

hotelga

28 – 30.8.2024
La Rural Trade Center

KEY DATA

Date: August 28 - 30, 2024

Trade Center: La Rural Trade Center of Buenos Aires

Organizers: Association of Tourism Hotels of the Argentine Republic (AHT), Hotel and Gastronomy Business Federation of the Argentine Republic (FEHGRA) and Messe Frankfurt Argentina



ABOUT US

Hotelga is an exclusive event for business professionals and professionals of the hotel and gastronomy sector that brings together the wide variety of suppliers that make up the value chain of both sectors.

The **Trends and Innovations Exhibition for Hotel and Gastronomy** is an event organized by the **Hotel and Gastronomy Business Federation of the Argentine Republic (FEHGRA)** and the **Association of Tourism Hotels of the Argentine Republic (AHT)**.

As of 2023, **Messe Frankfurt Argentina** joined the organizing committee to present a new Hotelga, driven by a **process of rebranding and relaunching the brand image**, which resulted in an absolute success. For 55% of visitors, 2024 was their first time at Hotelga. In turn, **100% of the exhibitors plan to participate again in the next edition**, which allows us to project a new attendance record.

In addition, more than **800 meetings were held between manufacturers and national buyers** and **more than 40 conferences** were held in the Open Auditorium, Auditorium Buenos Aires & HRCC and Hotelga Summit, a space that focused on three main topics: Economy and current affairs, Sustainability and Human Talent.

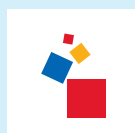
In this way, Hotelga **managed to maintain its leadership**, promoting the sustainable development of the sector. Improving the customer experience was the main goal of the **new Hotelga**, which was able to adapt to the current times and, together with it, to the needs and exceed the expectations of the public.



VISITOR'S PROFILE

Hotelga receives professional visitors from different provinces and countries. Among the main decision makers are:

- Managers, executives and professionals belonging to hotels, inns, hostels, restaurants, confectioneries, bars, fast food, catering.
- Investors, entrepreneurs and owners of small businesses.
- Press, representatives of associations, chambers and government agencies related to the sector.



HIGHLIGHTS OF THE 2024



record number of visitors

+12,000

(national and international business professionals and professionals)



120 exhibitors

100%

consider participating again in the next edition

EXHIBITORS

↑ 15% increase in the number of exhibitors

+200 brands



↑ 20% increase compared to the previous edition

13,500 sqm of floor space



+40 conferences

800 meetings

between manufacturers and national buyers



Save the Date! from 27 to 29 August, 2025

La Rural Trade Center of Buenos Aires

HOTELGA SUMMIT

Update space that addressed the panorama of the national, regional and global hotel ooi. Presence of owners and managers of the most important hotels and gastronomy establishments; authorities of the Global Sustainable Tourism Council (GSTC) and trends in architecture and gastronomy, with the endorsement of Michelin.



GRAND FINAL OF THE SUSTAINABLE HOSPITALITY CONTEST

It distinguished tourist lodgings and undergraduate students of careers related to tourism. Argentina, Uruguay and Paraguay participated in this edition.



GRAND FINAL OF THE FEDERAL CHEFS TOURNAMENT

It was held live during the three days of the exhibition, with the record participation of 22 teams from all over the country. Three of them reached the podium and will be distinguished by a jury of leading personalities, among which the presence of Narda Lepes, the most important one, stands out.



ARGENTINA GUSTAR + TIERRA DE VINOS

With the initiative of the National Secretariat of Tourism, Environment and Sports, the Gustar program and Argentina Tierra de Vinos were presented, a project based on public-private collaboration that seeks to boost regional economies and promote sustainable growth throughout the country.



MATCHMAKING PROGRAMS

The meeting of supply and demand, where suppliers and buyers get in touch to generate new business. The goal: to reinforce the huge commercial network that feeds the hotel and gastronomy industry. y la gastronomía.



TASTE culinary forum

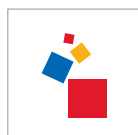
TASTE CULINARY FORUM

In the Buenos Aires Auditorium & AHRCC (Association of Hotels, Restaurants, Confectioneries and Cafés) the meeting was attended by prominent personalities of haute cuisine who spoke about the Michelin Stars as a seal of the highest cuisine and how the champions prepare for major international competitions.



HOTELGA AR DESIGN

Deco and trends space curated by 90+10 and outstanding brands of tableware, lighting, furniture and decoration; of national design and production.



For details and information regarding your participation as exhibitor or sponsor, please go to hotelga.com.ar or contact our Sales Team hotelga@argentina.messefrankfurt.com