

Argentina

Market Summary

Argentina's economy is recovering well, despite uncertainty in the Argentinean political and economic environment. Year to date (January to May) the market has declined, down 4 per cent on last year. However, VFR travel has remained buoyant for the same period and tracking positive, up 9 per cent.

Tourism Australia continues to recognise the potential of both Brazil and Argentina and is in the process of engaging local representation in 2010/11. The new local support will underpin a comprehensive trade development plan that will be aimed at strengthening our relationship with existing trade partners, while expanding the number of retail/wholesale partners who specialise in selling Australia.

1. Market News

- The See Australia Latin famil wrapped up in April with 31 agents and 1 journalist attending. Agents attending said that they felt the education trip had improved their ability to sell Australia. Of the 31 agents in attendance 10 were selected from Virtuoso Member Agencies in Latin America. In all, 34 Virtuoso Specialists applied for the 10 available spaces and 24 are now on a waitlist for future educational opportunities, which according to Virtuoso, has been one of the best responses to an educational invitation in this market. In 2010/11 Tourism Australia will be looking to increase focus on educational opportunities for Latin America, particularly the Brazilian and Argentinean markets, through Virtuoso specific *educationals*, Corroboree and future ITO-led famils.
- Tourism Australia is including Argentinean Aussie Specialist Travel Agents onto Australia.com to cover consumer enquiries from consumer traffic on the site. This is a major step forward in terms of partnership marketing with wholesalers and retailers in Argentina to offer packages to Australia on the website and conduct consumer marketing campaigns.
- The premier Americas retail training event, Corroboree 2010, will be held at Hamilton Island, Queensland from Friday 10 September to Monday 13 September 2010. This event will focus on cultivating relationships and building new business for the Australian tourism industry. It will also help develop strong relationships between Aussie Specialists and industry partners and cultivate new ideas for the promotion and marketing of Australia. There has been an overwhelming response from the Australian industry in 2010, with 132 experiences applying for 80 places.

2. Consumer Insights

- The outlook for Argentines continues to remain mixed. Latest results from Argentina's Consumer Confidence Index, rose 1.1 per cent from June an increase of 13.8 per cent from the previous year. The index tracks purchasing plans as well as economic conditions.

Source: The Wall Street Journal, 19 July 2010.

- As reported by X-rates.com, the Argentine Peso exchange rate was at ARS\$0.287801 to AUD\$1, both currencies remaining stable in the month of July MTD.

For the latest in visitor arrivals, please visit 'Research & Statistics' at www.tourism.australia.com

3. Trade Update

- Tourism Australia and WAYS Argentina are currently engaged in a partnership focused on developing a core group of destination specialists by promoting the Aussie Specialist Program (ASP) to Argentinean Travel Agents. The campaign will include a tactical consumer marketing campaign targeting Argentinean experience seekers directing demand through to WAYS. Currently Tourism Australia has seen 51 retail agents sign up to the ASP since the commencement of the campaign on 21 May 2010. The consumer marketing component of the campaign included two inserts in *La Nacion* in the tourism supplement.
- As at 30 June there were 31 fully qualified Aussie Specialist agents in Argentina.

4. Airline News

- Aerolineas Argentina has increased flights on their Australian route connecting Sydney and Auckland with Buenos Aires Ezeiza Airport from three times to five times a week, effective August 2010, offering Business Club Condor and Economy Class seating. There are flight connections to South American destinations from Buenos Aires with two-class configuration for most flights. Aerolineas has also re-launched its website with a new and improved layout featuring more user-friendly access. Passengers can now make online payments with Visa and Mastercard.
- LAN Airlines International passenger traffic for June grew 15.2 per cent, while capacity increased 17.1 per cent. Accordingly, the international passenger load factor for the month decreased 1.2 points to 72.2 per cent. During June, international capacity was mainly driven by an increase in operations on routes to Europe, the United States, as well as certain Regional routes.

Source: <http://www.traveldailynews.com>

5. Competitor News

- South Africa reported that foreign visitor arrivals for January to March for 2010 were up 68 per cent for Argentina and 11.9 per cent percent respectively over 2009 numbers. The total visitors from Argentina for this period were 4,450 and 8,070 for Brazil.

Source: <http://www.southafrica.net>

6. Key Campaigns and Activities in Market

Argentina recent campaigns and activities				
START DATE	END DATE	DESCRIPTION	TARGET AUDIENCE	PARTNERS
1 January	July 2010	Tourism Australia and WAYS Argentina are currently engaged in a partnership focusing on developing a core group of destination specialists by promoting the Aussie Specialist Program to Argentinean Travel Agents. The campaign will also include a tactical consumer marketing campaign targeting Argentinean experience seekers directing demand through to WAYS. The Consumer marketing component of the campaign includes 2 inserts in <i>La Nacion</i> in the Tourism Supplement.	Retail Agents and consumers in Argentina	WAYS

Argentina upcoming campaigns and activities				
START DATE	END DATE	DESCRIPTION	TARGET AUDIENCE	PARTNERS
July 2010	June 2011	<i>Trade Development</i> Trade development plan for Brazil and Argentina to commence from July 2010, aimed at strengthening our relationship with existing trade partners, while expanding the number of retail/wholesale partners who specialise in selling Australia. Key to this project will be the full deployment of the ASP training site, a program of trade shows, road shows and famil opportunities to recruit new sellers and the appointment of an in-market representative who will closely oversee this activity.	Targeted Retail/wholesale partners in Brazil and Argentina	
15 August 2010	19 August 2010	<i>Virtuoso Travel Mart</i> As a Virtuoso Preferred Destination partner, Tourism Australia will be attending Virtuoso Travel Mart, which is the Premier Retail Training event for this consortia network. Over the course of four days, Tourism Australia delegates will complete over 400 x 4 minute appointments with Virtuoso member agents from North America and Latin America to promote the Aussie Specialist program and announce the commencement of the 2010/11 consumer marketing/trade engagement plan in conjunction with	Virtuoso Member Agents and Owners	

		State Tourism Partners and preferred Virtuoso suppliers.		
10 September 2010	14 September 2010	<p><i>Corroboree 2010</i></p> <p>Corroboree North America is the premier retail training event held annually by Tourism Australia to educate Aussie Specialist agents on Australian tourism products and experiences. It will be held on Hamilton Island and will include opportunities for Australian experiences; ITOs and wholesalers to present to 160 certified Aussie Specialists over the course of the event and includes numerous networking opportunities. Tourism Australia is working with Ways Argentina to promote and incentivise Argentinean Retail Agents to attend Corroboree 2010.</p>	160 Retail Travel Agents, 92 Experiences & 20 Industry Sponsor Organisations	<p>Tourism Queensland Hamilton Island Qantas VAustralia All STO partners Swain Tours Qantas Vacations Down Under Answers Travel 2 Goway AAT Kings Anzcro Pacifica Great Southern Rail Brendan Ways Argentina</p>