



Euromonitor
International

Lodging (Destination) in Argentina

September 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Unlocking growth through brand affiliation

Investment flows target both premium and regional opportunities

Accommodation becomes part of the travel experience

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Branded chains to expand through conversions as development costs remain high

Energy and mining activity expected to create a more resilient demand base

Luxury destinations and short-term rentals set to benefit from shifting investment

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

PRODUCTS

Sustainability, digital efficiency and wellness steer innovation

Capsule lodges, digital suites and modular retreats lead recent launches

Differentiation lifts pricing and unlocks new revenue streams

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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