



# Latin America's most attractive countries

What do Latin-American opinion leaders think?

## LATIN AMERICA'S MOST ATTRACTIVE COUNTRIES

Latin-American countries have a lot in common, but over time, they have also been developing particular identities. Results to this survey, addressed at the region's opinion leaders, provide a ranking of attractiveness in different topics and show that attractions is scattered throughout the region. Mexico stands out for its historical attractions, Argentina ranks highest in cultural activities, Peru leads in gastronomy, Colombia wins in hospitality, Chile is first in safety and Brazil in natural attractions and music.

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# DATA SHEET

## SAMPLE

**Universe:** Opinion leaders and renowned journalists who share, on a regular basis, their standpoints on Latin-American media.

**Response rate:** 416 respondents in 15 Latin-American countries.

**Sample:** With which of the following media outlets do you work or collaborate regularly? Or do you not work in this field?

(Multiple answers)

	%
Daily newspaper	47%
Website	24%
Radio	21%
Magazine	18%
Broadcast TV	15%
Cable TV	12%
Blog	11%
News agency	6%
Other (Specify)	5%
None	16%

## FIELD WORK

**Technique:** Online survey to opinion leaders

**Dates:** From may 16<sup>th</sup> to august 15 of 2016

## CONTENTS

Which are the three most attractive countries in Latin-American in terms of...?

- Historical attractions
- Natural attractions
- Cultural activities
- Music
- Gastronomy
- Hospitality
- Safety



## CONTENT:

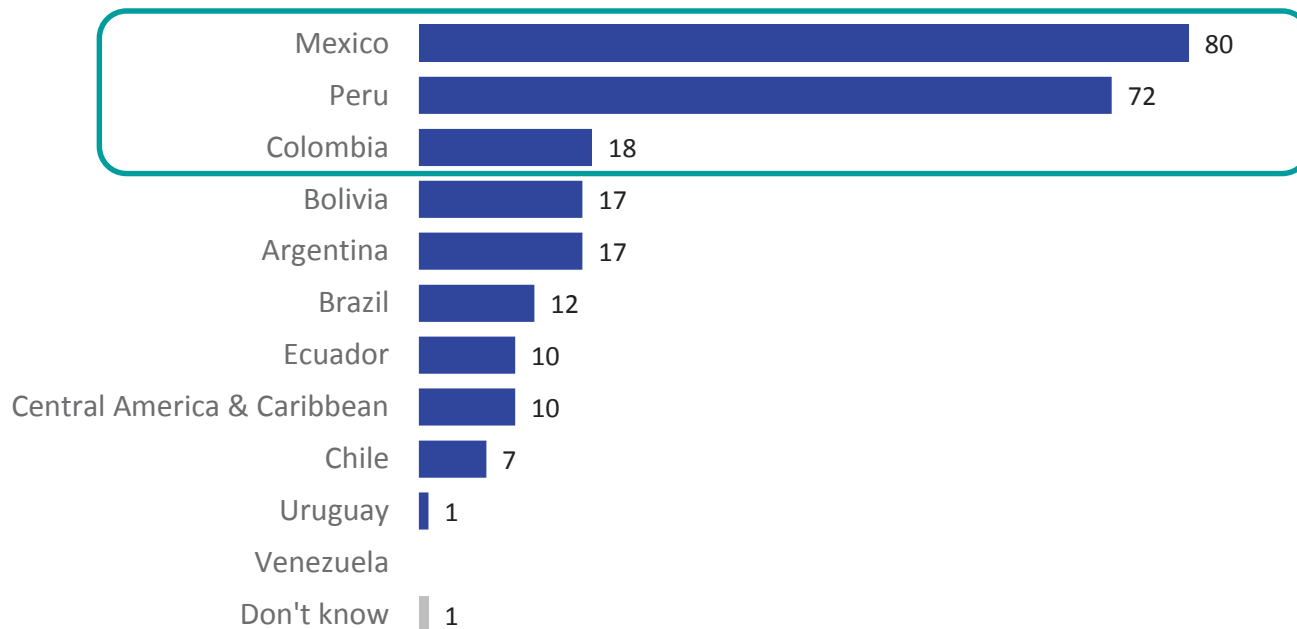
Which are the three most attractive countries in Latin-American in terms of...

<b>1</b>	Historical attractions
<b>2</b>	Natural attractions
<b>3</b>	Cultural activities
<b>4</b>	Music
<b>5</b>	Gastronomy
<b>6</b>	Hospitality
<b>7</b>	Safety



# Which would you say are the three most attractive countries in Latin-American in terms of... **historical attractions?**

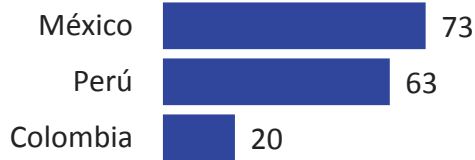
(%)



Base: All respondents (Suggested, up to three answers)

# Which are the three most attractive countries in Latin-American in terms of their historical attractions? -Answers by country-

## Central America & the Caribbean



## Argentina



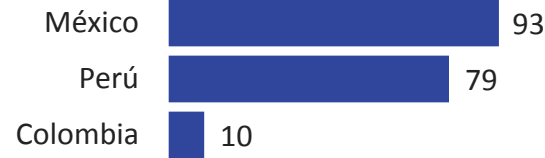
## Bolivia



## Brazil



## Chile



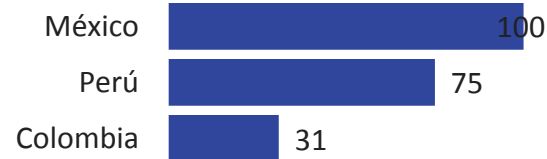
## Colombia



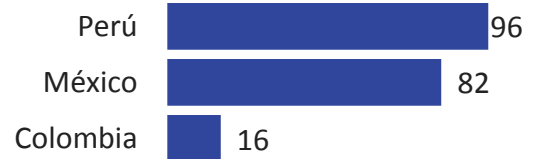
## Ecuador



## Mexico



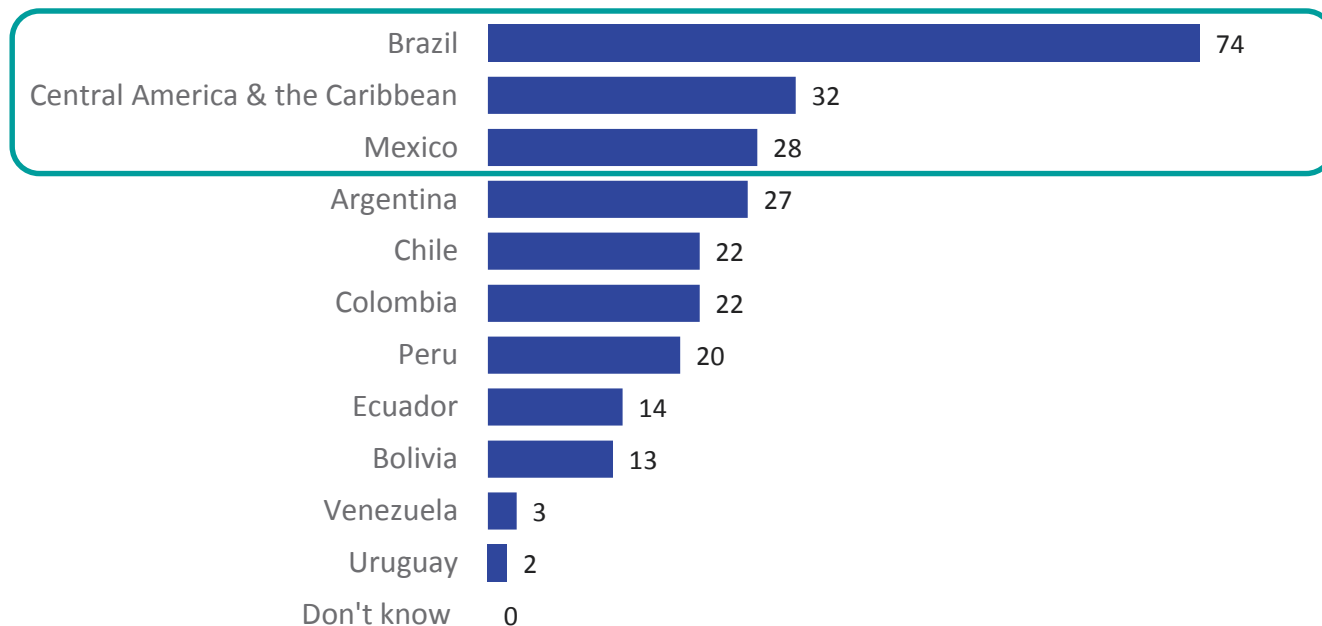
## Peru





# Which are the three most attractive countries in latinamerica in terms of their natural attractions?

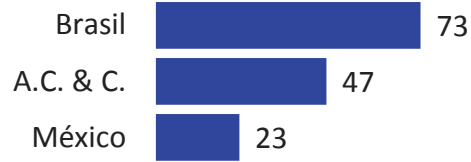
(%)



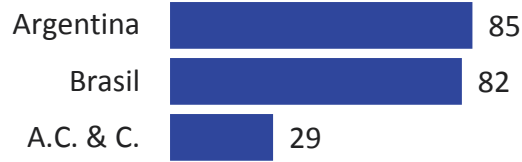
Base: All respondents (Suggested, up to three answers)

# Which are the three most attractive countries in Latin-American in terms of their natural attractions? -Answers by country-

 **Central America & the Caribbean**



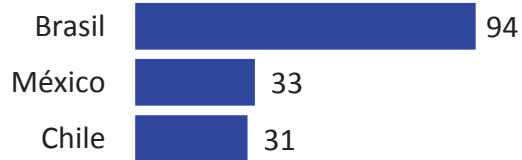
 **Argentina**



 **Bolivia**



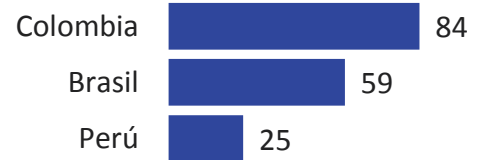
 **Brazil**



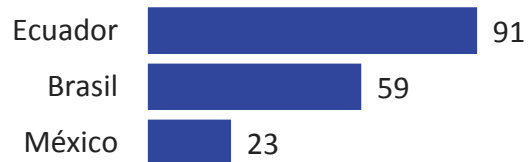
 **Chile**



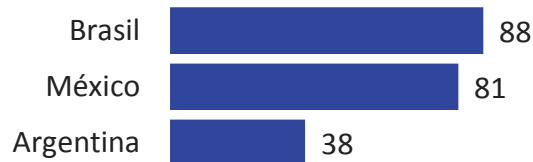
 **Colombia**



 **Ecuador**



 **Mexico**



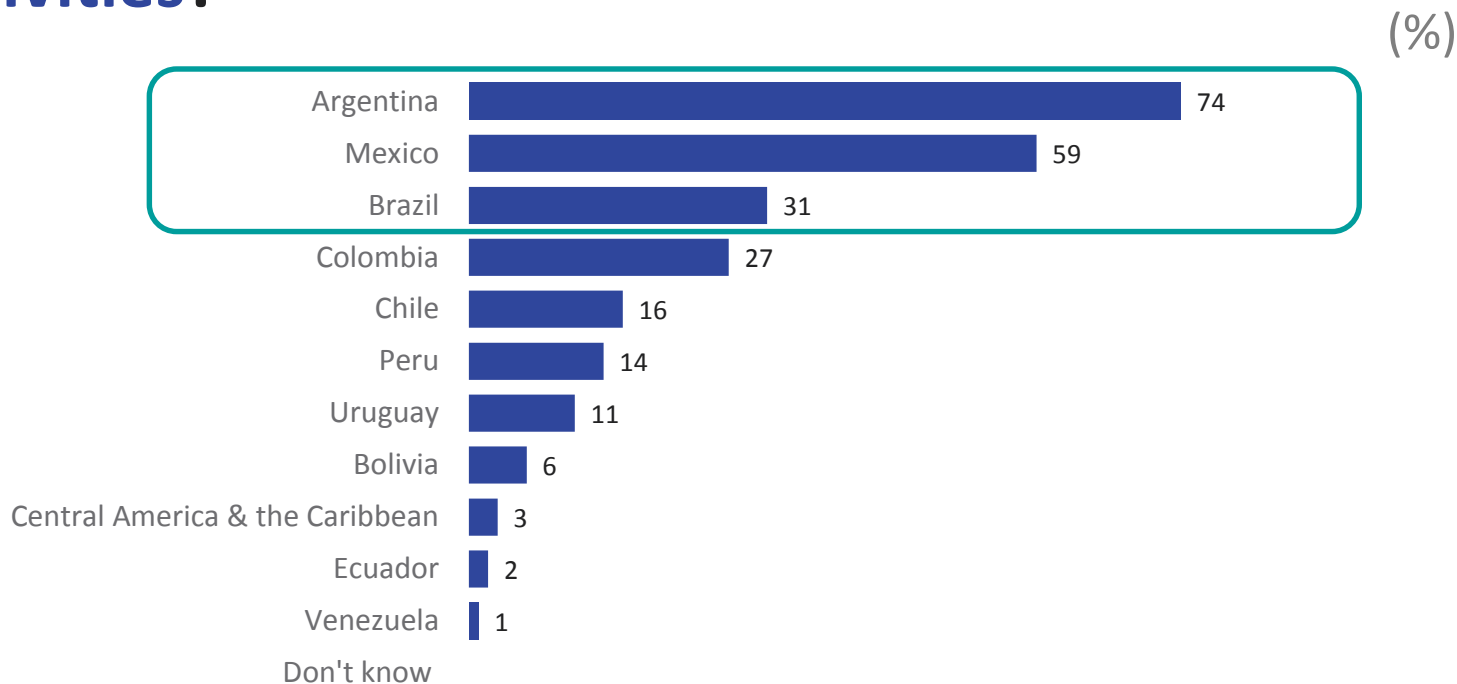
 **Peru**







## Which are the three most attractive countries in Latin-American in terms of their cultural activities?



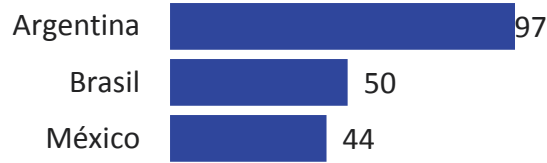
Base: All respondents (Suggested, up to three answers)

# Which are the three most attractive countries in Latin-American in terms of their cultural activities? -Answers by country-

 **Central America & the Caribbean**



 **Argentina**



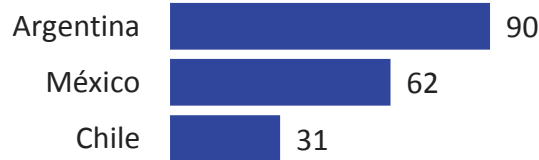
 **Bolivia**



 **Brazil**



 **Chile**



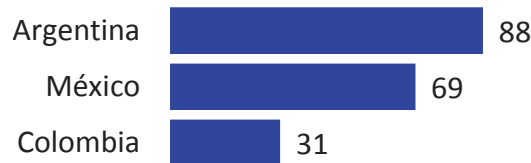
 **Colombia**



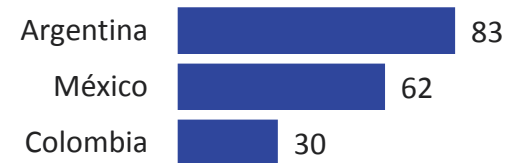
 **Ecuador**



 **Mexico**

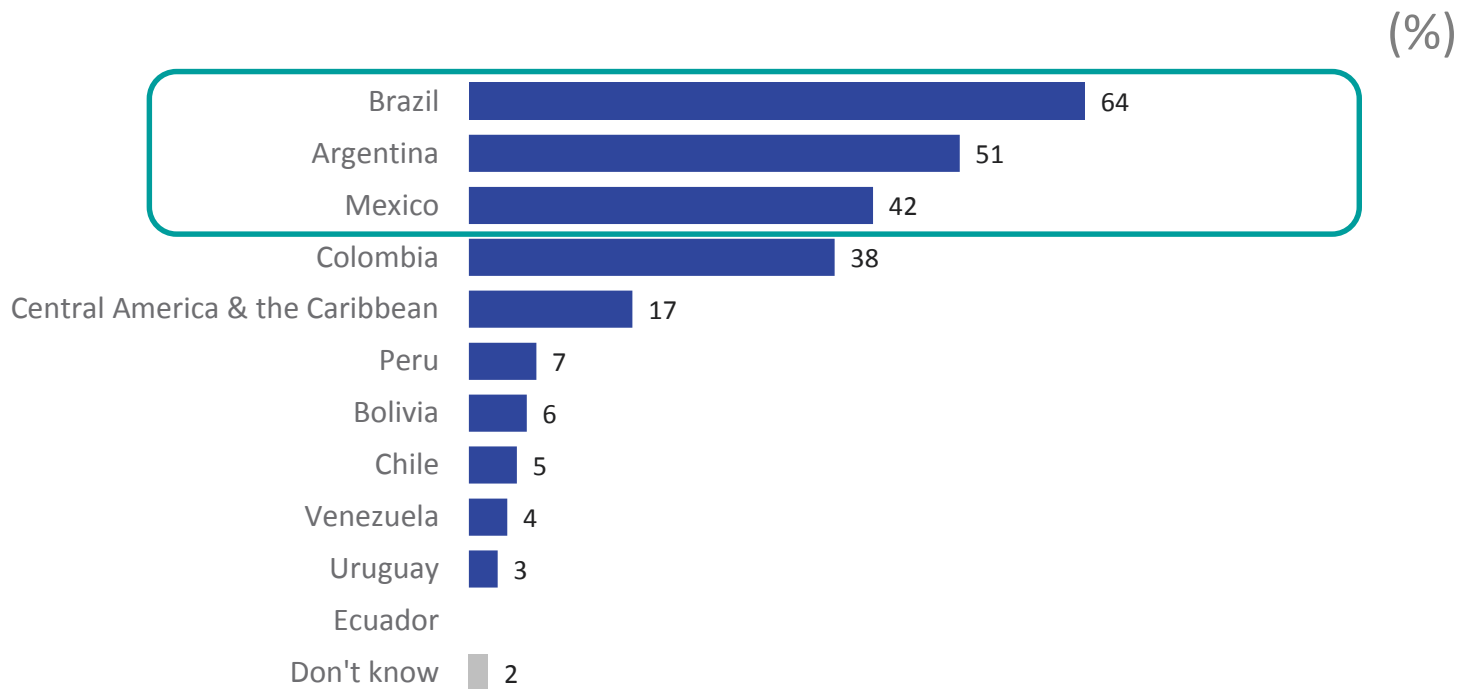


 **Peru**





# Which are the three most attractive countries in Latin-American in terms of their music?



Base: All respondents (Suggested, up to three answers)

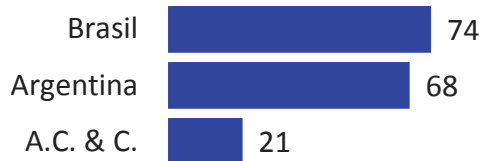
# Which are the three most attractive countries in Latin-American in terms of their music?

-Answers by country-

 **Central America & the Caribbean**



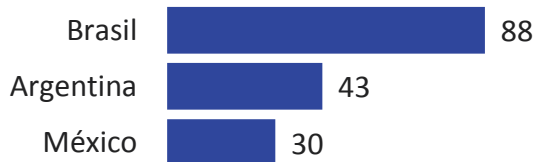
 **Argentina**



 **Bolivia**



 **Brazil**



 **Chile**



 **Colombia**



 **Ecuador**



 **Mexico**



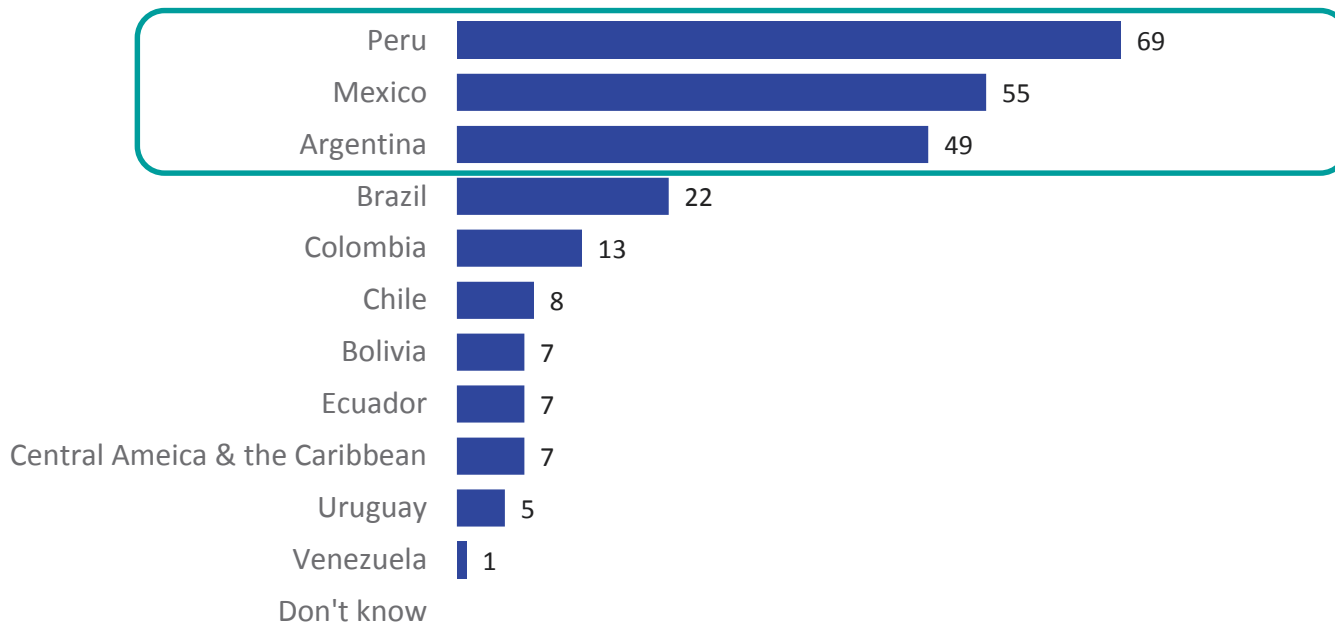
 **Peru**





# Which are the three most attractive countries in Latin-American in terms of their **gastronomy**?

(%)



Base: All respondents (Suggested, up to three answers)

# Which are the three most attractive countries in Latin-American in terms of their gastronomy? -Answers by country-

## Central America & the Caribbean



## Argentina



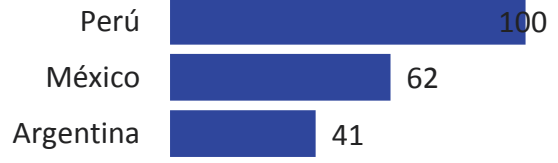
## Bolivia



## Brazil



## Chile



## Colombia



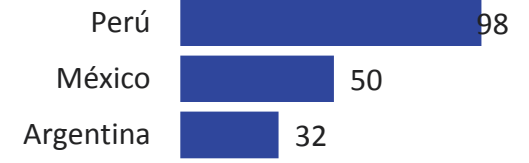
## Ecuador



## Mexico



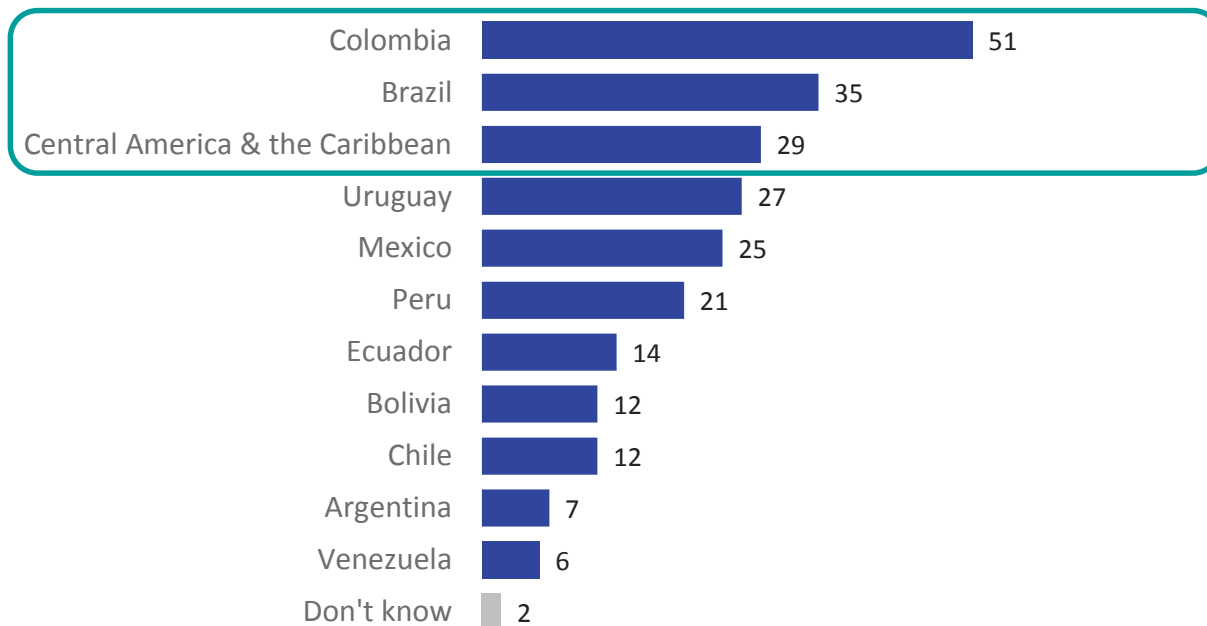
## Peru





# Which are the three most important countries in Latin-American in terms of their people's hospitality?

(%)



Base: All respondents (Suggested, up to three answers)

# Which are the three most attractive countries in Latin-America in terms of their people's hospitality? -Answers by country-

 **Central America & the Caribbean**



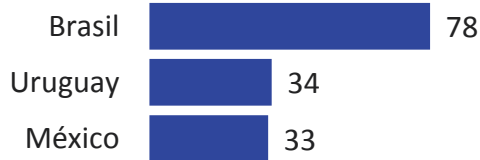
 **Argentina**



 **Bolivia**



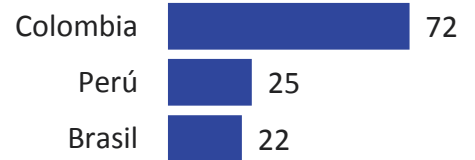
 **Brazil**



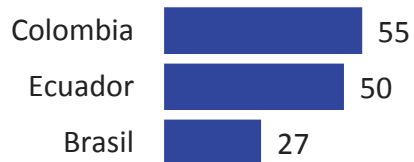
 **Chile**



 **Colombia**



 **Ecuador**



 **Mexico**



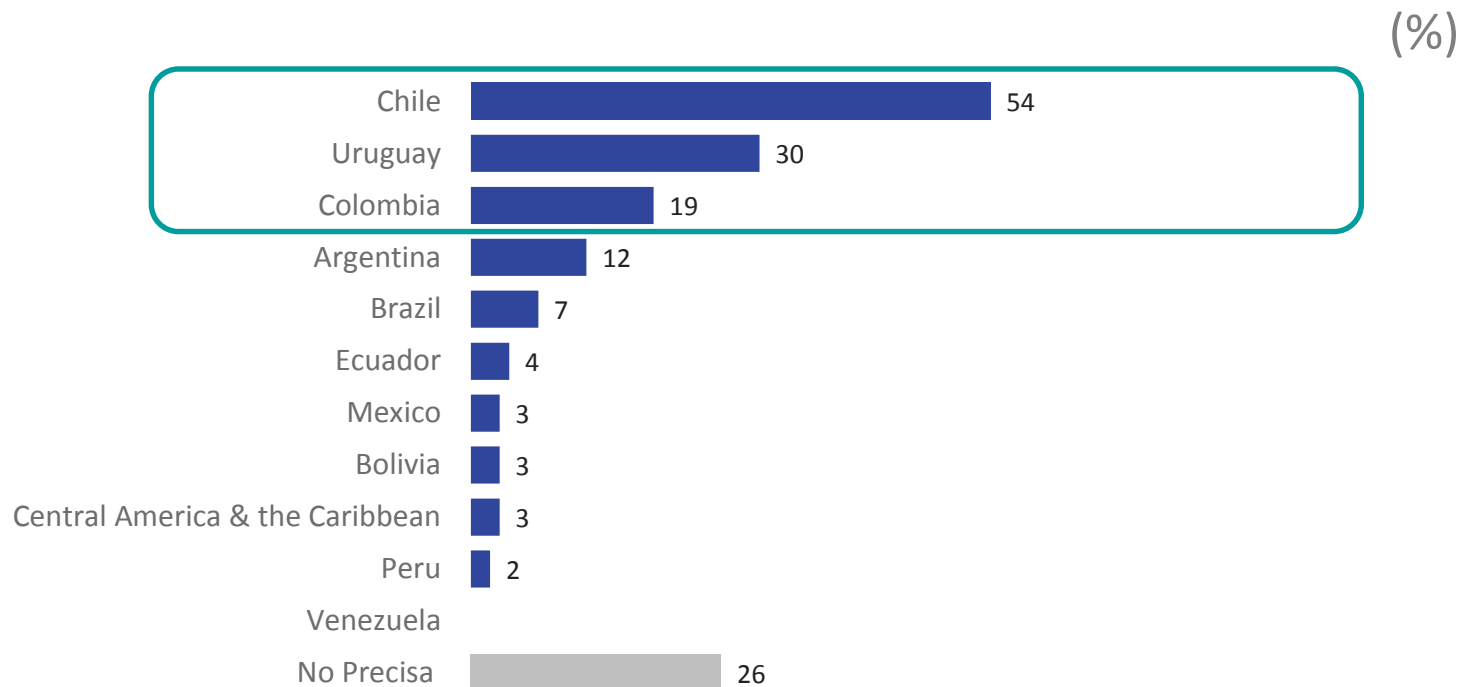
 **Peru**







# Which are the three most attractive countries in Latin-American in terms of their safety?

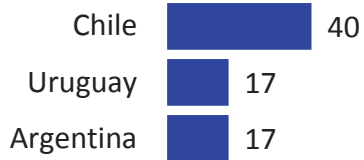


Base: All respondents (Suggested, up to three answers)

# Which are the three most attractive countries in Latin-American in terms of their safety?

-Answers by country-

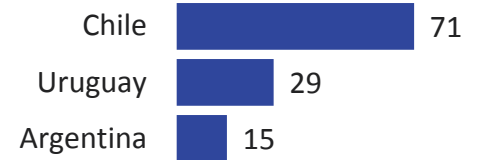
 **Central America & the Caribbean**



 **Argentina**



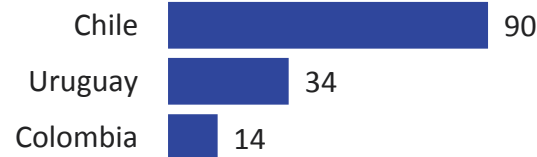
 **Bolivia**



 **Brazil**



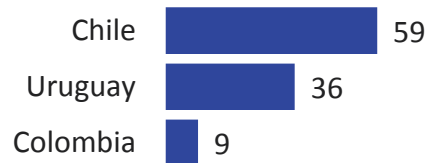
 **Chile**



 **Colombia**



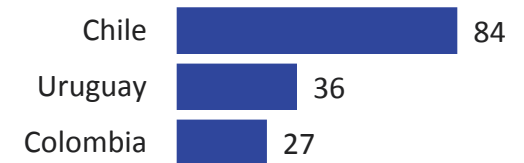
 **Ecuador**



 **Mexico**



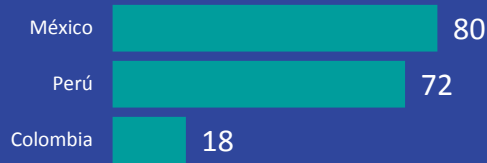
 **Peru**



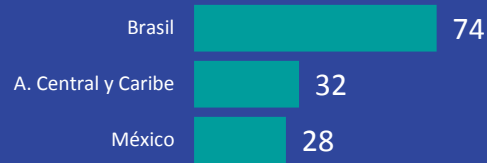
# Summary of Totals

Which are the three most *attractive* countries in Latin-American in terms of their...?

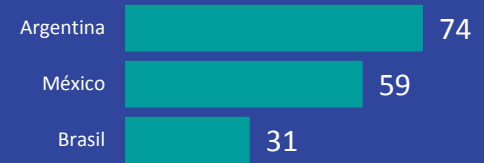
## Historical attractions



## Natural attractions



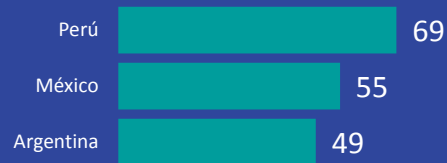
## Cultural activities



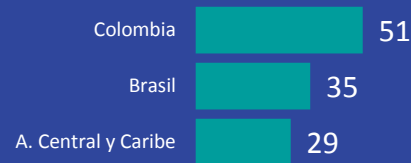
## Music



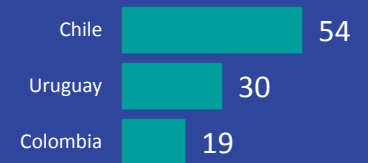
## Gastronomy



## People's hospitality



## Safety



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