NEWS RELEASE

Argentina's economic woes benefit tourists

12th April 2019

International travellers are flocking to Argentina, taking advantage of the poorly performing peso to boost the value of their holiday spending money, according to latest findings from ForwardKeys, which predicts future travel patterns by analysing 17 million flight booking transactions a day.

Bookings for March to May are ahead 11.2% compared to last year. For South America as a whole, bookings are ahead 5.8%.

In the preceding year to February, international arrivals in Argentina were up 3.9%, compared to 5.5% for the entire region.

Int'l Arrivals Argentina

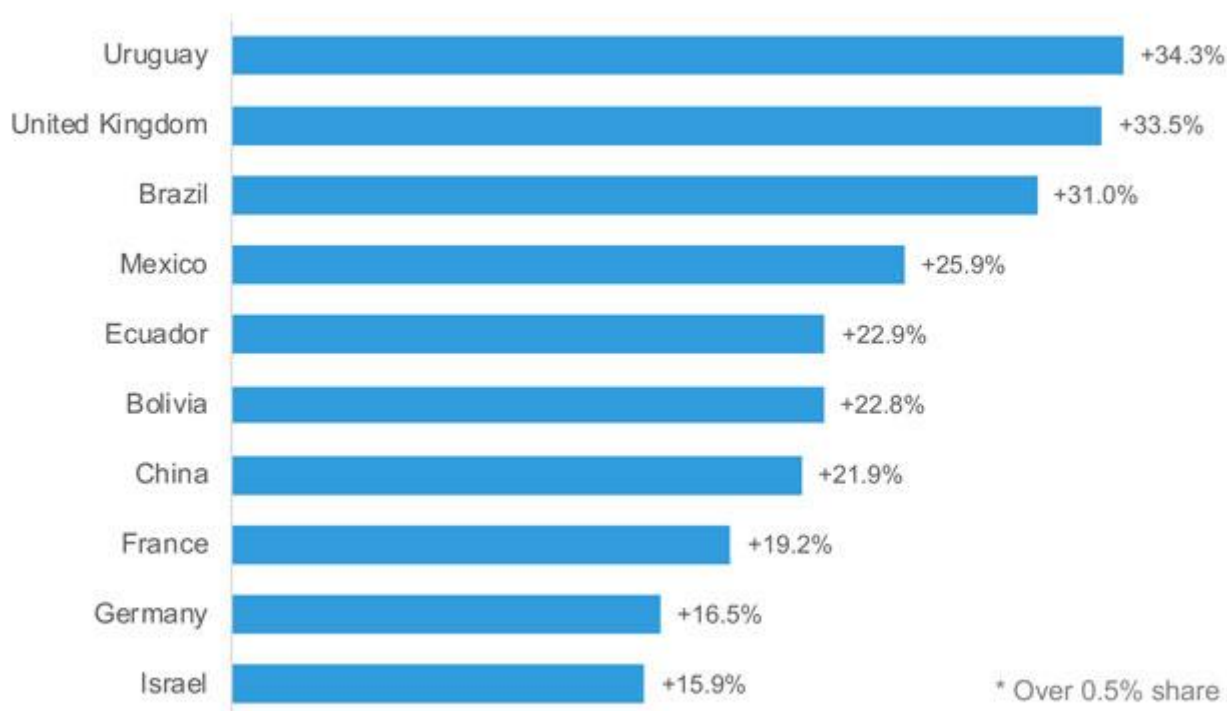| YoY 2019MY Mar.'18 to Feb.'19	YoY next 3 months Mar. to May '19 (forward bookings)
+3.9%	+11.2%

Int'l Arrivals SAm ⓘ

+5.5%	+5.8%

Europe and Latin America are the fastest-growing markets for travel to Argentina. There is also an increasing number of travellers from China (+21.9%) and Israel (+15.9%), among the top ten countries by growth.

Heading the list is Uruguay with bookings ahead 34.3% on last year, for travel between March and May. The UK is showing a strong 33.5% growth for the same period.

Markets with the fastest growing bookings for travel to Argentina in March to May 2019*, YoY

Market	Growth
Uruguay	+34.3%
United Kingdom	+33.5%
Brazil	+31.0%
Mexico	+25.9%
Ecuador	+22.9%
Bolivia	+22.8%
China	+21.9%
France	+19.2%
Germany	+16.5%
Israel	+15.9%

* Over 0.5% share

Olivier Ponti, VP Insights, ForwardKeys commented: "Travellers are clearly making shrewd exchange rate calculations before deciding where to holiday. As a result, there is a small degree of solace for the people of Argentina that tourism is set to provide an increasing income, in the midst of the country's financial difficulties."

Ends

About ForwardKeys

ForwardKeys analyses more than 17m flight booking transactions a day, drawing data from all the major global air reservation systems and selected airlines and tour operators. This information is enhanced with further independent data sets, including flight search and official government statistics, plus data science to paint a picture of who is travelling where and when. ForwardKeys' analytics are used by travel marketers, retailers, hotels, destination marketing organisations (DMOs), financial institutions, car rental companies, tour operators, online travel agents (OTAs) and other traveller-focussed businesses worldwide to monitor and anticipate traveller arrivals from a particular origin market at a specific time. This analysis enables parties to anticipate the impact of events, better manage their staffing levels, fine tune supply requirements, adjust and measure the effectiveness of their marketi ng efforts and anticipate future market trends.

For further information, please contact Sophie Luis, Sophie.Luis@Tarsh.com on +44 (0) 20 7112 8556 or David Tarsh, David@Tarsh.com on +44 (0) 20 7602 5262.