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# **Who Goes Where:** Identifying International Travel and Tourism Trends

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*3rd edition*

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**Euromonitor International Ltd,  
60-61 Britton Street, London EC1M 5UX**

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## – Demand Factors

### Leave Entitlement 2005-2010

Table: 3.1

number of days

	2005	2006	2007	2008	2009	2010
Argentina	26	26	26	26	26	28
Australia	30	30	30	30	30	30
Austria	38	38	38	38	38	38
Belgium	32	32	32	32	32	32
Brazil	43	43	43	43	43	43
Bulgaria	30	30	30	31	31	33
Canada	36	28	28	29	29	29
Chile	30	30	31	31	32	35
China	20	20	20	21	21	21
Colombia	35	35	35	35	35	35
Czech Republic	32	32	32	32	32	32
Denmark	39	39	39	39	39	36
Egypt	38	38	39	41	40	40
Finland	37	36	37	36	37	38
France	35	36	35	35	35	35
Germany	29	29	29	29	29	29
Greece	36	36	36	36	36	36
Hong Kong, China	24	24	24	24	24	24
Hungary	37	37	37	37	37	37
India	47	47	47	47	48	47
Indonesia	26	33	32	28	32	26
Ireland	29	29	29	29	29	31
Israel	28	28	28	28	28	28
Italy	38	38	38	38	38	38
Japan	33	33	33	33	35	34
Malaysia	24	24	23	24	21	22
Mexico	17	17	14	18	19	19
Morocco	33	33	33	39	39	39
Netherlands	28	28	28	28	28	29
New Zealand	29	26	31	31	30	30
Norway	38	38	38	37	38	38
Philippines	26	26	31	28	32	30
Poland	32	32	32	32	32	32
Portugal	39	39	39	39	39	39
Romania	33	33	32	31	31	31
Russia	40	40	40	40	40	40
Saudi Arabia	30	30	30	30	30	30
Singapore	25	25	26	25	25	25
Slovakia	36	35	35	35	35	35
South Africa	33	33	33	34	34	35
South Korea	29	28	28	27	24	22
Spain	38	38	38	38	38	38
Sweden	41	38	38	37	37	38
Switzerland	32	32	34	34	32	32
Taiwan	17	17	17	17	17	17
Thailand	26	27	27	26	28	31
Turkey	25	25	29	29	29	27
Ukraine						
United Kingdom	24	24	24	26	28	28
USA	23	24	24	24	24	24
Venezuela	27	27	27	26	28	30
Vietnam	20	20	21	21	21	21

Source: Euromonitor International from Trade Sources

**Internet Transactions as a % of the Total Value of Travel Accommodation 2004-2010**

Table: 3.40

% of total value

	2004	2005	2006	2007	2008	2009	2010
Argentina	0.5	0.7	0.9	1.1	1.6	2.2	2.4
Australia	4.6	5.8	7.4	10.0	13.4	17.0	20.4
Austria	2.7	4.7	6.0	6.7	7.7	8.4	9.0
Belgium	2.4	4.5	7.3	7.7	9.0	11.5	13.2
Brazil	0.5	0.6	0.6	0.7	0.9	1.1	1.2
Bulgaria	2.2	3.4	4.7	5.9	8.0	11.6	11.3
Canada	19.7	20.9	21.9	23.9	25.2	25.5	26.6
Chile	1.6	2.2	3.2	4.7	5.1	5.7	5.8
China	0.4	0.4	0.4	0.4	0.5	0.5	0.6
Colombia	6.9	6.8	9.7	8.0	10.3	11.8	14.8
Czech Republic	5.2	6.0	7.3	8.4	8.7	10.2	10.7
Denmark	11.0	18.9	24.0	25.0	30.8	40.3	42.5
Egypt	1.5	1.6	1.7	1.7	2.2	2.8	3.0
Finland	8.8	23.3	26.1	28.0	31.8	35.2	37.7
France	4.4	5.8	7.3	9.0	10.9	12.7	14.4
Germany	8.3	11.3	14.9	17.3	20.0	23.6	26.4
Greece	0.9	1.3	1.6	2.0	2.5	3.9	9.1
Hong Kong, China	3.0	3.2	3.6	4.1	4.9	5.4	5.6
Hungary	4.4	10.6	12.1	14.1	14.5	20.1	24.3
India	4.9	5.0	5.1	5.1	5.5	6.2	5.8
Indonesia	2.0	2.4	2.6	2.8	2.9	3.3	3.5
Ireland	12.3	14.2	16.0	18.4	21.3	23.3	24.8
Israel	4.4	8.2	8.5	13.5	15.1	17.3	19.2
Italy	0.8	1.2	1.8	2.6	3.4	3.1	3.7
Japan	4.0	5.1	6.3	7.5	9.0	11.2	12.5
Malaysia	0.5	1.1	1.6	1.9	2.4	2.7	2.8
Mexico	0.0	0.0	0.1	0.2	0.2	0.4	0.6
Morocco	1.9	4.0	5.7	7.0	8.6	10.7	11.5
Netherlands	4.4	10.1	11.5	13.7	18.5	28.4	30.9
New Zealand	4.9	5.8	6.4	6.8	7.0	7.3	7.3
Norway	9.9	12.8	14.1	14.6	17.1	17.6	18.0
Philippines	1.8	2.2	4.0	9.1	12.0	15.1	16.2
Poland	3.2	3.9	4.8	5.4	6.7	7.5	8.3
Portugal	1.9	3.5	5.2	7.6	9.5	11.3	14.0
Romania	1.3	2.1	3.8	4.3	5.6	6.3	6.5
Russia	13.0	11.0	10.5	9.8	9.3	8.6	9.0
Saudi Arabia	2.2	1.9	1.8	2.3	2.5	2.7	3.4
Singapore	3.0	2.9	2.6	2.6	2.9	4.6	4.1
Slovakia	6.0	6.7	7.5	7.8	8.2	8.0	8.2
South Africa	4.6	6.3	9.3	12.4	15.5	15.6	16.1
South Korea	5.1	5.7	5.7	5.9	5.6	5.5	5.7
Spain	1.5	3.3	5.1	7.0	8.0	9.5	10.0
Sweden	14.9	17.1	18.3	18.8	21.0	24.0	26.5
Switzerland	3.1	4.6	6.3	8.7	11.4	12.4	13.5
Taiwan	1.4	2.0	2.8	3.5	5.2	6.7	8.1
Thailand	4.5	5.1	4.1	3.7	4.0	4.5	4.8
Turkey	1.3	1.9	3.4	4.3	4.6	5.6	6.3
Ukraine	0.3	0.4	0.5	0.6	0.7	0.9	0.9
United Kingdom	11.1	14.7	17.1	18.6	20.5	22.0	23.1
USA	25.3	26.6	29.0	30.8	32.6	35.4	36.6
Venezuela	2.4	3.2	3.2	3.6	3.5	3.6	3.6
Vietnam	5.2	5.8	7.7	9.0	10.3	10.0	11.9

Source: Euromonitor International from Trade Sources

**Business Arrivals: Country Rankings 2010**

Table: 4.9

% of total arrivals

Rank	Country	2010
1	Indonesia	43.0
2	China	42.4
3	India	39.2
4	Belgium	34.9
5	Sweden	34.2
6	Romania	33.8
7	Slovakia	33.1
8	Venezuela	30.8
9	Netherlands	30.4
10	Finland	30.1
11	Germany	29.4
12	South Africa	29.2
13	Singapore	28.6
14	Denmark	27.6
15	Poland	26.8
16	Italy	26.4
17	Austria	26.0
18	Norway	25.0
19	Brazil	24.2
20	Chile	23.5
21	United Kingdom	23.4
22	Saudi Arabia	23.1
23	Malaysia	19.8
24	Russia	19.7
25	Czech Republic	19.6
26	Hungary	19.5
27	Taiwan	19.3
28	Philippines	18.8
29	Israel	18.7
30	Colombia	18.6
31	Hong Kong, China	17.8
32	France	17.5
33	Switzerland	17.0
34	Turkey	16.8
35	Vietnam	15.9
36	Australia	15.7
37	Argentina	15.5
38	Japan	15.4
39	Ireland	14.2
40	USA	13.8
41	Canada	13.5
42	Portugal	13.2
43	Thailand	12.8
44	Greece	11.9
45	New Zealand	11.9
46	Spain	9.4
47	Bulgaria	7.7
48	Mexico	7.4
49	South Korea	6.6
50	Morocco	5.4
51	Ukraine	5.0
52	Egypt	1.5

Source: Euromonitor International from Trade Sources

**Tourism Flows Outbound****Departures: Country Rankings 2010**

Table: 4.10

'000

Rank	Country	2010
1	Germany	85,173.8
2	USA	66,531.5
3	United Kingdom	55,976.9
4	Russia	35,513.1
5	Hong Kong, China	32,703.1
6	China	31,663.6
7	Canada	28,649.7
8	France	24,470.0
9	Italy	20,028.3
10	Netherlands	18,388.0
11	Japan	16,799.2
12	Singapore	14,130.4
13	Malaysia	13,960.3
14	Switzerland	13,898.6
15	Spain	13,583.5
16	Mexico	13,459.6
17	India	12,497.3
18	Sweden	12,200.1
19	Belgium	11,827.2
20	Romania	11,171.8
21	South Korea	10,777.1
22	Austria	10,746.5
23	Turkey	10,056.1
24	Taiwan	9,773.3
25	Ukraine	9,317.9
26	Norway	7,771.8
27	Czech Republic	7,296.5
28	Australia	7,113.4
29	Poland	6,636.4
30	Indonesia	6,542.9
31	Ireland	6,536.0
32	Denmark	6,437.5
33	Hungary	5,816.0
34	Brazil	5,496.7
35	Finland	5,313.9
36	Argentina	5,229.6
37	Thailand	5,138.8
38	Saudi Arabia	4,935.3
39	Egypt	4,713.8
40	Israel	4,272.6
41	Bulgaria	3,756.0
42	South Africa	3,403.8
43	Chile	3,342.9
44	Philippines	3,259.1
45	Greece	2,833.2
46	Colombia	2,290.5
47	Portugal	1,981.3
48	New Zealand	1,932.4
49	Morocco	1,761.6
50	Vietnam	1,569.1
51	Venezuela	1,363.3
52	Slovakia	1,275.1

Source: Euromonitor International from Trade Sources

**Argentina: Arrivals 2004-2010**

Table: 5.6

% of total arrivals

	2004	2005	2006	2007	2008	2009	2010	% change 2004-2010
Arrivals ('000 trips)	3,456.5	3,822.7	4,155.9	4,556.7	4,702.8	4,328.9	4,919.0	42.31
Air Arrivals (% of total arrivals)	62.3	64.0	62.5	62.2	61.8	61.1	61.1	
Business Arrivals (% of total arrivals)	16.5	18.2	17.5	15.4	13.9	15.4	15.5	
Leisure Arrivals (% of total arrivals)	83.5	81.8	82.5	84.6	86.1	84.6	84.5	

Source: Euromonitor International from Trade Sources

**Argentina: Arrivals by Top Source Countries 2004-2010**

Table: 5.7

'000/% change/% of total arrivals

	2004	2005	2006	2007	2008	2009	2010	% change 2004-2010	% of total 2010
Arrivals from Chile	848.2	915.5	933.1	987.2	905.4	820.3	998.8	17.76	20.30
Arrivals from Brazil	418.9	452.7	559.2	742.2	858.5	718.5	856.9	104.58	17.42
Arrivals from Uruguay	370.4	437.7	514.4	420.6	446.8	503.7	495.5	33.76	10.07
Arrivals from USA	275.9	341.1	368.7	409.8	422.4	363.8	427.9	55.11	8.70
Arrivals from Paraguay	346.3	302.2	313.3	354.9	390.8	394.2	427.7	23.52	8.69
Arrivals from Spain	130.9	163.0	180.8	215.4	224.2	197.8	227.6	73.81	4.63
Arrivals from Bolivia	145.2	151.5	155.2	157.6	161.0	164.4	181.7	25.10	3.69
Arrivals from Mexico	52.5	69.7	84.9	105.3	109.8	91.6	97.0	84.72	1.97
Arrivals from Colombia	43.1	53.0	61.0	79.1	89.6	85.4	91.2	111.70	1.85
Arrivals from Peru	63.8	72.8	78.3	92.7	92.4	77.1	82.4	29.06	1.68
Others	761.3	863.5	907.0	991.8	1,001.9	912.1	1,032.3	35.59	20.99
Total	3,456.5	3,822.7	4,155.9	4,556.7	4,702.8	4,328.9	4,919.0	42.31	100.00

Source: Euromonitor International from Trade Sources

**Argentina: Departures 2004-2010**

Table: 5.8

As stated

	2004	2005	2006	2007	2008	2009	2010	% change 2004-2010
Departures ('000 trips)	3,903.5	3,894.1	4,009.0	4,166.7	4,512.0	4,975.1	5,229.6	33.97
Air Departures (% of total departures)	42.5	43.0	42.5	44.7	44.1	46.7	46.2	
Business Departures (% of total departures)	17.3	17.6	17.7	22.1	19.1	21.1	21.5	
Leisure Departures (% of total departures)	82.7	82.4	82.3	77.9	80.9	78.9	78.5	

Source: Euromonitor International from Trade Sources

**Argentina: Departures by Top Destination Countries 2004-2010**

Table: 5.9

'000/% change/% of total departures

	2004	2005	2006	2007	2008	2009	2010	% change 2004-2010	% of total 2010
Departures to Chile	800.2	802.1	785.6	908.7	937.8	1,097.6	1,219.9	52.45	23.33
Departures to Brazil	722.4	653.8	747.1	795.7	884.9	931.2	1,054.0	45.90	20.15
Departures to Uruguay	795.5	965.6	967.3	781.4	842.5	1,002.9	1,028.7	29.32	19.67
Departures to Paraguay	631.9	543.2	551.1	598.2	646.6	668.2	645.3	2.12	12.34
Departures to USA	167.7	163.8	169.0	177.2	211.0	240.3	242.5	44.58	4.64
Departures to Bolivia	155.0	175.4	185.6	152.6	162.5	136.6	149.4	-3.64	2.86
Departures to Spain	130.1	118.7	122.5	139.5	142.8	150.0	141.2	8.54	2.70
Departures to Mexico	44.9	64.5	65.4	76.4	97.2	100.1	102.6	128.48	1.96
Departures to Peru	49.0	50.6	50.1	52.2	66.5	68.5	70.3	43.49	1.34
Departures to Italy	72.3	63.5	64.0	67.9	69.5	72.8	68.6	-5.07	1.31
Others	334.5	292.9	301.4	416.8	450.6	506.9	507.1	51.58	9.70
Total	3,903.5	3,894.1	4,009.0	4,166.7	4,512.0	4,975.1	5,229.6	33.97	100.00

Source: Euromonitor International from Trade Sources

## – Domestic Tourism Flows

### Argentina: Domestic Trips 2004-2010

Table: 5.10

As stated

	2004	2005	2006	2007	2008	2009	2010	% change 2004-2010
Domestic Tourism ('000 trips)	17,130.7	18,823.3	20,705.7	22,362.1	21,490.0	19,448.5	21,101.5	23.2
<b>Domestic tourism (% of domestic trips)</b>								
Business Tourism	5.9	6.2	5.9	6.0	6.1	6.2	6.2	
Business Tourism by Air	4.3	4.5	4.2	4.4	4.4	4.5	4.5	
Business Tourism by Land	1.6	1.7	1.7	1.6	1.7	1.7	1.7	
Leisure Tourism	94.1	93.8	94.1	94.0	93.9	93.9	93.8	
Leisure Tourism by Air	4.7	4.9	4.9	4.7	4.8	4.8	4.8	
Leisure Tourism by Land	87.5	86.8	88.0	87.6	87.4	87.5	87.4	
Leisure Tourism by Rail	1.5	1.6	0.8	1.2	1.2	1.0	1.1	
Leisure Tourism by Sea	0.5	0.5	0.5	0.5	0.5	0.5	0.5	

Source: Euromonitor International from Trade Sources

### Argentina: Domestic Trips by Top Destinations 2004-2010

Table: 5.11

'000/% change/% of total domestic trips

	2004	2005	2006	2007	2008	2009	2010	% change 2004-2010	% of total 2010
Buenos Aires Province	6,543.0	6,835.3	7,205.6	7,439.5	7,242.1	6,612.5	7,153.4	9.33	33.90
Cordoba	2,432.8	2,595.2	2,733.1	2,814.0	2,772.2	2,489.4	2,690.4	10.59	12.75
Salta	1,712.8	1,875.6	2,070.6	2,248.7	2,385.4	2,236.6	2,468.9	44.14	11.70
Misiones	1,304.3	1,508.1	1,656.5	1,791.7	1,826.6	1,692.0	1,878.0	43.99	8.90
Others	5,137.9	6,009.0	7,039.9	8,068.3	7,263.6	6,418.0	6,910.8	34.51	32.75
Total	17,130.7	18,823.3	20,705.7	22,362.1	21,490.0	19,448.5	21,101.5	23.18	100.00

Source: Euromonitor International from Trade Sources

## – Tourism Receipts and Expenditure

### Argentina: Incoming Tourism Receipts 2004-2010

Table: 5.12

As stated

	2004	2005	2006	2007	2008	2009	2010	% change 2004-2010
Incoming Tourist Receipts (ARS million)	6,322.1	7,668.2	9,943.1	13,222.5	14,754.2	14,602.6	18,692.4	195.67
Real growth (2000 = 100)	150.3	166.3	194.4	237.5	244.0	227.3	264.2	75.82

Source: Euromonitor International from Trade Sources

### Argentina: Domestic Tourism Expenditure 2004-2010

Table: 5.13

As stated

	2004	2005	2006	2007	2008	2009	2010	% change 2004-2010
Domestic Tourist Expenditure (ARS million)	19,614.5	26,268.5	30,186.6	36,981.9	36,168.3	34,179.0	39,305.9	100.39
Real growth (2000 = 100)	77.2	94.4	97.8	110.1	99.1	88.1	92.1	19.17

Source: Euromonitor International from Trade Sources

### Argentina: Incoming and Domestic Tourism Expenditure by Sector 2004-2010

Table: 5.14

ARS million

	2004	2005	2006	2007	2008	2009	2010	% change 2004-2010	% of total 2010
Tourism Expenditure	25,936.7	33,936.7	40,129.8	50,204.4	50,922.5	48,781.6	57,998.3	123.62	100.00
Tourism Expenditure on Accommodation	6,504.4	7,631.3	9,619.9	10,860.7	10,818.5	10,559.7	13,677.4	110.28	23.58
Tourism Expenditure on Entertainment	2,387.6	3,047.3	3,610.7	4,568.6	4,684.9	4,444.0	5,272.0	120.81	9.09
Tourism Expenditure on Excursions	1,990.8	2,654.7	3,129.1	4,016.4	4,073.8	3,853.7	4,605.1	131.31	7.94
Tourism Expenditure on Food	5,376.0	7,101.6	8,203.7	12,952.7	12,068.6	11,463.7	13,861.6	157.84	23.90
Tourism Expenditure on Shopping	4,283.5	5,562.2	6,525.0	8,283.7	8,218.9	7,590.4	8,647.5	101.88	14.91
Tourism Expenditure on Travel									
Within Country	3,348.5	4,387.3	5,226.0	6,526.6	6,518.1	6,307.5	7,499.2	123.95	12.93
Other Tourism Expenditure	2,045.9	3,552.2	3,815.3	2,995.7	4,539.7	4,562.6	4,435.4	116.80	7.65

Source: Euromonitor International from Trade Sources

**Argentina: Outgoing Tourism Expenditure 2004-2010**

Table: 5.15

As stated

	2004	2005	2006	2007	2008	2009	2010	% change 2004-2010
Outgoing Tourist Expenditure (ARS million)	7,387.6	7,858.5	9,507.0	11,995.0	14,708.1	16,521.6	18,240.9	146.9
Real growth (2000 = 100)	114.0	110.7	120.7	139.9	158.0	167.0	167.4	46.8

Source: Euromonitor International from Trade Sources

**Argentina: Outgoing Tourism Expenditure by Sector 2004-2010**

Table: 5.16

ARS million

	2004	2005	2006	2007	2008	2009	2010	% change 2004-2010	% of total 2010
Outgoing Tourist Expenditure	7,387.6	7,858.5	9,507.0	11,995.0	14,708.1	16,521.6	18,240.9	146.91	100.00
Outgoing Tourist Expenditure on Accommodation	3,058.2	3,149.0	3,689.3	4,867.9	5,986.2	6,674.7	7,332.8	139.78	40.20
Outgoing Tourist Expenditure on Entertainment	263.5	306.5	398.3	468.9	573.6	644.3	729.6	176.89	4.00
Outgoing Tourist Expenditure on Excursions	467.0	543.0	705.9	830.8	1,014.9	1,140.0	1,276.9	173.44	7.00
Outgoing Tourist Expenditure on Food	1,737.1	1,773.5	2,068.0	2,702.2	3,324.0	3,733.9	4,086.0	135.22	22.40
Outgoing Tourist Expenditure on Shopping	1,403.6	1,571.7	1,996.5	2,333.4	2,853.4	3,254.8	3,611.7	157.31	19.80
Outgoing Tourist Expenditure on Travel Within Country	359.7	418.1	527.6	611.7	764.8	859.1	948.5	163.67	5.20
Other Outgoing Tourist Expenditure	98.5	96.7	121.4	180.1	191.2	214.8	255.4	159.18	1.40

Source: Euromonitor International from Trade Sources

**Argentina: Balance of Tourism Payments 2004-2010**

Table: 5.17

ARS million

	2004	2005	2006	2007	2008	2009	2010	% change 2004-2010
Balance of tourism payments	-1,065.5	-190.3	436.1	1,227.5	46.1	-1,919.0	451.5	-142.4

Source: Euromonitor International from Trade Sources

**Travel Accommodation****Argentina: Travel Accommodation: Value Sales 2004-2010**

Table: 5.18

As stated

	2004	2005	2006	2007	2008	2009	2010	% change 2004-2010
Travel Accommodation (ARS million)	6,504.4	7,631.3	9,619.9	10,860.7	10,818.5	10,559.7	13,677.4	110.3
Real growth (2000 = 100)	100.5	107.6	122.2	126.8	116.3	106.8	125.7	25.0

Source: Euromonitor International from Trade Sources

**Argentina: Travel Accommodation Value Sales by Sector 2004-2010**

Table: 5.19

As stated

	2004	2005	2006	2007	2008	2009	2010	% change 2004-2010	% of total 2010
Travel Accommodation (ARS million)	6,504.4	7,631.3	9,619.9	10,860.7	10,818.5	10,559.7	13,677.4	110.28	100.00
Hotels (ARS million)	5,174.5	6,145.9	7,875.6	8,883.7	8,899.5	8,801.0	11,536.0	122.94	84.34
Chained Hotels (ARS million)	611.4	782.3	1,084.0	1,297.0	1,178.9	1,220.7	1,604.1	162.39	11.73
Independent Hotels (ARS million)	4,563.1	5,363.7	6,791.6	7,586.7	7,720.6	7,580.3	9,931.8	117.65	72.61
Other Travel Accommodation (ARS million)	1,329.9	1,485.4	1,744.3	1,977.0	1,919.0	1,758.7	2,141.5	61.03	15.66
Campsites (ARS million)	135.4	150.3	181.9	223.8	213.2	197.5	240.8	77.87	1.76
Chalets (ARS million)	83.8	96.6	111.6	138.5	133.9	122.9	149.8	78.80	1.10
Guesthouses (ARS million)	139.6	154.2	192.9	236.6	223.5	208.6	254.0	81.96	1.86
Hostels (ARS million)	297.7	329.8	342.1	383.6	410.8	357.3	431.2	44.84	3.15
Motels (ARS million)	43.1	35.6	52.4	70.3	63.9	60.1	74.2	72.18	0.54
Self-Catering Apartments (ARS million)	142.9	159.3	230.9	307.1	288.4	265.0	327.5	129.17	2.39
Other Other Travel Accommodation (ARS million)	487.4	559.6	632.5	617.2	585.4	547.2	664.0	36.22	4.85
Chained Hotels % of total value of travel accommodation	9.4	10.3	11.3	11.9	10.9	11.6	11.7		
Travel Accommodation internet transactions % of total value of travel accommodation	0.5	0.7	0.9	1.1	1.6	2.2	2.4		

Source: Euromonitor International from Trade Sources