hotelga

2 – 4.9.2026
La Rural Trade Center

Key info

Date: 2 – 4 September, 2026
Venue: La Rural Trade Center
Organized by: Argentine Hotel and Restaurant Business Federation (FEHGRA), the Argentine Tourism Hotels Association (AHT) and Messe Frankfurt Argentina.

fehgra · aht · messe frankfurt





Record-Breaking edition

15,600 visitors walked the aisles of the latest edition of Hotelga!
With more than 200 participating brands, 14,000 sqm of exhibition space, and a revamped program of events, the event reaffirmed its leadership as the premier gathering for the hotel and restaurant industry.

Organized by the Argentine Hotel and Restaurant Business Federation (FEHGRA) and the Argentine Tourism Hotels Association (AHT), Hotelga is the sector's leading event, exclusively for business owners, professionals, and suppliers in the hotel and restaurant industry.

With the participation of all Argentine provinces and visitors from more than 15 countries, the latest edition exceeded the expectations of both exhibitors and visitors.

Content was one of the main highlights of this edition. Through a program featuring **more than 60 activities**, including masterclasses, training sessions, conferences, and innovative product and service proposals for the sector—Hotelga brought together national and provincial authorities, renowned chefs, representatives of industry organizations, and executives from top-tier hotels.

The expo in numbers

+15,600
Record number of visitors

21% **Growth** in the number of visitors

15 **Visiting countries** and all provinces of Argentina

+200
Exhibitors brands

+46,000
email marketing **contacts**

+27,000
Visits to the digital catalog

Visitors profile

Managers, executives, and professionals from hotels, inns, hostels, restaurants, pastry shops, bars, coffee shops, fast-food establishments, and catering services. | Entrepreneurs, investors, and small business owners. | Media representatives, as well as representatives from associations, chambers of commerce, and government agencies related to the sector.

Highlights of the 2026 edition



Green Hotels Grand Finale

Organized by Hoteles Más Verdes with the support of AHT, the contest recognized tourism establishments and innovative ideas that best integrate sustainability principles into the hotel value chain. Argentina, Uruguay, and Paraguay participated.

Grand Finale of the Chefs' Tournament



Technique, creativity, and a commitment to regional culinary roots came together in a competition that reinforced ongoing training and Argentina's gastronomic identity.



World Pizza and Empanada Championship (APYCE)

The second edition of the 2026 World Pizza and Empanada Championship was presented for the first time at Hotelga, in a unique competition that brings together the best professionals from the global culinary sector.

Hotelga Summit



Human resources, political analysis, investment, the geopolitical context, and AI were the focal points of this new edition, which addressed the regional and global landscape of the hotel industry.



BA Foodie

Organized by the Association of Hotels, Restaurants, Pastry Shops, and Cafés (AHRCC) in partnership with Visit Buenos Aires and the Buenos Aires City Tourism Board, Buenos Aires Foodie featured a variety of activities and a new list of "Iconic Restaurants of Buenos Aires".

Matchmaking programs



The perfect gathering to share ideas and plan for the future of businesses, while strengthening ties with key players in the HORECA sector, took place once again at Hotelga.

See you September 1–3, 2028!

at La Rural Trade Center of Buenos Aires

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

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