



**Euromonitor
International**

Lodging (Destination) in Argentina

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth for lodging (destination) in Argentina is driven by rate increases, not demand
Hoteles Sheraton de Argentina SAC retains its lead while expanding its chain

PROSPECTS AND OPPORTUNITIES

Lodging (destination) is set for growth amidst the recovery in tourism
Independent hotels are expected to play a key role in driving growth for lodging (destination)

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DISCLAIMER

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