Tourism Trends in Latin America for 2019

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Latin America has become one of the most attractive continents in the tourism sector. Short trips between our markets have become a trend and will grow exponentially in the coming years.

The most recent study conducted by Axon Marketing & Communications, on travel trends in Latin American markets, reveals a positive environment for the sector, despite the effect of the increase in the price of the dollar in some countries.

After analyzing 7 emitting countries among which are Argentina, Colombia, Chile, Ecuador, Mexico, Peru, Uruguay; and more than 350 tour operators, the study showed important trends that are worth taking into account when designing communication, public relations and marketing strategies for the promotion of destinations in the Latin American markets.
After segmenting and knowing the type of tourism that visitors are looking for, the authentic and personalized travel experiences they expect to find in each of the places they choose at the time of their next adventure, the three countries with the best-selling destinations in America Latina were Argentina, Peru and Mexico.

The diversification in the sector has rectified that tourists travel for different reasons. What has led to reinvent not only the countries when promoting their destinations, but also the expert companies in the sector, airlines and hotel companies. For this reason, travelers choose places that help them meet the needs they seek when they meet other cultures.

Other places that are intended by tourists to visit are Colombia, Chile, Brazil, Ecuador and Uruguay. Because they have also promoted their destinations through different alliances and offers, making tourism and country brands are recognized obtaining growth beyond the economic, they also focus on transcending the experiential.
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50% of sales

Argentina 18%
Peru 16%
Mexico 16%

Other destinations with greater demand in Latin America

15% Colombia
10% Chile
7% Brasil
6% Ecuador
6% Uruguay
Holiday tourism remains the most important group in the industry, representing about 74% of the sector’s sales. This movement is one of the ones that contributes the most to improve the quality of life of its travelers, for that reason, tourists give priority and recognition as the most important. Added to this, which promotes social inclusion, offers and motivates customers to leave the everyday environment relegating their concerns in the personal, work or family, doing activities that can only be carried out in specific places and leisure moments.

Business is another concept of tourism that evolves and generates tangible impacts in the sector. In addition, it is a segment that offers benefits from two points of view. The economy of the countries increases considerably due to the high investments that are generated around this, whether national or international. Likewise, it contributes to reduce the seasonality in the destinations, they can be carried out at any time of the year, without having to do them only in high seasons.

In the business sector there is a lot of talk about congresses and conventions, activities that reached the third position of greatest importance in Latin America. These two practices are useful in the corporate environment because in one way or another they generate a return on investment for the companies.

This type of activities are not related to natural persons, but are developed by legal persons for their collaborators, in order to transmit knowledge, generate results, promote integration activities or encourage different destinations. What creates a highly significant investment for companies, who in most cases run with all the travel expenses.
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Type of tourists

- **Holiday**: 74%
- **Business**: 19%
- **Congresses and Conventions**: 7%
Seasonality in the tourism sector is not the only one of the important factors when promoting a destination. Another key and determining element is to know the segment of travelers, what they are looking for, the needs they have, the life experiences, which for them has become the most important thing when embarking on a new journey.

What led us to understand that experiences are a significant issue for tourists when choosing a destination, was to understand that everyone looks for offers that go with their style, the habits they have and the activities they expect to do, among others things. Travelers feel privileged when they are given the opportunity to choose about their trip and acquire not only knowledge of the culture and its inhabitants, but also to get closer to the reality of the places they visit.

- **Nature**
  Travelers have chosen to choose this type of tourism precisely because it has been said that places surrounded by nature produce peace and tranquility to its visitors.

- **Adventure**
  Adventure tourism allows travelers to be constantly challenged by their physical abilities in aquatic, aerial and terrestrial environments.

- **History and culture**
  One of the main objectives is the knowledge of historical and cultural places of each destination. Visitors not only appropriate the customs, but are also aware that these places are limited unlike other types of tourism. This is less seasonal and more demanding.

- **Gastronomy**
  Gastronomic tourists are those who choose a destination for typical food. These travelers prefer the kitchen as one of the most important reasons when planning a trip. For them, investing in food is a pleasure not only for their palate, but the best excuse to know the traditional dishes of a country.

- **Events and Concerts**
  These are divided into those who prefer to know a destination after having a great concert with their favorite artist. On the other hand, travelers who travel for business or professional events and take advantage for sightseeing.
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- Nature: 25%
- Adventure: 23%
- History and culture: 22%
- Gastronomy: 18%
When choosing a new experience, the monetary level is rarely the most important factor for travelers. Although it does not go unnoticed, the minimum investment they are willing to make is $2 thousand dollars, taking into account the place where they will travel and the type of tourism they want to experience.

If what is intended is to promote a tourist destination, it is ideal to think that experiences are the perfect anchor to generate important alliances that should have on the radar as are the airlines. Therefore, there are some recommendations to follow when making the best decision for your company and your customers.

- **Training**
  The airline that chooses to choose to work as a partner when promoting its tourist destination, must access the training program of its collaborators so that the information that is intended to be disseminated is the same in the distribution channels.

- **Mutual benefits**
  The strategic alliance that can be created between airlines and companies generates profits for both participants. Thus giving a large number of benefits such as visibility and positive reputation and as for the companies, they will have greater connectivity with their customers who are in different countries.

- **Loyalty**
  When it comes to creating alliances and promoting different destinations, companies emphasize incentive programs; which help companies generate links with constant travelers by building loyalty and loyalty with airlines.
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- Incentive program: 45%
- Program of training: 18%
- Special prices by volume: 19%

Airline practices to promote destinations
Latin America continues to bet on considerable growth in the tourism sector. According to the study conducted by Axon Marketing & Communications, despite the dollar crisis, sales are expected to increase by 65% by 2019.

When embarking on a new journey, people start from a need that motivates them not only to search, but also to choose the right place. For this reason, if you require a strategy to promote your destination and captivate new clients, it is important that you consider the types of tourists that will travel the most for the following year.

The tourists that are expected to be the trend for 2019 are families, these occupy a place of preference in the sector and also has evolved constantly and quickly. Followed by cultural tourists, people who enjoy the artistic performances, festivals and folklore of each country. To this group is added the segment of single travelers, who hope to change their environment, find new things or situations that have been postponed for different reasons and when they return they intend to take over the reins of their lives.
Despite the crisis, Latin America is committed to growth.
We are Axon Marketing & Communications

We manage reputation, drive brands and generate high impact results through Communication, Public Relations and Marketing, in which the relationship and a model of KPIs are the backbone of the strategy.

We have more than 15 years of experience in the dynamics of the tourism and foreign trade sector. That is the competitive advantage that allows us to provide a comprehensive approach to communication and marketing to generate value results.