

# Investing in Argentina Tourism

*August 2020*



Agencia Argentina  
de Inversiones  
y Comercio Internacional



Ministerio de Relaciones Exteriores,  
Comercio Internacional y Culto  
**Argentina**

# Cultural & Natural Diversity

- **#8 Country** with the largest territory in the world
- Year-round travel destinations with a variety of climates and landscapes
- **11 UNESCO sites** declared World Heritage (7 cultural sites and 4 natural ones). (Iguazú Falls, Perito Moreno Glacier, among others).
- **35 National Parks and more than 480 natural protected areas** (36 million ha.)

- Best venue for **Conferences and International Events\***
- **Traditional Cuisine:** drinking mate, wines, asados (BBQ), empanadas (turnovers), tamales (maize), locro
- Proud of its traditions while passionate and creative on innovation
- LGBT+ Destination 2020 \*\*





## #1 Destination in the Region

- #1 regional destination with 7.4M foreign tourists
- #47 world destination
- 45M of resident tourists (2019)
- US\$ 11,000M of income per year

### International Tourism (2019)

- Argentina 7.4 M
- Brazil 6.4 M
- Chile 4.5 M
- Peru 4.3 M
- Colombia 4.1 M

*(20% of all non resident tourists coming to South America)*

## #1 Regional Destination for International Conferences and Events

### Top Destination for Conferences and Events (ICCA Ranking)\*

- Argentina is # 18 in the world
- +50 venues for international events and 32 convention centers for visitors
- Buenos Aires: #1 City in the Americas and #11 in the World chosen as venue for International Conferences

### Sport Events Venues and Cultural Festivals for World Class Visitors

- International Events and Competitions
- World Rally
- Dakar Rally (2009-2018)
- Moto GP. Event
- Youth Olympic Games, 2018
- Adventure Travel World Summit organized by ATTA (Adventure Travel Trade Association), Salta, 2017

# State Policy: Strategic Sector with Governmental Support

- **#4 export sector** in the country (7% of Argentine exports)
- Dynamic Role in the Economy:
  - **1.14 Mm of jobs** (5.5% of all country jobs)
  - **5,500 agencies**
  - **15,600 hotels**
  - **20,300 restaurants**

## Public Investments

For the past 5 years, more than **USD 111 billion in investments**. More than **44%** of them has already been **used or finalized**

## Benefits and Incentives for Visitors

- Expedited VISA processing
- Reciprocity fee no longer required to US nationals
- Electronic Travel Authorization for Chinese Tourists with USA VISA or Shengen
- VAT tax exemption (21%) on lodging for foreign tourists
- Reciprocity VISA with Brazil and Chile; cross-border integration





# Expanding Infrastructure & Connectivity

## Public Infrastructure

- Investment in **airports, ports, and cruise terminals**
- **100% 4G coverage in 2020** (through all routes and communities up to 500 inhabitants)

## 55 Airports ( 22 international venues)

### Main Airports:

- Ezeiza International Airport (Ministro Pistarini), Buenos Aires
- Jorge Newberry, City of Buenos Aires
- Mendoza
- San Carlos de Bariloche
- Río Negro
- Córdoba

**8 provinces connect Argentina with the rest of the world:** Buenos Aires, Cordoba, Santa Fe, Mendoza, Salta, Tucuman, Rio Negro, and Neuquén

# Strong Expansion in Hospitality Sector



## Record Investment

### \$19 billion in investment

- \$10 billion allotted to 100 new building under construction or renovation
- \$9 billion allotted to 80 project still on the row

## Current Context: Rapid Response & Strategic Refocusing

- **Sustainable Touristic Development** (society, environment, economy) as CORE
- Promote the development of **domestic and proximity tourism**
- **Boosting regional economies**

- Plan to Support, Education and Infrastructure in Tourism (**PACIT**)
- Funds for Touristic Aide and Training (**FACT**)
- Aide Program for Touristic Agents (**APTur**)
- **“50 Destinations” Plan**: to finance trustworthy, sustainable, resilient, and high-quality touristic infrastructure aimed to promote different regions and regional integration towards developing proximity tourism
- **Agreements. Financial Aide for SMEs.** Financial support at discounted rates



## Advantages in Argentina

Argentina meets the requirements needed to adapt to new touristic trends

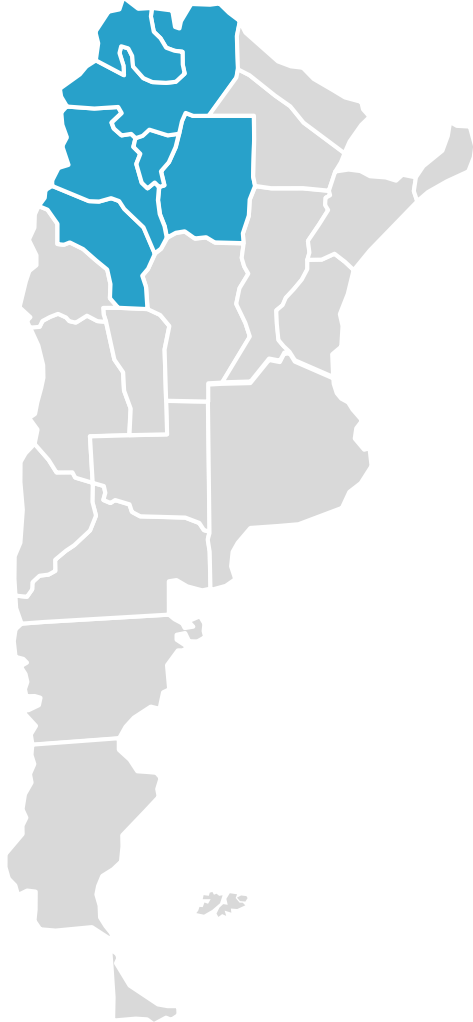
Travelers under this “new normalcy” seek open air natural sites, with less crowded and small populated cities

Most National Park in the country have registered a high record of visits in 2019

## Opportunities for Each the Six Regions

- Northern region
- Litoral Region
- Cuyo Region
- Córdoba Region
- Buenos Aires Region
- Patagonia Region

# Northern Region



## To Highlight

The Northern culture's legacy relates to the indigenous and Pre-Colombian inhabitants:

- The Train to the Clouds
- Talampaya National Park
- The Dryness of Puna;
- Salt flats and thermal waters;
- Yungas exuberant Jungle
- Plains at sea level
- The Andes Mountain +6.800 m.

## Important National Parks

(Thousands of Visitors 2019):

- Los Cardones National Park, Salta. 93K
- Talampaya National Park, La Rioja. 77K
- Calilegua National Park, Jujuy. 22K

## Some Opportunities to Highlight



### Salta

Aquatic Parks, eco lodges, boutique hotels  
boutique, 4-Star hotels, Convention Centers



### Jujuy

5-Star hotels, boutique hotels,  
hotels/resort with golf course, Convention  
Centers, rural hotels



### Santiago del Estero

Aquatic Parks, Río Hondo thermal waters



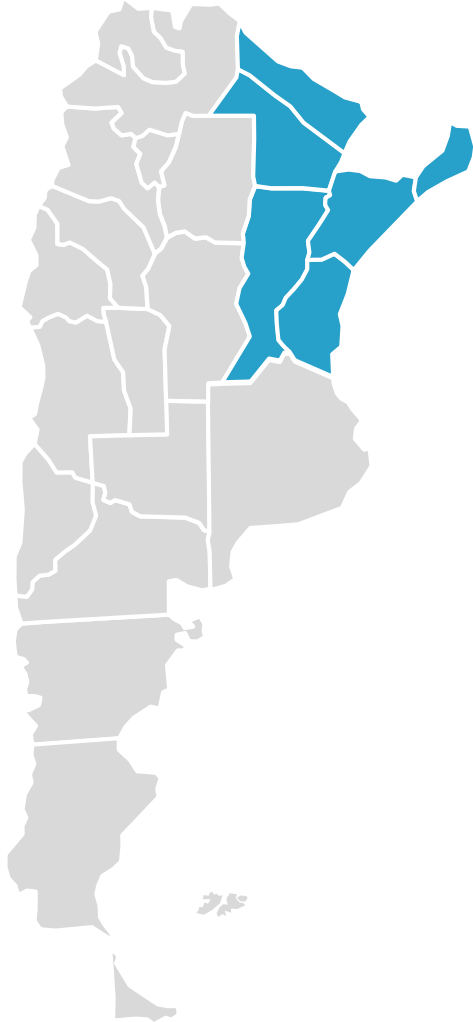
### Catamarca

+48 opportunities to consider

- In digital and air connectivity
- 1 provincial airport and 5 local aerodromes
- Laws for Fiscal Benefits (#5,267 and #4,898)



# Litoral Region



## To Highlight

- The region with the largest rivers, red soil, the jungle with wonderful plants and animals, plus thermal waters
- Iguazú Falls (Misiones). UNESCO World Heritage, One of the Seven Natural Wonders in the World.
- Iberá Estuaries, Corrientes. #2 most important wetland in South America.
- El Bañado La Estrella
- El Impenetrable
- Jaaukanigás
- Jesuit/Guarani Ruins, Misiones and Corrientes
- Entre Ríos and Corrientes Carnival

## Some Opportunities to Highlight



### Misiones

Hotels, thematic parks, restaurants



### Chaco

Eco-lodges, eco-touristic excursions, Eco-Parks

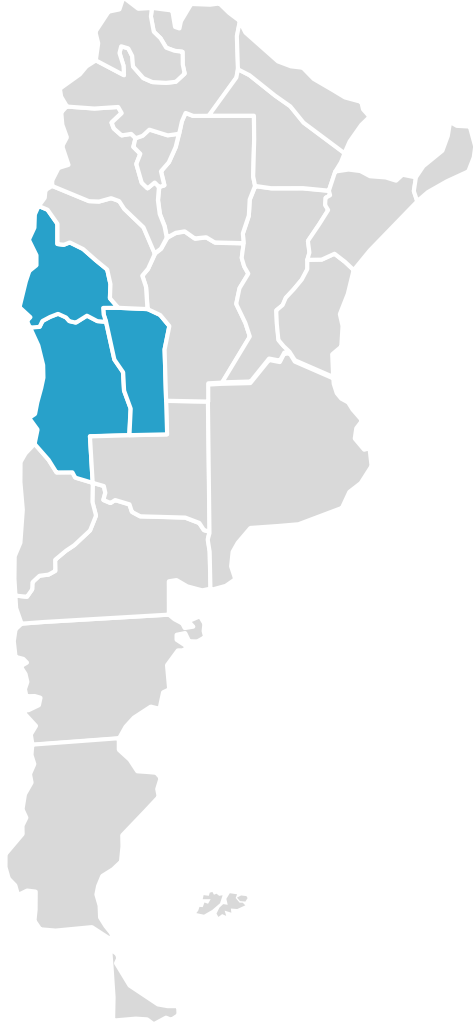


### Corrientes

“Law 5470”. Regulations to Promote Investment

+10 opportunities identified at IBERA Estuaries:

Extension of 1.3 Mn. ha. located between three key touristic corridors connecting Buenos Aires and Iguazu, San Pablo and Salta. It offers unique animals, and it is accessible throughout the whole year



## To Highlight

- Located by the **Andes Mountains**, it also reaches the Pampas plateau and hills in the South.
- The **Aconcagua Mountain**, the highest peak in the Americas
- Winter Resorts, Sky and Mountain
- **The Wine Route**

## Parks to Visit (Scientific Tourism and Paleontology)

- **Ischigualasto Provincial Park**, World Heritage (UNESCO); San Juan.
- **El Leoncito National Park**, San Juan.
- **Sierra de las Quijadas National Park**, San Luis.



## Some Opportunities to Highlight



### Mendoza

4-Stars hotels, bed & breakfasts, spa hotels, ranches, ski hotel, wineries (enotourism)



### San Luis

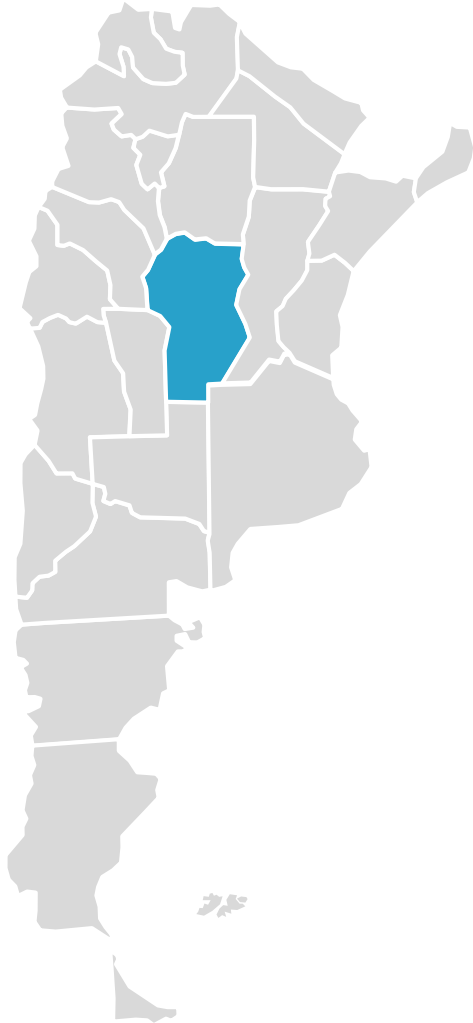
Convention Centers, country clubs, hotels resorts & Spa



### San Juan

Spa Hotels, camping, 5-Stars hotels, Casino, eco-parks, wineries (enotourism)

# Córdoba



## To Highlight:

Córdoba is one of the main economic centers of the country. It combines a modern and traditional cultural approach, with an industrial and crafty scenario surrounded, by hillsides, monuments and colonial architecture

## Main Touristic Centers:

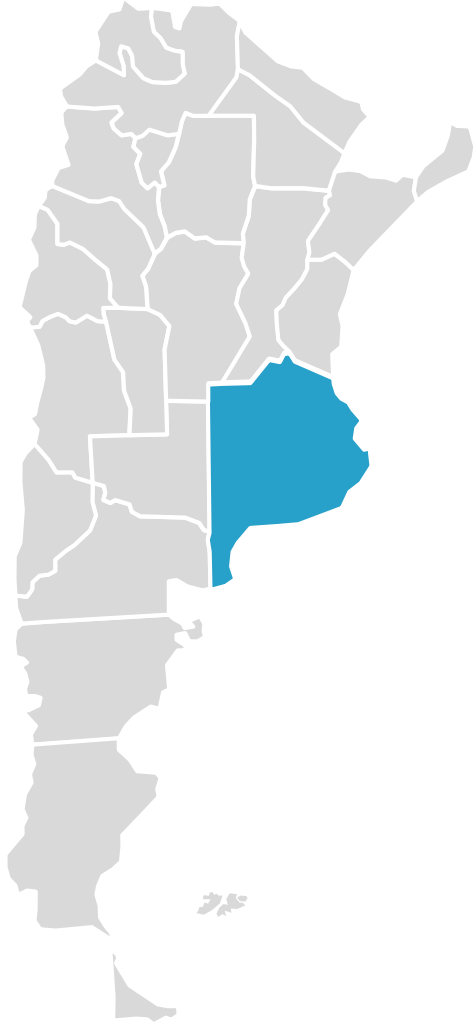
- Villa Carlos Paz
- Traslasierra
- Valles de Punilla
- Calamuchita

- Ranch from the Jesuits – The Jesuit Block (UNESCO Historical World Heritage).
- Quebrada del Condorito National Park
- Villa General Belgrano, National Beer Festival, (Argentine Oktoberfest).

## Identified Opportunities

Boutique hotels, ranches.

# Buenos Aires: Province of Buenos Aires



Well known for the diversity of its landscapes that offer countryside, plateaus, beaches, delta, hills, lakes, rivers, towns, and cities

## To Highlight

- La Plata “A City full of Diagonals”
- Mar del Plata
- Atlantic Coast
- Tandil
- Delta
- The River Plata
- Rural Tourism: ranches and gaucho tradition (San Antonio de Areco).

## Identified Opportunities

**3, 4 and 5-Stars Hotels**



# Buenos Aires: City of Buenos Aires

- #1 Best City for **Living\*** and **Studying\*\*** in Latin America
- Hosting **Conferences and Summits**: #1 in LatAm, #11 in the World (ICCA).
- **Cosmopolitan City with Vibrant Culture**: tradition, tango and modernity, design, nightlife, etc.
- +280 theatres, #1 largest number of bookstores per capita in the world
- 90% of international tourists are admitted through BA (INDEC).
- **Excellent Weather**: 72% with no rain and agreeable temperatures

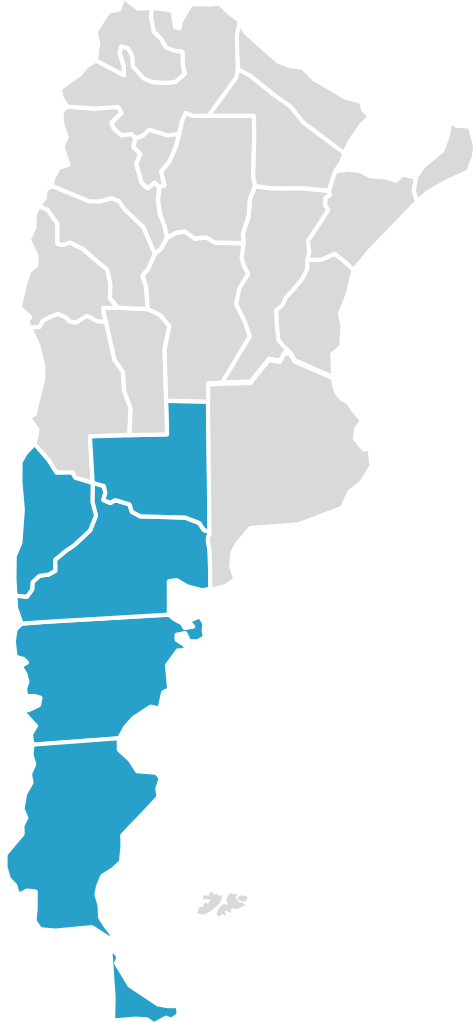
## Identified Opportunities

- 3, 4- and 5-Stars Hotels
- Renovation of Historical Value Hotels/Bldg.

## Fiscal Incentives

- Hotel Sector Promotion (Law 6038/18 CABA).
- New Buildings: up to 27,5% of the investment
- Renovated Buildings: up to 60% of the investment
- On each case, incentives apply to gross income tax once operations are initiated

# Patagonia



## To Highlight:

- Biodiversity through the **Andes Mountains**, and from North to South you can find **volcanoes, thermal waters, glaciers, lakes and rivers**, between **valleys and mountain towns**, surrounded by **natural forests**.
- **World Heritage (UNESCO):**  
*\*(Thousands of Visitors, 2019)*
  - **Los Glaciares National Park; 771K**
  - **The Cave of Hands**
  - **Los Alerces National Park ; 125 mil.**
  - **Valdés Peninsula**

## Identified Opportunities

### Tierra del Fuego

- More than 18 identified opportunities
- Law 1,048

### Chubut

- Ski resorts, Convention Centers, Thematic Parks, hotels and Resorts/Spa

### Neuquén

- 5-Stars Hotels, Convention Centers, Ranches, 5 polo & golf resorts, Ski Resorts, Cabins

### Rio Negro

- 4-Stars Hotels, Boutique Hotels, Convention Centers,

### La Pampa

- 3-Stars Hotels

## Additional Information

- Ministry of Tourism and Sport  
[www.argentina.gob.ar/turismoydeportes](http://www.argentina.gob.ar/turismoydeportes)
- National Institute of Touristic Promotion (INPROTUR):  
[www.argentina.gob.ar/turismoydeportes/inproturinstitutional](http://www.argentina.gob.ar/turismoydeportes/inproturinstitutional) y  
[www.argentina.tur.ar](http://www.argentina.tur.ar)
- National Park Administration  
[www.argentina.gob.ar/parquesnacionales](http://www.argentina.gob.ar/parquesnacionales)
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## How we can help

We promote the internationalization of Argentine companies and facilitate private investments in Argentina

### OUR SERVICES:



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FOLLOW-UP TO  
THE OPERATION

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