

Press release +++ Hotelga 2026
September 02 to 04, 2026



Innovation, Talent and New Business Opportunities: Hotelga 2026 Unveils a Renewed Agenda

Buenos Aires, August 2026 – With expanded exhibition space and a larger number of exhibitors, Hotelga 2026 will offer a comprehensive program that combines economic and political analysis through the Hotelga Summit, major competitions such as the Federal Chefs Tournament, the Sustainable Hospitality Competition, and the World Pizza and Empanada Championship, as well as a Technology Hub and dedicated areas for wine, vermouth, beer, and local design. Provinces from across Argentina will also play a leading role throughout the event.

Just weeks before its upcoming edition, taking place **September 2–4 at La Rural Trade Center in Buenos Aires, Hotelga 2026** has unveiled its program of activities and new featured spaces. This year, Argentina's leading hospitality and gastronomy exhibition expands to two pavilions, offering professionals from across the industry the opportunity to discover products, services, and solutions, establish valuable business connections, explore new opportunities for their establishments, and participate in a wide range of educational sessions.

The Present and Future of the Industry Take Center Stage at Hotelga Summit

The first day of the **Hotelga Summit** will feature a **panel on political affairs and public opinion**, with journalist **Luciana Geuna** and political consultant and public opinion specialist **Mora Jozami**. This will be followed by a session on **economic perspectives for the hospitality and gastronomy sectors**, featuring economists **Antonio Aracre** and **Matías Kulfas**, and a **Governors Forum**, with the participation of **Jorge Macri** and **Alfredo Cornejo** already confirmed. All three sessions will be moderated by journalist and analyst **Ramón Indart** and will take place in the Main Auditorium.

Meanwhile, in the Open Auditorium, **STR** will present an analysis of hotel performance in Argentina and the region, future demand, and upcoming developments. **Wyndham Hotels & Resorts** will discuss key myths and realities surrounding hotel franchising, as well as successful formulas for owners and destinations.

On the second day, the Main Auditorium will host a **discussion on current trends and challenges facing tourism and hospitality in Latin America**, featuring the presidents of hospitality associations from Argentina, Paraguay, Chile, Uruguay, Peru, and Colombia. The day will also feature the **Grand Final of the Sustainable Hospitality Competition**, showcasing projects and initiatives from Argentina, Chile, Uruguay, and Paraguay.

The Open Auditorium will host a session on **lighting trends**, focusing on guest experience and profitability as driving forces behind hospitality projects. The session will be led by architects **Mariana Tambussi**, member of the Society of Architects, and **Sabrina Mandel**, professor at the University of Buenos Aires and founder of SMLD Lighting Design Studio.

On the final day of the exhibition, attendees will explore the **talent challenges facing the hospitality industry** through the session "Four Generations, One Goal: Leadership and Talent Management," led by **Patricia Jebson**, renowned speaker, author, and content creator specializing in work, leadership, and career development.

The event will also feature live recordings of **Cerrame la Ocho** and **Late Check-Out**, two of the industry's most popular podcasts. The day will conclude with the Grand Final of the **Federal Chefs Tournament**, which celebrates its **10th edition** this year.

More Participants, More Experiences

For the first time, Hotelga will host the **World Pizza and Empanada Championship**, organized by the **Association of Pizza and Empanada Restaurant Owners (APYCE)**, Argentina's leading industry association. The competition will take place throughout the three days of the exhibition and will bring together professionals from different countries competing across multiple categories.

The **Association of Hotels, Restaurants, Cafés and Confectioneries of Buenos Aires (AHRCC)** will once again organize the **Taste Culinary Summit**, where, together with the City Government of Buenos Aires, it will announce the latest list of establishments recognized as "**Buenos Aires Iconic Restaurants.**"

The program will be complemented by the **Exhibitor Conferences**, featuring more than 20 presentations delivered by participating companies showcasing new products, technologies, solutions, and live demonstrations.

Flavors, Design and Technology

Among the highlights of Hotelga 2026 are its **special themed areas**, bringing together proposals from different sectors looking to strengthen their presence and generate new business opportunities within the HORECA industry.

Dedicated wine spaces will showcase wineries from various Argentine provinces through the National Tourism Secretariat, while a **Vermouth Area** will celebrate one of the fastest-growing beverage categories in the country. Visitors will also enjoy the **Craft Beer Plaza**, gathering more than ten craft beer brands under the coordination of **Martín Boan**, Argentina's first beer sommelier and one of the country's leading beer culture ambassadors.

The **Technology Hub** will feature companies specializing in artificial intelligence, software, and robotics, presenting solutions designed to optimize and streamline operations in hotels and restaurants.

Hotelga AR Design will also return under the curatorship of Marcela Fibbiani, from design magazine 90+10. Six Argentine brands will showcase products tailored to the

needs of the hospitality and gastronomy industries, including furniture, décor, textiles, lighting, accessories, and ceramic tableware.

In addition, several provinces and regions will participate through dedicated pavilions, including **Buenos Aires City, Mendoza, Córdoba, Neuquén, and Norte Grande**, bringing together producers and companies from their territories to showcase their offerings and foster new business connections with industry professionals.

Organized by **FEHGRA, AHT**, and **Messe Frankfurt Argentina**, Hotelga 2026 is the leading event for the hospitality and gastronomy industries in Argentina. For more information, visit: www.hotelga.com.ar.

Social media:

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Hashtags

#Hotelga #Hotelga2026

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Information about FEHGRA

Since 1941, the Argentine Hotel and Restaurant Business Federation has represented all the country's activity. Its objective is to defend the interests of the sector and collaborate in the development of gastronomy, hotels and tourism. The entity brings together more than 84,000 companies, grouped in its Entities. There are 67,000 gastronomic establishments and 17,000 hoteliers.

More information in <https://fehgra.org.ar/>

Information about AHT

The Argentine Tourism Hotel Association is a non-profit organization with extensive experience, recognition and presence throughout the national territory founded in February 1977. It groups and represents the most important hotels in the country, distinguished by the quality of their facilities and the excellence of the services provided to their guests. The AHT supports the interests of the hotel and tourism sector together with the public and private sectors, to strengthen the competitiveness of its members and respond to their needs.

More information in <https://www.ahtra.com.ar/>

Information about Messe Frankfurt Argentina

It is the local subsidiary of Messe Frankfurt GmbH, the world's leading professional exhibition organization company. The objective of its events is to promote real business meetings that stimulate regional markets, encourage the domestic market and in turn urge the development of the technological pole in each area. Currently the portfolio of events of Messe Frankfurt Argentina includes the exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Emitex, Simatex, Confemaq, ExpoFerretera, Hotelga, Intersec Buenos Aires, Salón Moto, Tecno Fidta and Arminera. In addition, it holds numerous congresses and special events for

third parties, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia and ExpoEFI, among others.

More information in www.ar.messefrankfurt.com

Learn more about the Messe Frankfurt Group

www.messefrankfurt.com/background-information