

ARGENTINA



VISITFLORIDA.COM

LANGUAGE SPOKEN: SPANISH

DEMOGRAPHIC PROFILE OF COUNTRY

POPULATION¹

Population **41,769,726**

INCOME DISTRIBUTION

A/B **7%**
C **46%**
D/E **47%**

TRAVEL PROFILE

VISITATION AND RANKING TO FLORIDA²

Ranked in Visitation to Florida 2011 **4**
Volume of Visitors to Florida **375 M**
% Increase YOY **17%**

TRAVEL CHARACTERISTICS²

Gateway into Florida - Direct Flights **Miami**
Seasonality **Dec - Feb Summer Vacation
July Secondary Vacation**

TRAVELERS PROFILE²

35-54 years **51.1%**
Median Age **39.7**

PLANNING²

1-30 Days **34.3%**
31-90 Days **30%**
Median Number of Days **60 days**

TOP LEISURE ACTIVITIES²

Shopping **91.9%**
Dining **76.3%**
Attractions **58.8%**
Historical **34.5%**

OVERALL NIGHTS IN DESTINATION²

Average Nights **11.1**

SPEND PER DAY²

Per Visitor / Trip	\$2,691
Per Visitor / Per Day	\$150

INFORMATION SOURCES FOR PLANNING²

Travel Professionals	49.1%
Personal Computers	37.7%

TRAVEL PURCHASES ONLINE VERSUS OFFLINE³

Gross Bookings versus Online Bookings	\$4.5MM versus \$0.4MM
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DIGITAL PROFILE

INTERNET PENETRATION⁴

Internet Usage	67%
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SOCIAL MEDIA

Social Media Audience	12.5 Million
Hours spent on Social Networkings	10.7
Number One Social Site	Facebook

¹ Latin American Economic Outlook. United Nations, 2012

² Visa Vue, 2011

³ PhoCusWright's Latin American Online Travel Overview, 2011

⁴ Internet World Stats, August 2011