



**Euromonitor  
International**

# Lodging (Destination) in Argentina

September 2024

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## Lodging (Destination) in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

New luxury hotel owned by Spain's Unico chain now operating at former location of Sofitel

First capsule hotel is now available at Ezeiza Airport

#### PROSPECTS AND OPPORTUNITIES

Hilton Group plans to double its presence in Argentina over the forecast period

Short-term rentals set to register more growth than hotels

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