Analysis of Non-Resident Tourist Travel Patterns in Argentina

Twaidit Singh Luthra
Mtr. No. - 23194090
Analysis Report

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Introduction

Tourism plays an essential role in Argentina's economy, and understanding the travel patterns of non-resident tourists helps to reveal trends in international movement, preferences for transport modes, and shifting sources of tourism demand. This analysis focuses on non-resident tourists visiting Argentina, exploring how their travel patterns change over time, particularly by country of origin and the modes of transport they prefer. The goal is to identify trends and understand the factors that drive these travel choices, which will help to answer our question "How do travel patterns of non-resident tourists visiting Argentina change by country of origin and mode of transport over time, and what trends emerge from this data? ".

Used Data

Data Source and Pipeline

This dataset provides data on non-resident tourist arrivals to Argentina by country of origin, transport mode, and the monthly count of tourists. I obtained the dataset from the Yvera platform (official open-data portal for Argentina). The dataset includes columns for the country of origin, mode of transport, and monthly tourist counts from 2010 to 2024. It was cleaned and transformed for consistency, addressing missing values (almost negligible <1%) and ensuring proper numeric formatting. It tends to record the monthly arrivals of non-resident tourists to Argentina in a tabular form, categorized by:

1. Country of Origin: Origin of tourists

2. Mode of Transport: Air, Road, or Other

3. Date : Monthly data from 2010 to 2024

4. Tourist Count : Number of tourists

Reasons for Choosing this data source

The dataset is highly relevant for analyzing tourism trends, as it directly relates to Argentina's international tourist flows. The data I used complies with the open-data license of the Yvera platform, with proper attribution given.I ensured compliance by citing the source in all publications derived from this project.

Analysis

The dataset consists of monthly records for non-resident tourist arrivals to Argentina, with data on the country of origin and preferred modes of transport. We analyzed trends in tourism growth, changes in transport preferences, and country-specific patterns to understand how these factors evolved over time.
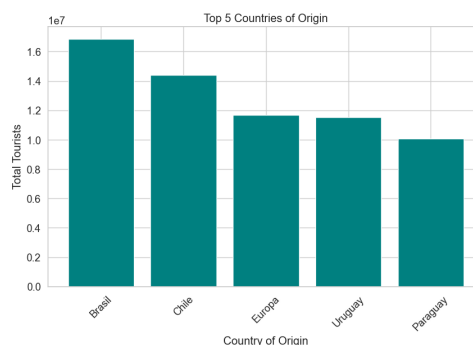
Exploratory Data Analysis:

1. Here, I identified key countries of origin and their share of arrivals.

2. Furthermore, I examined transport modes for regional differences.

3. Also, thorough visualization of monthly and seasonal trends using time series plots were performed by me.

Trend Analysis:

1. I compared year-on-year growth rates for top tourist origins.

2. Finally, I analyzed the proportional use of transport modes over time.
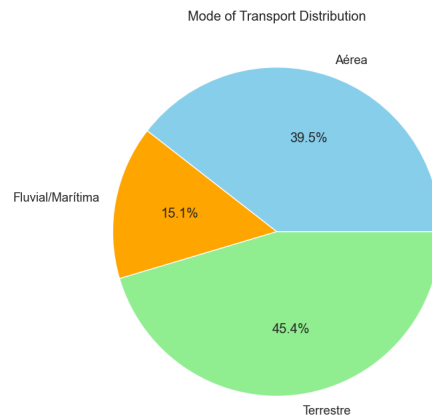
Key Findings

Origin of tourists

Brazil, Chile, and the United States accounted for the largest shares of non-resident tourists. On the other hand, Asian tourists primarily arrive via air travel, while neighboring countries like Uruguay show significant road traffic.

Modes of Transport
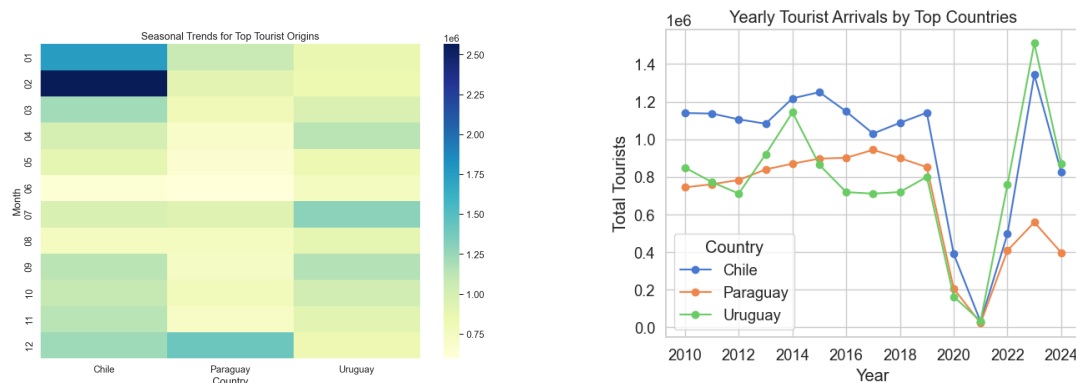

Mode of Transport Distribution

Air Travel was dominant for distant origins (e.g., Europe, North America). whereas road travel was prevalent among bordering countries such as Paraguay and Bolivia. Seasonal spikes were observed, particularly during the months of summer (December- March)

Trends Over Time

Correlation Analysis

I calculated the correlation between the growth in tourist arrivals and changes in transport mode preferences. I found that the increase in air travel was directly correlated with an increase in international tourist arrivals, especially after 2015. Conversely, road and rail transport remained more constant, primarily driven by visitors from neighboring countries. The year-on-year growth rates in tourist arrivals indicated significant fluctuations,

with some years showing substantial increases due to global events, international sporting tournaments, and holidays. For instance, 2018 saw a large increase in arrivals from European countries, possibly influenced by direct flight options. A decline in road travel was observed post-pandemic, while air travel recovered quickly. On the other hand, seasonal fluctuations remained consistent, with peaks in summer and winter vacation periods.

Conclusions

According to my analysis of non-resident tourist travel patterns to Argentina from 2010 to 2024,I was able to unfold several key trends:

1. Growth in International Tourism: There was a steady increase in non-resident tourist arrivals from both neighboring countries and long-haul international destinations, especially from Europe and the United States.

2. Shift to Air Travel: Air travel emerged as the dominant mode of transport for international tourists, with a clear shift away from road and rail travel over the years. This shift reflects improvements in international flight connectivity and growing demand for air travel.

3. Regional and Global Influences: Tourists from neighboring countries (Brazil, Chile, Uruguay) preferred road and rail travel, while international tourists increasingly favored air travel. This pattern indicates that proximity plays a significant role in the choice of transport mode.

4. While overall arrivals have grown for most countries, external factors like economic conditions and travel policies may influence fluctuations.

My analysis-report highlights the importance of transport infrastructure, particularly air connectivity in shaping Argentina's tourism trends. It also underlines the need for continued investment in both regional and international transportation networks to support the growth of Argentina's tourism sector. Future research should explore other socio-economic factors that influence these travel patterns, such as political events, economic shifts, and travel restrictions (e.g., the COVID-19 pandemic).

Limitations

1. Missing data or outliers in the original dataset might bias trends.

2. The dataset lacks demographic or economic indicators for deeper insights.

Future Enhancements

I can further integrate data on tourist spending, demographics, or satisfaction surveys to analyze the impact of global events like pandemics or policy changes on tourism patterns.