

INBOUND TOURISM IN ARGENTINA WENT DOWN BY 18.5% IN 2024



According to an official report from the National Institute of Statistics and Census (Indec), Argentina saw a significant decline in inbound tourism in 2024, with an 18.5% drop in the arrival of foreign visitors compared to the previous year. The data revealed that approximately 11 million non-resident visitors entered the country, down from more than 13 million in 2023.

Of the total, 6.2 million were classified as tourists, marking an 8.4% decrease year-on-year. The remaining 4.7 million were excursionists—travelers who entered the country for the day without staying overnight. **This segment experienced a substantial drop of 28.7%, particularly affecting border cities and those who visited Buenos Aires briefly by land, air, or river.**

Analysts point out the exchange rate as one of the primary reasons for the decline in inbound tourism. Due to government intervention, the value of the Argentine peso against the dollar remained relatively stable, while inflation accumulated to 112% by November. This economic situation has increased costs for foreign tourists, thereby diminishing their purchasing power within the country.

In contrast, outbound tourism saw significant growth in 2024, with approximately 13.6 million Argentines traveling abroad, a 22.5% increase compared to 2023. This tendency can primarily be attributed to the appreciation of the Argentine peso and rising wages, although wage increases have not kept pace with inflation.

Of the total travelers, 8.3 million were tourists, reflecting an 11.8% increase, while the remaining 5.3 million were excursionists—a segment that experienced a remarkable 44.4% growth compared to the previous year. This trend indicates a **strong preference among Argentines for international destinations, driven by better exchange rate stability and improved purchasing power abroad.**

In 2025, Argentina will face the challenge of reversing the decline in inbound tourism and attracting more foreign visitors again. To address this issue, the tourism industry and governmental authorities should explore strategies to enhance the country's competitiveness as a travel destination. This could include tax incentives and promotional campaigns that showcase the region's cultural and natural wealth.

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