

Press release – Hotelga 2024

Buenos Aires, August 28-30, 2024



hotelga

Hotelga 2024 registration is now open

Buenos Aires, June 2024. – **The exhibition that brings together the entire hotel, gastronomy and tourism sector will be held from August 28 to 30 at La Rural Trade Center in Buenos Aires, Argentina.**

A new edition of **Hotelga**, the epicenter where the most important companies in the sector present their latest innovations, is coming. Those who visit the exhibition will have the opportunity to learn about the sector's trends, participate in training and professional updating activities, as well as witness the finals of the "Sustainable Hospitality Contest" organized by Greener Hotels and supported by AHT, AIPHY, and AHRU; and the "Federal Chefs Tournament" organized by FEHGRA.

Those who wish to visit the exhibition can obtain their badge in a few steps from the website <https://hotelga.ar.messefrankfurt.com/buenos-aires/es/acreditacion.html>. There you must fill in a form with your data, and once the process is completed you will receive a confirmation by mail to be presented at the entrance of the exhibition, along with your ID card. Online pre-registration is recommended in order to speed up the process and avoid crowds at the entrance to the exhibition.

The new edition of the summit event of gastronomy, tourism and hospitality returns renewed to become the ideal scenario for networking, where sustainability and innovation will be the cross-cutting themes in each of the professional updating activities, essential for the growth and development of the sector.

In this regard, the president of the Argentine Hotel and Gastronomy Business Federation (FEHGRA), Fernando Desbats, stated: *"Hotelga is the ideal opportunity for the sector to gather. It offers the possibility of knowing the latest news and trends of the sector, in an industry that is constantly changing, following the market demands and adapting to consumers"*.

The President of the Association of Tourism Hotels (AHT), Gabriela Ferrucci, said: *"The next edition of Hotelga 2024 will demonstrate the adaptability of the sector to both trends and the context. Spaces such as this exhibition are key for professionals, businessmen and experts to exchange knowledge and experiences"*.

Another novelty presented in this edition is the exhibition APP where visitors can find all the information they need to have a great experience when walking through the exhibitio aisles: the program of activities, the exhibitors' details, the floor plan and more. Download link: <https://hotelga.ar.messefrankfurt.com/buenos-aires/es/informacion-general/app.html>

Undoubtedly, an unmissable event where no player of the gastronomy and hotel production chain can be left out.

Information for journalists:

<https://hotelga.ar.messefrankfurt.com/buenos-aires/es/prensa.html>

Graphic material:

<https://hotelga.ar.messefrankfurt.com/buenos-aires/es/prensa/material-prensa.html>

Other links:

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hotelga.com.ar

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