

Top Latin American Travel Destinations and Spending Insights

Visanet data suggests that U.S. travelers are among the top visitors to Latin America, except in Brazil, where Argentina takes the lead by a small difference. Mexico is the largest Latin country by payment volume where none of the top three visiting countries are from Latin America; the U.S. is by far the biggest contributor with 75 percent of visitors.

The capital cities are the top destinations for most countries in Latin America. Brazil's visitors are the exception, and due to the 2016 Olympics, Rio De Janeiro was the most popular destination with Sao Paulo following.

Countries with higher card acceptance, such as Puerto Rico, Brazil, Costa Rica and Argentina, show lower usage of ATMs for withdrawals and experience less than 30 percent in cash spending.

After cash, the majority of spending is related to tourism, with 10-20 percent spend on lodging. For more information, contact us: vps@visa.com.



Top 3 Visiting Countries

Based on international spend in country



Top 3 Destination Cities

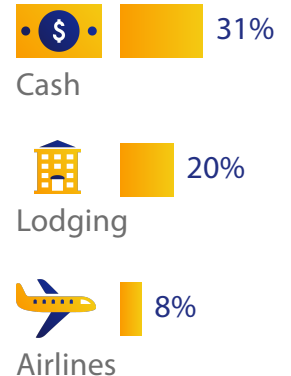
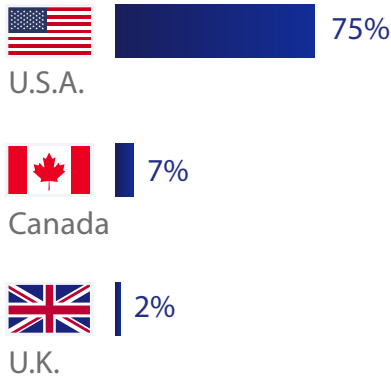
Based on international spend in city



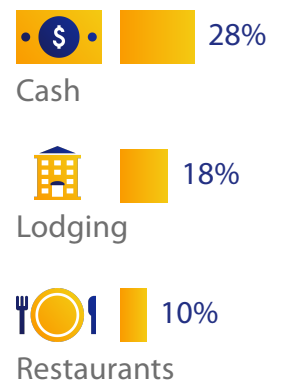
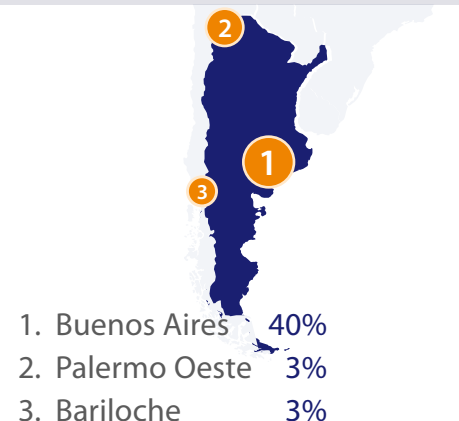
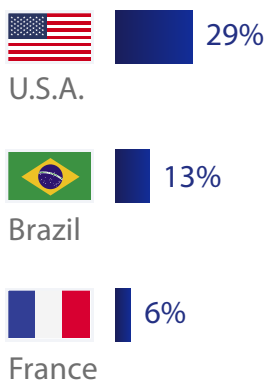
Top 3 Spend Categories

Based on international spend in country

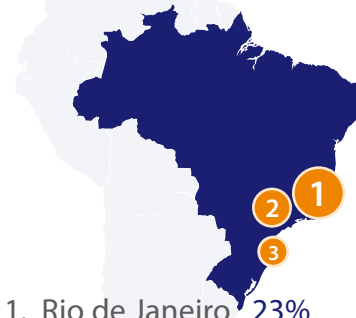
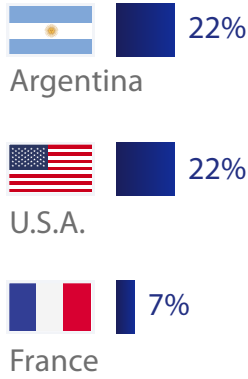
Mexico



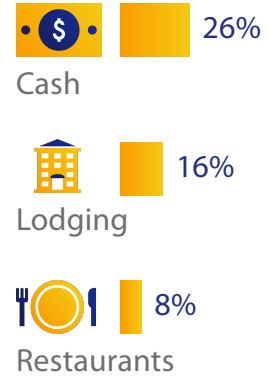
Argentina



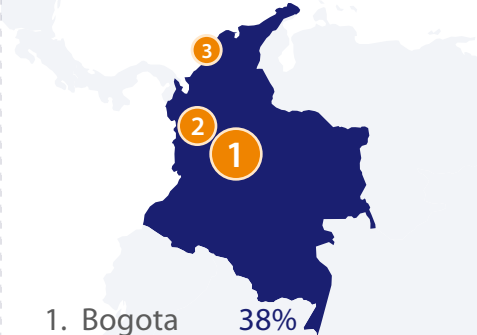
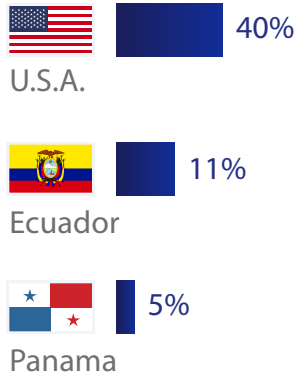
Brazil



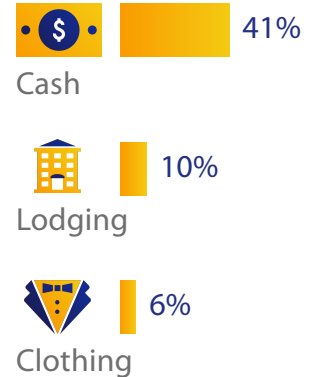
1. Rio de Janeiro 23%
2. Sao Paulo 19%
3. Florianopolis 5%



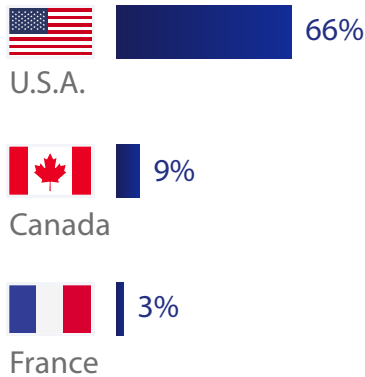
Colombia



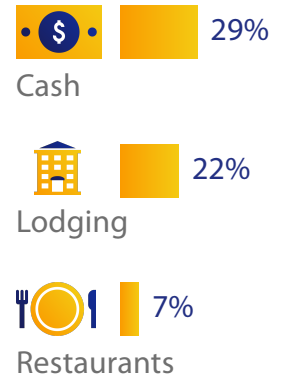
1. Bogota 38%
2. Medellin 12%
3. Cartagena 9%



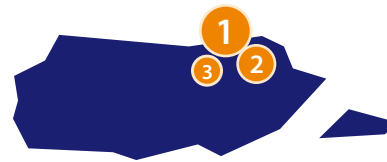
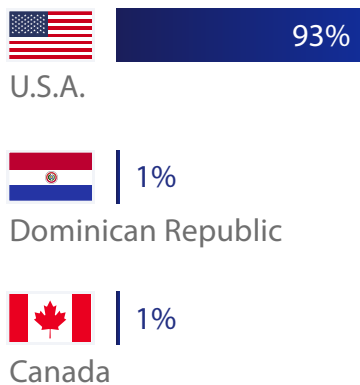
Costa Rica



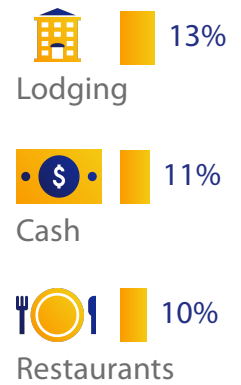
1. San Jose 26%
2. Guanacaste 17%
3. Puntarenas 14%



Puerto Rico



1. San Juan 38%
2. Carolina 11%
3. Bayamon 5%



Source: Visa Performance Solutions Solutions Travel Corridors dashboard based on Visanet data (2016).

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