show	6	6	-0.3
Education	3	3	0.6
Health Treatment	1	1	-0.2
Religion/Pilgrimages	0.3	1	0.2
Other	1	0.0	-1.0
NET PURPOSES OF TRIP:			
Leisure & VFR	91	93	1.9
Business & Convention	13	12	-0.5

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Shopping	91	90	-1.6
Sightseeing	73	72	-1.3
Amusement/Theme Parks	48	47	-0.5
Experience Fine Dining	48	46	-1.9
Art Gallery/Museum	30	28	-1.6
National Parks/Monuments	28	26	-1.4
Historical Locations	23	21	-2.5
Small Towns/Countryside	15	18	2.8
Guided Tours	17	17	0.8
Cultural / Ethnic Heritage Sites	15	14	-0.8
Concert/Play/Musical	17	14	-3.6
Nightclubbing/Dancing	13	13	-0.4
Sporting Event	11	11	-0.5
Water Sports	5	7	1.7
Casinos/Gamble	4	4	0.0
Golfing/Tennis	2	3	1.1
American Indian Communities	2	3	0.4
Environ./Eco. Excursions	2	2	0.1
Camping/Hiking	1	2	1.3
Snow Sports	3	1	-1.6
Hunting/Fishing	2	1	-1.0
Other	1	1	0.4



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Rented Auto	59	59	0.2
Auto, Private or Company	26	28	2.5
City Subway/Tram/Bus	28	23	-5.3
Air Travel between U.S. Cities	29	23	-6.1
Taxicab/Limousine	19	17	-2.0
Bus between Cities	12	11	-0.9
Cruise Ship/River Boat 1+ Nights	9	7	-2.5
Ferry/River Taxi/Srt Scenic Cruise	9	6	-2.2
Railroad between Cities	4	6	1.7
Rented Bicycle/Motorcycle/Moped	2	3	1.0
Motor Home/Camper	0	0	0.4

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽³⁾
Advance Trip Decision Time (mean days)	113	107	-5.1
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	14	10	-4.3
First International Trip to the U.S.	19	16	-3.7
Length of Stay in U.S. (mean nights)	14.9	13.7	-1.2
Length of Stay in U.S. (median nights)	12	11	-1.0
Number of States Visited (% 1 state)	75	81	5.4
Average Number of States Visited	1.3	1.3	0.0
Hotel/Motel (% 1+ nights)	84	82	-2.4
Average # of Nights in Hotel/Motel	11.1	10.1	-1.0
Travel Party Size (mean # of persons)	1.9	1.9	0.0
Gender: % Male (among adults)	58	59	1.0
Household Income (mean average)	\$63,127	\$68,969	\$5,842
Household Income (median average)	\$40,000	\$48,000	\$8,000
Average Age: Female (among adults)	39	41	2.4
Average Age: Male (among adults)	44	42	-2.0

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions ⁽³⁾ (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 ^r (000)	Market Share 2015 (Percent)	Volume 2015 ¹ (000)
Regions				
South Atlantic	70.65	484	71.28	564
Middle Atlantic	30.97	212	28.39	225
States				
Florida	66.17	453	67.62	535
New York	30.32	208	27.78	220
Cities				
Miami	56.32	386	56.77	450
New York City	30.24	207	27.74	220

(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.

(2) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

(3) Percentage-point and percentage changes are based on non-rounded data.

(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

(n/a) Not available.

(r) Estimate was revised.

(p) Estimate is preliminary and subject to revision.

Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html

Interested in data for your destination? NTTO sells custom reports. To learn more, visit: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

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Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

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