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Barbara Khol

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Argentine Promotion Program For U.S. Investment In Tourism

by Barbara Khol
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On June 25 in Washington, the Argentine government launched a promotions program to attract US investment to develop the nation's tourism industry. Buenos Aires plans to spend US$3 million per year in the promotions effort. Early this year, the government launched a similar campaign in Spain, France, Italy, Mercosur partners (Brazil, Paraguay and Uruguay), Venezuela, Colombia, Chile and Mexico. According to Carlos Ernesto Gutierrez, general director of the Tourism Secretariat, Argentina ranks first among Latin American nations in tourism, and 33rd worldwide. Brazil's global ranking is 45, and Uruguay is in 46th place. (Basic data from Agence France-Presse, 06/25/92)

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