



Euromonitor
International

Experiential Luxury in Argentina

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Fall in tourism due to rising prices in the country affects the luxury hotel segment in 2024
Casa Lucia, the first Único Hotels project outside Spain, opens in the luxurious neighbourhood of Recoleta
Large international groups have limited presence in luxury hotels in Argentina

PROSPECTS AND OPPORTUNITIES

Greater connectivity and more luxury orientated offer to boost the arrival of international tourists
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Argentine restaurants recognised by the Michelin Guide

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Luxury Goods in Argentina - Industry Overview

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DISCLAIMER

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