Technical INSTO Webinar on Economic Benefits

Tourism Observatory of the City of Buenos Aires, Argentina

28 April 2021
Tourism in Buenos Aires
Turismo Buenos Aires

#1 ICCA Ranking América 2019

#11 ICCA Ranking World 2019

Study Buenos Aires

nómades DIGITALES
10 million tourists for 2019.
International tourists record

US$ 2.500 million
Annual income due to tourist spending

3% city’s GDP
Tourism post pandemic

Evolution of tourists in the city

Connectivity - Average weekly frequencies

Source: DGIMO. Monthly report on tourism in the City of Buenos Aires
Tourism Observatory

Tourism Intelligence System

Welcome to the Tourism Intelligence System, a digital platform allowing the dynamic visualization of key tourism data from multiple sources.

- More than 820 million records.
- Visualization: interactive maps and charts.
- Free and public access: open platform.

https://turismo.buenosaires.gob.ar/en/observatorio
Indicators

Traditional sources

1. 

Unconventional data

2.

- Tourist arrivals & spending, hotel occupancy and hospitality employment
  - ETI
  - EOH
  - EVYTH
  - Indec
  - SIPA

- Ad-hoc research

Pre-trip

- Flight searching and reservations
- Hotel accommodations and rates online

Trip

- Spending with credit and debit cards
- Mobility data from mobile phones

Post-Trip

- Air connectivity
- Tourists’ opinion about Tourist attractions & Gastronomy
- Digital platforms
Flight ticket searches and reservations

Compare the evolution of searches and air reservations made through Global Distribution Systems to Buenos Aires and other cities from the main urban centers of the world.

### Búsquedas y reservas

**Datos a septiembre 2019 // Dirección General de Inteligencia de Mercado y Observatorio + ENTUR**

<table>
<thead>
<tr>
<th>Año de viaje</th>
<th>Mes de viaje</th>
<th>Ciudad origen</th>
<th>Ciudad destino</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Todas</td>
<td>Todas</td>
<td>Buenos Aires</td>
</tr>
</tbody>
</table>

### ¿Cuántas búsquedas hubo?

- 575.13 mill
- 0 mill
- 2.000 mill

Anticipación media de la búsqueda (días)

- 103

Número total de búsquedas de vuelos y anticipación media de la búsqueda del viaje.

### Reservas de vuelos según ciudad de origen

- 331.61 mil
- 1.000 mill
- 1.500 mill

Anticipación media de la reserva (días)

- 47

Número de reservas netas de vuelos y anticipación media de la reserva del viaje.
Tourist mobility

Tourist movement

Discover in which areas local and international tourists visiting Buenos Aires are, and what are their preferred days and hours to visit those areas of the city.

Roamers internacionales - Resumen

Días de mayor presencia de roamers en la Ciudad de Buenos Aires

Zonas más visitadas por roamers

Porcentaje de roamers en Retiro - Plaza San Martín

https://turismo.buenosaires.gob.ar/es/observatorio/movilidad-turistica
Tourist spending

https://turismo.buenosaires.gob.ar/es/observatorio/consumos-turisticos-con-tarjeta
### Case: tourist spending estimates

<table>
<thead>
<tr>
<th>Objective</th>
<th>Sources of information</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accuracy improvement in tourist spending estimates</td>
<td><strong>1.</strong> Surveys and statistics (ETI / EVyTH)</td>
<td><strong>1.</strong> Total spending comparison</td>
</tr>
</tbody>
</table>
| | **2.** Big Data  
Tourist expenditure with debit/credit cards | **2.** Category spending analysis |
| | **3.** EOH  
Hotel occupancy survey | **3.** Sources triangulation |
| | **4.** Ad-hoc research  
National tourists means of payment (survey) | **4.** Spending estimates |
Means of Payment

¿How?

- Cash: 51%
- Debit card: 23%
- Credit card: 17%

Digital payment: 3%
Others: 2%

Source: DGIMO. 2000 surveys with national tourists who visited Buenos Aires City
Shopping means of payment

<table>
<thead>
<tr>
<th>What?</th>
<th>Means of Payment</th>
<th>Main Means of Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing and footwear</td>
<td>47% Cash</td>
<td>Clothing and footwear</td>
</tr>
<tr>
<td>Recreation</td>
<td>28% Cash</td>
<td>Entertainment</td>
</tr>
<tr>
<td>Souvenirs</td>
<td>20% Cash</td>
<td>Souvenirs</td>
</tr>
<tr>
<td>Decoration</td>
<td>12% Debit card</td>
<td>Decoration</td>
</tr>
<tr>
<td>Perfumery</td>
<td>12% Cash</td>
<td>Perfumery</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>11% Credit card</td>
<td>Business shopping</td>
</tr>
<tr>
<td>Business shopping</td>
<td>7% Cash</td>
<td>Technology</td>
</tr>
<tr>
<td>Technology</td>
<td>5% Digital payment</td>
<td>Technology</td>
</tr>
</tbody>
</table>

Source: DGIMO. 2000 surveys with national tourists who visited Buenos Aires city.
Results

**International visitors**
- Estimate of total spending for 2019
  - International tourism survey (not shopping)
  - Estimate of shopping card spending
  - Estimate of shopping cash spending

Total: US$ 2.123 millions

**Domestic visitors**
- Estimate of total spending for 2019
  - Estimate of card spending (not hotels)
  - Estimate of cash spending
  - Estimate of hotel spending (from EOH)

Total: US$ 1.088 millions

**Estimated total spending 2019**
- US$ 3.211 Millions

+28% Vs. traditional method
What we learnt, challenges and opportunities

> Tourist spending is underestimated in surveys
> Combining multiple information sources is a must.
> Tourist behaviour shifted due to covid: new patterns or return to normal?
> Innovation in means of payment: e-wallets
Thanks!

turismo.buenosaires.gob.ar/observatorio