



**Euromonitor
International**

Travel in Argentina

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Tourism imbalance favours outbound travel over inbound demand

Premiumisation and value offerings create a two-speed landscape

New international corridors expand travel opportunities

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

International connectivity set to fuel outbound travel growth

Personalisation expected to drive product innovation through 2031

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading travel brands maintain their positions amid stable competition

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Demand for customised and exotic experiences drives innovation

New corridors and digital tools expand the scope of offerings

Differentiation through innovation becomes essential for growth

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Chart 1 Population 2021-2031

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COUNTRY REPORT DISCLAIMER

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