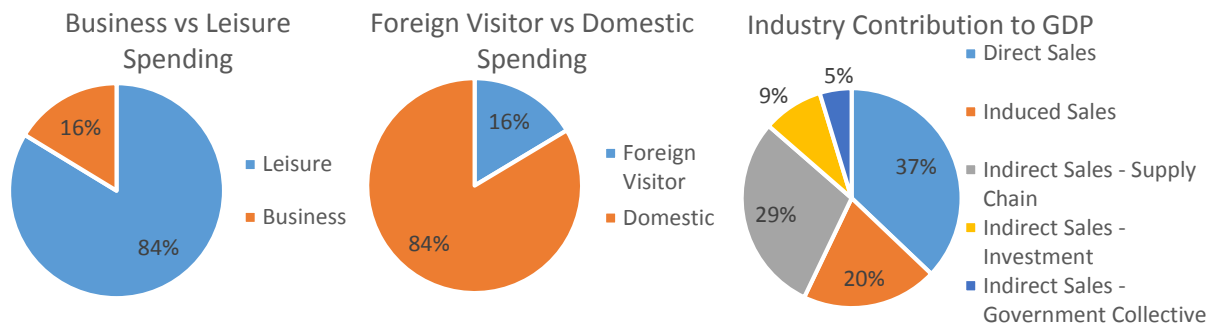




Facts & Figures



- Tourism is predicted to be 6% of total national GDP by 2020.
- Tourist arrivals grew by 3% in 2014, generating US\$2.2 billion in revenues.
- Chile ranks 11th of 141 countries in Travel and Tourism Policy and Enabling Conditions.
- The North of the country receives 22% of all visitors, the Centre 19%, the South 43% and the Austral area 16%.
- 74% of international arrivals come from South American countries, 9% from Europe and 4% from the USA.
- The World Economic Forum rates Chile above the regional average in Tourist Service Infrastructure.

Business Opportunities

The growth of beach and astronomic tourism in Chile has led to a demand for more resorts, time shares and hotels etc. in the north of the country.

In the South, the sustainable development of tourist services is needed to promote and support local culture. A number of well-placed plots of land are available to purchase in order to achieve this.

Infrastructure projects in the far south are needed in order to improve the access between protected natural sites and tourist activities.

In the central region there are opportunities for boutique hotels, aparthotels and bed & breakfasts – especially in the Surf Coast, wine-making valleys and mountain resorts.

The ever increasing Meeting, Incentives, Conferencing and Exhibitions segment in the centre and the south of the country has increased the demand for suitable facilities for businesses.

Transport for tourism:

- The Volcano Train project in the south offers investment opportunities; both in the direct infrastructure and by prolonging the time spent by tourists in the area.
- Cable cars and railways in various cities in the central region are in need of further construction or renovation in order to modernise and maintain the cultural and historical installations.

Marketing companies can work with Chilean tourist bodies to promote Chile as a tourist destination to rival South American competitors and reduce the knowledge deficit within the UK.



Key Players

Public Sector:

- Sernatur: National Tourism Service, in charge of promoting and spreading knowledge about tourist activity in Chile. It has a number of schemes to encourage different aspects of tourism that can be tapped into.

Private Sector:

- Fedetur: Chilean Federation of Tourism Companies. A union of associations, the associations' members and individual tourism companies that works with the government to help develop the industry.
- Turismo Chile: a not-for-profit organisation that promotes Chile as a tourist destination to the world through public and private efforts in order to encourage the growth of the industry.

Challenges

Weak industry specific infrastructure compared to more developed destinations means Chile currently loses out on tourist volume.

Any tourist project undertaken must comply with Chilean sustainability requirements and legislation.

No direct flights from the UK due to the geographical distance means increased journey time and cost, thus lowering the likelihood of Chile being a first choice destination in South America.

There is a lack of awareness of Chile and what the country has to offer amongst the general public in Britain.

Key Events

November 2016 – World Travel Market – London, UK – www.wtmlondon.com

November 2016 – ExpoVyva – Santiago, Chile – www.expovyva.cl

November 2016 – Ruedas de Turismo Internacional y Nacional – Santiago, Chile – www.expovyva.cl

How Britcham Chile Services can help you

We offer entry, contact, professional, and growth and development services to facilitate your success in one of the leading developing economies in the world.

These include:

- Market overview & analysis
- Identification and assessment of potential business partners
- Introductions & appointments
- Commercial representation
- Marketing support
- Networking
- Back office and legal support

For more information and further discussion on how we can help, feel free to contact us on:

Telephone: +562 23704175

Email: business@britcham.cl