

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: Argentina



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	267	318	356	436	512	615	686	685	418
Percentage Change (%)	26	19	12	22	17	20	12	0	156

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$1,419	\$1,685	\$1,846	\$2,420	\$2,858	\$3,109	\$3,125	October	-
Travel (all purposes including education)	\$1,016	\$1,080	\$1,336	\$1,757	\$1,963	\$2,086	\$2,038	\$2,114	\$1,098
Of which: Education Related	\$74	\$71	\$68	\$65	\$65	\$61	\$60	October	-
Of which: Other Business/ Personal Travel	\$885	\$950	\$1,204	\$1,637	\$1,841	\$1,967	\$1,917	October	-
Passenger Air Transportation	\$403	\$605	\$510	\$663	\$895	\$1,023	\$1,087	October	-
Change (%) in Total Exports	35	19	10	31	18	9	1	-	-

⁽¹⁾ 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>

^(p) Preliminary, subject to future revisions. Estimates on passenger fares, education and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	46	45	-0.9
Online Travel Agency	35	33	-1.7
Personal Recommendation	33	33	0.0
National/State/City Travel Office	24	26	1.5
Travel Agency Office	14	13	-0.3
Tour Operator/Travel Club	10	13	3.2
Travel Guides	9	11	1.4
Corporate Travel Dept.	11	10	-1.5
Other	3	6	2.7

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	74	78	4.1
Visit Friends/Relatives	11	9	-2.7
Business	9	6	-2.6
Convention/Conference/Trade Show	4	5	0.5
Education	1	2	0.5
Health Treatment	0	0	0.0
Religion/Pilgrimages	0	0	-0.2
Other	1	1	0.3

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	82	84	2.8
Visit Friends/Relatives	22	19	-2.4
Business	12	8	-3.6
Convention/Conference/Trade Show	6	6	-0.2
Education	3	3	0.3
Health Treatment	0	0.7	0.4
Religion/Pilgrimages	0.8	0	-0.5
Other	1	1	0.0
NET PURPOSES OF TRIP:			
Leisure & VFR	89	91	1.7
Business & Convention	16	13	-3.5

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	92	91	-0.2
Sightseeing	74	73	-0.7
Experience Fine Dining	49	48	-1.1
Amusement/Theme Parks	43	48	5.1
Art Gallery/Museum	29	30	0.5
National Parks/Monuments	25	28	2.5
Historical Locations	22	23	1.8
Concert/Play/Musical	16	17	1.1
Guided Tours	16	17	0.8
Cultural / Ethnic Heritage Sites	17	15	-2.2
Small Towns/Countryside	19	15	-4.0
Nightclubbing/Dancing	15	13	-1.3
Sporting Event	9	11	2.3
Water Sports	6	5	-0.5
Casinos/Gamble	6	4	-1.9
Snow Sports	3	3	-0.5
American Indian Communities	3	2	-1.2
Environ./Eco. Excursions	2	2	0.1
Golfing/Tennis	3	2	-1.1
Hunting/Fishing	1	2	0.5
Camping/Hiking	1	1	-0.2
Other	1	1	-0.1



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Rented Auto	56	59	2.7
Air Travel between U.S. Cities	33	29	-4.6
City Subway/Tram/Bus	26	28	2.6
Auto, Private or Company	27	26	-0.9
Taxicab/Limousine	21	19	-2.1
Bus between Cities	14	12	-2.2
Cruise Ship/River Boat 1+ Nights	3	9	5.9
Ferry/River Taxi/Srt Scenic Cruise	7	9	1.3
Railroad between Cities	7	4	-3.2
Rented Bicycle/Motorcycle/Moped	3	2	-0.7
Motor Home/Camper	0	0	-0.1

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	92	113	20.8
Advance Trip Decision Time (median days)	60	90	30.0
Prepaid Package	12	14	2.2
First International Trip to the U.S.	16	19	2.9
Length of Stay in U.S. (mean nights)	13.4	14.9	1.5
Length of Stay in U.S. (median nights)	11	12	1.0
Number of States Visited (% 1 state)	76	75	-0.3
Average Number of States Visited	1.3	1.3	0.0
Hotel/Motel (% 1+ nights)	83	84	1.4
Average # of Nights in Hotel/Motel	9.3	11.1	1.8
Travel Party Size (mean # of persons)	1.8	1.9	0.1
Gender: % Male (among adults)	53	58	5.0
Household Income (mean average)	\$74,482	\$63,127	-\$11,355
Household Income (median average)	\$47,769	\$40,000	-\$7,769
Average Age: Female (among adults)	40	39	-1.5
Average Age: Male (among adults)	42	44	1.3

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
South Atlantic	70.4	483	70.6	483
Middle Atlantic	31.2	214	31.0	212
States				
Florida	66.2	454	66.2	453
New York	30.1	207	30.3	207
Cities				
Miami	56.4	387	56.3	386
New York City	30.1	207	30.2	207

- (1) 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).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) 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.
- (**) Estimate not shown due to sample size fewer than 400 for this year.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics 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? The NTTTO sells custom reports. To learn more, go to:
<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.

Survey of International Air Travelers: Table Number and Description

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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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