

**Official guide to congresses,
conventions, incentives and fairs**

Buenos Aires City Capital of Meetings Tourism

2025 Edition

BAC&VB

BUE VISIT
BUENOS
AIRES™

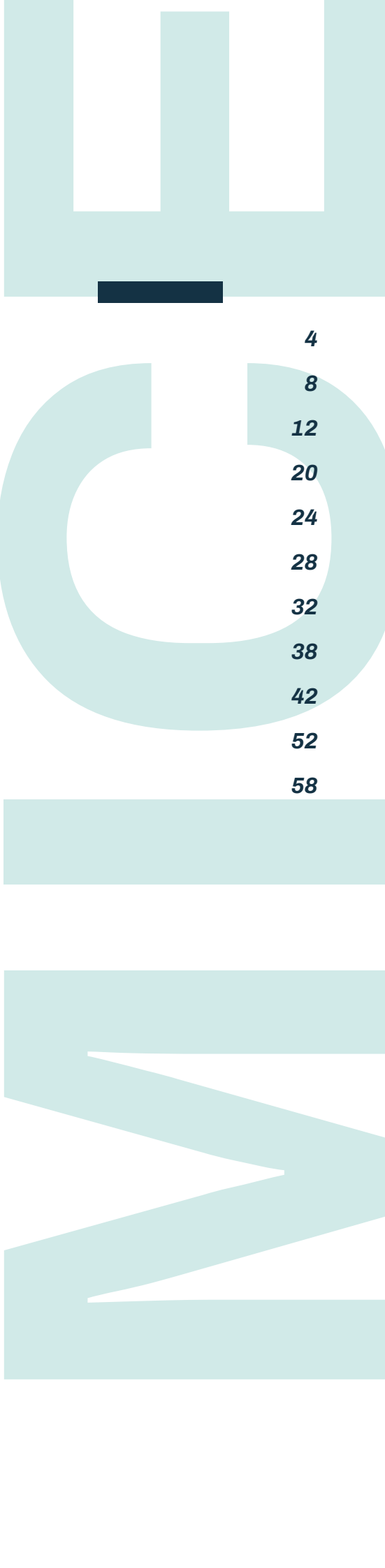
BA Buenos
Aires
Ciudad



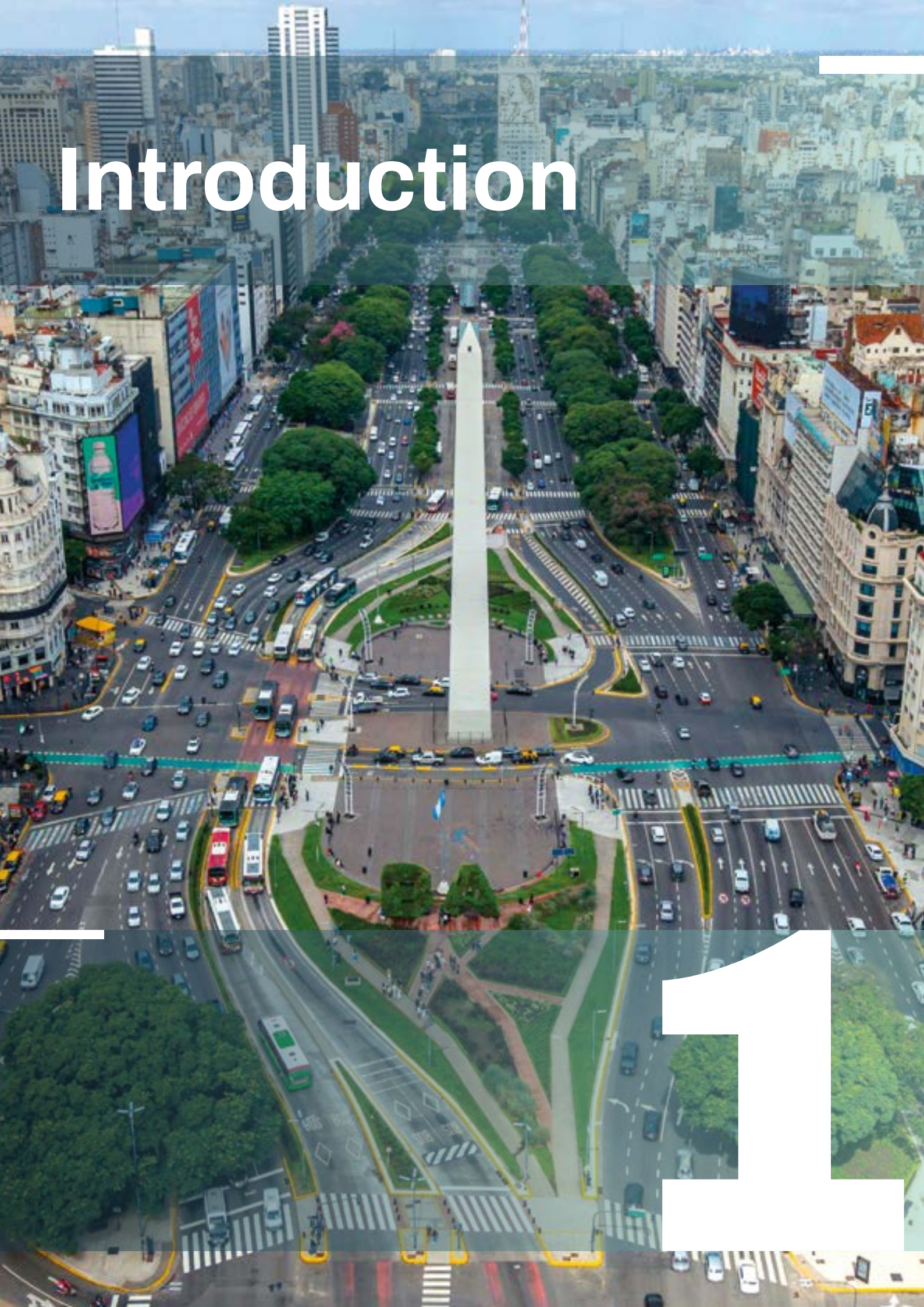


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Introduction



Buenos Aires, a venue for major events

Buenos Aires, the capital of Argentina, is one of the largest economic hubs in Latin America. Home to **more than three million people, it's a dynamic city that is constantly evolving, with a strong creative and innovative edge** and firmly established credentials for hosting international events of all kinds.

The city offers a well-rounded **academic, scientific, hotel, gastronomic and cultural environment**, making it a solid choice for events, business and tourism.

Each year, Buenos Aires hosts more than 1,000 congresses, conventions, fairs and exhibitions.

These events bring people together to exchange ideas and keep up with developments in their fields, while also offering the chance to enjoy the city's many tourist attractions.

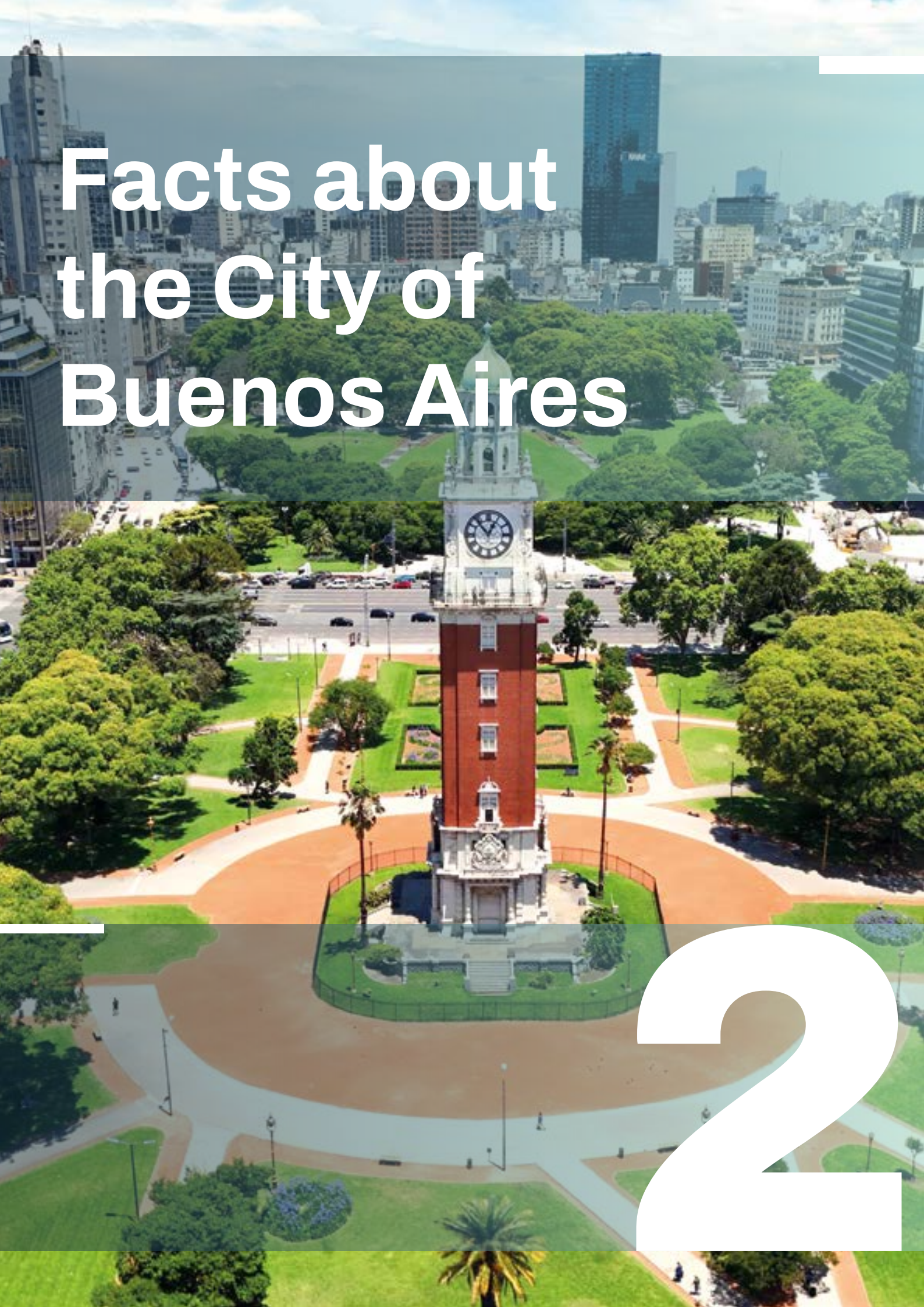
In recent years, it has also become a popular stop for major international music tours, **with leading artists choosing Buenos Aires as part of their global circuits.**

Sport is also part of this momentum. **Buenos Aires hosts many key events on the sports calendar, and its track-record of organizing and promoting large-scale sporting events has earned it the designation of World Capital of Sport 2027.** The accolade is a direct result of public and private sector efforts to attract high-caliber international events and deliver services of a standard guaranteed to position the city among the world's top destinations.

With a powerful network of experienced event organizers, supported by quality infrastructure and services, Buenos Aires is well equipped to host meetings, conferences, congresses, and incentive travel, as well as cultural, sporting and large-scale events.

Come visit and get to know Buenos Aires!

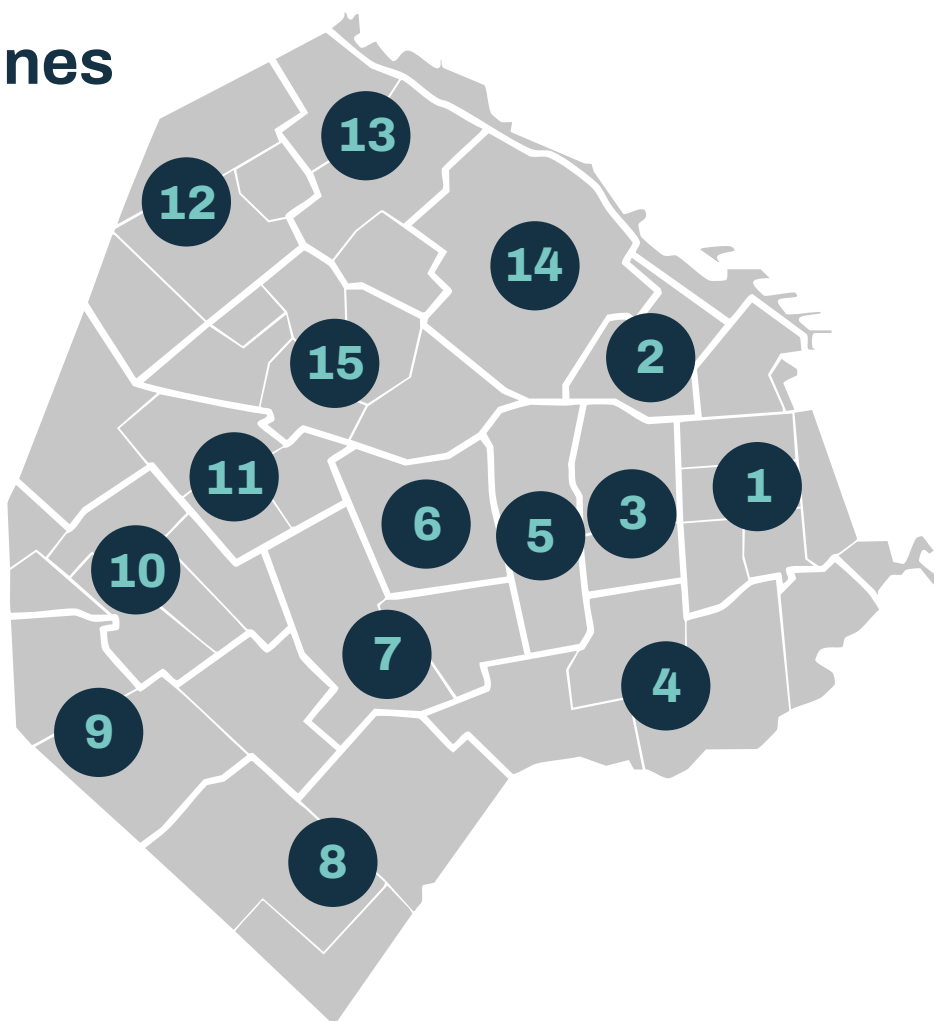




Facts about the City of Buenos Aires

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Map of Communes of the City of Buenos Aires



Commune 1

Retiro, San Nicolás, Puerto Madero, San Telmo, Montserrat and Constitución.

Commune 4

La Boca, Barracas, Parque Patricios and Nueva Pompeya.

Commune 7

Flores and Parque Chacabuco.

Commune 10

Villa Real, Monte Castro, Versalles, Floresta, Vélez Sarsfield and Villa Luro.

Commune 13

Núñez, Belgrano and Colegiales.

Commune 2

Recoleta.

Commune 5

Almagro and Boedo.

Commune 8

Villa Soldati, Villa Riachuelo and Villa Lugano.

Commune 11

Villa General Mitre, Villa Devoto, Villa del Parque and Villa Santa Rita.

Commune 14

Palermo.

Commune 3

Balvanera and San Cristóbal.

Commune 6

Caballito.

Commune 9

Mataderos, Liniers and Parque Avellaneda.

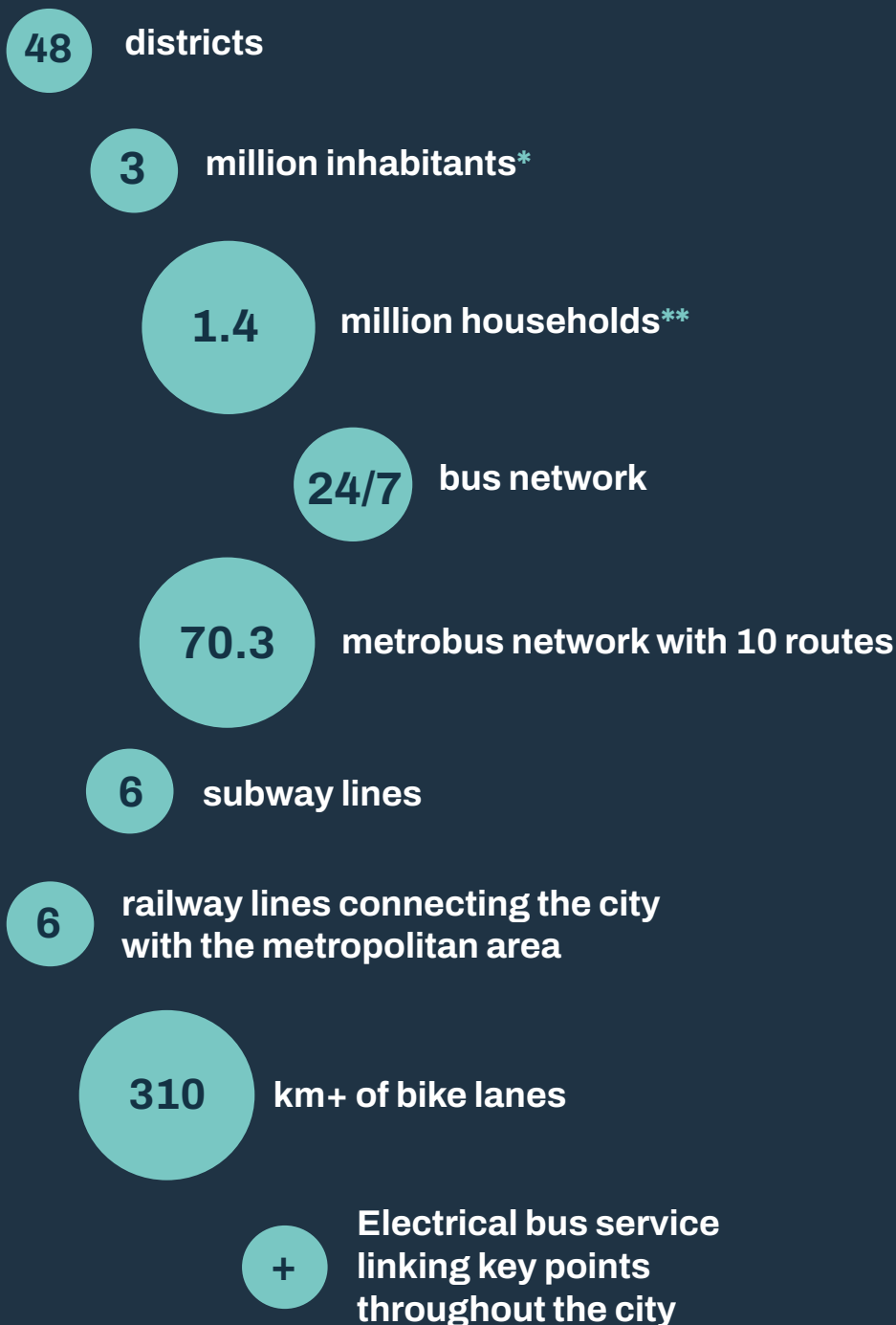
Commune 12

Coghlan, Saavedra, Villa Urquiza and Villa Pueyrredón.

Commune 15

Chacarita, Villa Crespo, La Paternal, Villa Ortúzar, Agronomía and Parque Chas.

Buenos Aires in numbers



*Source: Dirección General de Estadística y Censos (Ministerio de Hacienda del Gobierno de la Ciudad de Buenos Aires).
[National Statistics and Census Department, Ministry of Finance of the Government of the City of Buenos Aires]

**Source: INDEC (2022) Censo Nacional de Población, Hogares y Viviendas. [National Population, Household, and Housing Census]



Tourism in Buenos Aires



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Buenos Aires, a destination of experiences

Buenos Aires is a city of experiences, open year-round to visitors who come to enjoy its cultural life, food scene and busy calendar of events and performances.

As a city of contrasts, each visit offers something new, with historical traditions coexisting alongside contemporary styles. Its vibrant cultural life, a rich and varied food scene, an eclectic mix of architecture and, above all, the spontaneous warmth of its people, make the city easy to navigate and a delight to discover.



7,000*

restaurants

380*

bookstores

287*

theaters

150*

museums

18**

football
stadiums

*Source: IDECBA, Instituto de Estadísticas y Censos de la Ciudad de Buenos Aires. [Statistics and Census Institute of the City of Buenos Aires]

**Source: Secretaría de Deportes de la Ciudad de Buenos Aires. [Buenos Aires City Sports Secretariat]

Hotel capacity for MICE events

● 4- and 5-star hotels: **117 establishments***

● 4-star: **89 establishments**

● 5-star: **28 establishments**

● Hotels with event spaces:

● Hotels that hosted MICE events in 2025: **35****

● Monthly average of rooms available***

● In city hotels: **49,383**

● In 4- and 5-star hotels: **16,595**

*Source: Register of providers kept by the Ente de Turismo de la Ciudad de Buenos Aires. [Buenos Aires City Tourism Board].

**Source: Survey by the Dirección General de Comunicación y Observatorio Turístico del Ente de Turismo de la Ciudad de Buenos Aires. [General Directorate of Communication and the Tourism Observatory of the Buenos Aires City Tourism Board].

***Source: INDEC (2025). Hotel Occupancy Survey.

Must-sees in Buenos Aires

With an eclectic array of top-tier food experiences, Buenos Aires is known for its Notable Bars, bastions of porteño dining tradition, as well as the classic bodegones. These iconic yet informal restaurants serve generous portions in a straightforward, authentic style. Then there are the long-standing pizzerias, each with its own distinctive take on Argentine pizza.

The city is also home to restaurants featured in the Michelin Guide, reflecting its status as a premier gastronomic destination.

There is no doubt that the city's culinary excellence is becoming a draw in its own right, attracting visitors from far and wide.

Another popular option for exploring the City's many attractions is the **Tourist Bus**, whose **hop-on hop-off** system allows passengers to get on and off as many times as they wish for the duration of the ticket, and at any of the stops.

One of the city's principal landmarks is the **Obelisk Viewpoint**, whose glass lift whisks visitors up to the top of this iconic monument for stunning panoramic views. In 2025, more than 10,000 people visited, underlining its growing popularity within the city's tourism offer.

Those keen to explore the city from a different angle can **take a catamaran** from Puerto Madero to La Boca. The trip unfolds along the River Plate and is a new option for visitors to reach the historic La Boca district. Here they can disembark and stroll along **Caminito**, the neighborhood's colorful open-air street museum, a 150-meter alley lined with brightly-painted tenement houses built from corrugated iron.





Another identity-defining aspect of Buenos Aires is its **network of cultural landmarks**. These include the **Teatro Colón**, over a century old and today open to visitors through guided tours; the **Puente de la Mujer** in Puerto Madero, an engineering marvel that represents a tango couple; **El Ateneo Grand Splendid**, one of South America's largest bookstores and a destination in its own right; and **Corrientes Avenue**, lined with theaters and restaurants that stay **open well into the early hours at weekends, thanks to the Corrientes 24-hour program**.



Tourism data for the City

Tourism plays an increasingly strategic role in Buenos Aires.

The city welcomes approximately **nine million visitors each year** and is supported by public and private infrastructure that easily meets the highest international standards.

Arrivals from around the world are diverse in origin, with most travellers hailing from Brazil, Uruguay, the United States, Chile, Peru and Spain.

- **Hotel establishments:** 440.*
- **Hotel beds:** more than 55,000.
- **Ministro Pistarini International Airport:** 35 km from the City, for mostly international and some domestic flights.
- **Jorge Newbery Metropolitan Airport:** connects the city with all regions of the country and operates both domestic and regional flights.
- **River and sea transport:** the Buquebus and Colonia Express terminals provide regular sea-ferry connections with Uruguay while the Quinquela Martín Cruise Terminal receives international cruise ships.
- **Employment:** tourism supports **more than 150,000 direct jobs** with spillover into indirect employment.

*Source: Register of providers kept by the Ente de Turismo de la Ciudad de Buenos Aires. [Buenos Aires City Tourism Board].

Connectivity map: International air transport

- Connection: direct links to major cities around the world.
- International flights: 1,549 per week.
- Direct flights: 41 cities.

Cities with regular flights



Awards received by the City of Buenos Aires in 2025



A city renowned for its achievements

Buenos Aires leads the ICCA Ranking (International Congress & Convention Association) for the Americas, a spot it has held for the last 14 editions. Globally, it ranks 18th on this prestigious list.

In 2025, it was named **the most desirable city in the world** by Wanderlust magazine.

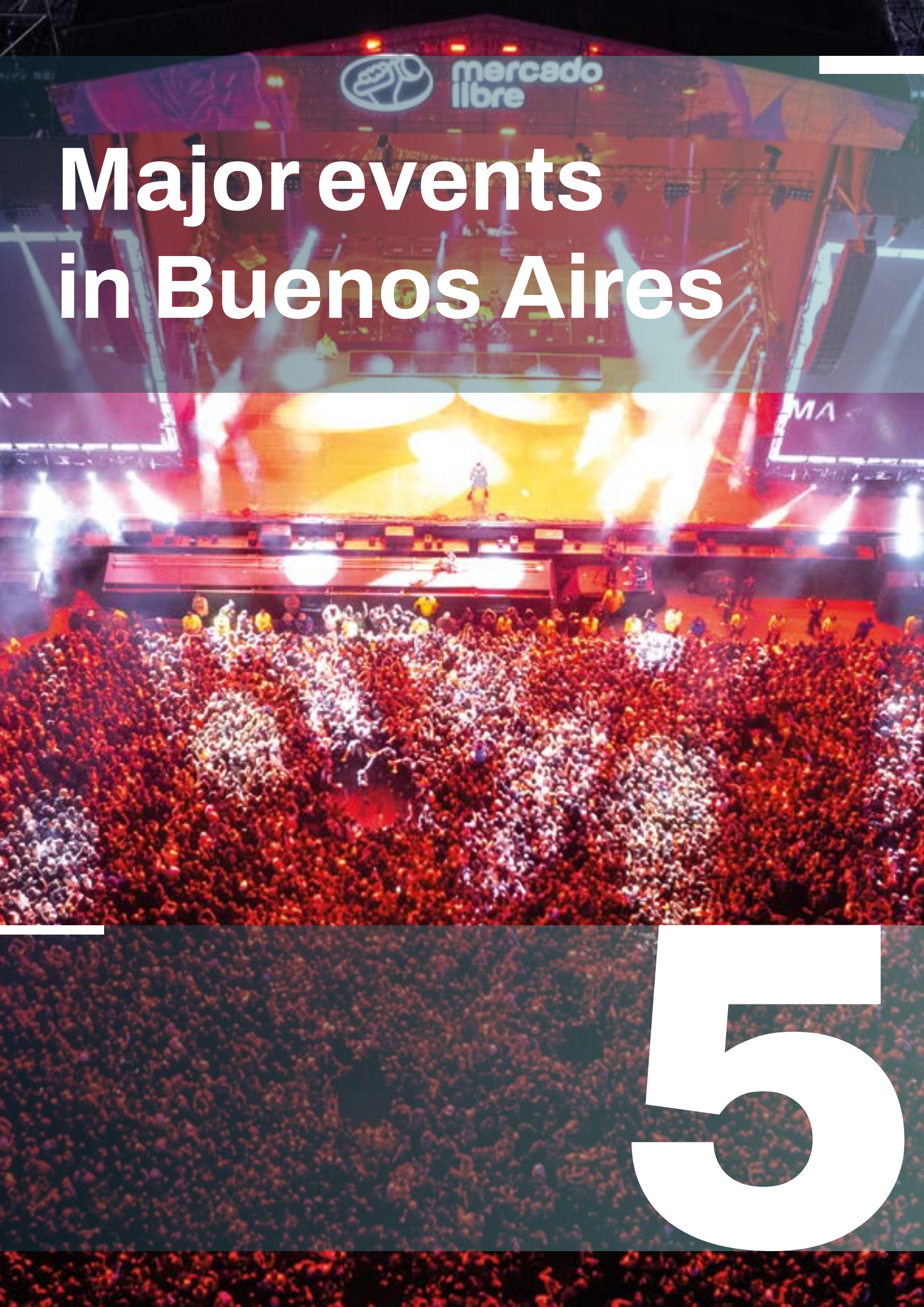
It has also secured four World Travel Awards (WTA), in recognition of its strong track record in organizing and delivering international events.

- *South America's Leading Business Travel Destination 2025*
- *South America's Leading City Destination 2025*
- *South America's Leading Meetings & Conference Destination 2025*
- *South America's Leading Sports Tourism Destination 2025*

- ◆ **Quality of life:** Buenos Aires ranks highest in Latin America in the Global Livability Index 2025, compiled by *The Economist*.
- ◆ **Education:** recognized as the best city to study in Latin America in the QS World Best Student Cities Ranking 2026.
- ◆ **Michelin Guide:** 56 restaurants featured, including four with Michelin stars.
- ◆ **Steakhouses:** three parrillas ranked among the world's best, with one holding the top position in the **World's 101 Best Steak Restaurants** ranking. The guide also lists a **local burger restaurant** among the **world's top 10** establishments.
- ◆ **Latin America's 50 Best Restaurants:** eight restaurants and two bars included, with one ranked third in the region.







Major events in Buenos Aires

5

Buenos Aires, a venue for large- scale events

Driven by a dynamic calendar of cultural and sporting events, Buenos Aires continues to strengthen its position as a host city for large-scale international events.

In 2025, close to **800 events were held, attracting a total of 15 million attendees**. The music line-up featured major international artists, including **Oasis, Dua Lipa** and **Shakira**.

The 2026 calendar is set to maintain this standard, with shows by artists such as **Bad Bunny, Rosalía, Ricky Martin** and **AC/DC**.

In the sports segment, Buenos Aires has been named **World Capital of Sport 2027**, thanks to its outstanding performance hosting and promoting major sporting events.



This positioning is reflected in momentous occasions such as the **Buenos Aires International Marathon**, which brought together more than 15,000 runners, including 5,000 international participants who travelled from 44 countries to compete. The Half Marathon also attracted a record 25,000 participants, with 4,100 visitors of 32 nationalities.

Looking ahead to 2027, **MotoGP** will return to the city following the refurbishment of the Oscar y Juan Gálvez racetrack.





MICE events and their impact on the City



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MICE events in Buenos Aires

MICE events play a central role in driving tourism and supporting the city's economy. They help **reduce seasonality and contribute to local development, generating economic activity** and fostering employment across hotels, restaurants, transport and tourism services.

They also bring **longer-term benefits, encouraging networking, innovation and knowledge exchange**, while creating business opportunities and international partnerships.



MICE events contribute to positioning the city as a high-quality destination and promote future leisure tourism.

Given their importance, the City works closely with the private sector to strengthen and expand its MICE offering.

At the same time, working together with Visit Buenos Aires and the Buenos Aires Convention & Visitors Bureau, there is **a sustained focus on actions designed to attract international MICE events.**



Buenos Aires, home to world-class technology events

Buenos Aires is consolidating its position as a host city for major technology and innovation events. In 2025, it held **Tecweek—the Week of Emerging and Creative Technologies**—which included 27 events and brought together 600 experts to enjoy a wide range of new formats and experiences.

The week served as a meeting point for the public sector, academia, companies and startups, with a focus on the present and future of technology in areas such as artificial intelligence, blockchain, biotechnology and the creative economy. This was followed by the second edition of the **Tent Creator Summit**, which attracted more than 6,000 participants for workshops and panels led by over 100 national and international speakers.

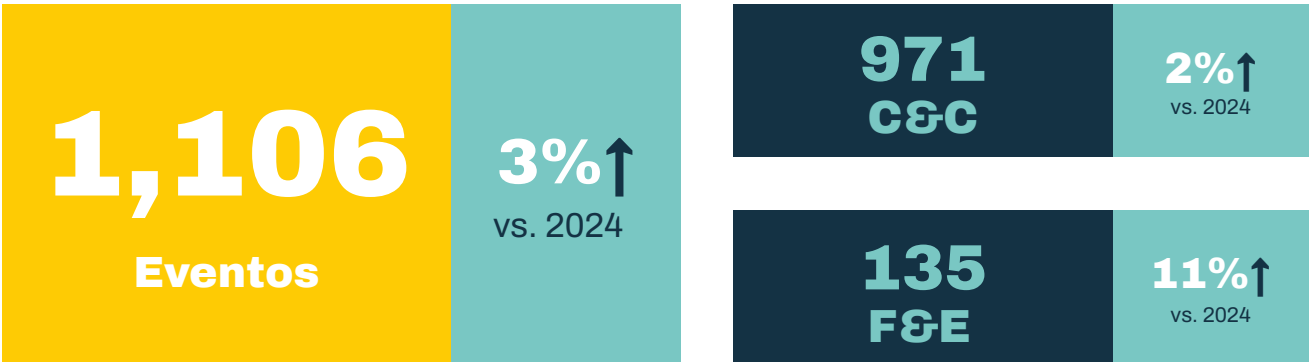
As part of the same agenda, **Devconnect Buenos Aires** brought together 16,000 attendees—more than half of them international visitors from 130 countries—making it one of the leading global gatherings in the crypto ecosystem.

Statistics on MICE tourism in Buenos Aires



2025: MICE events in Buenos Aires

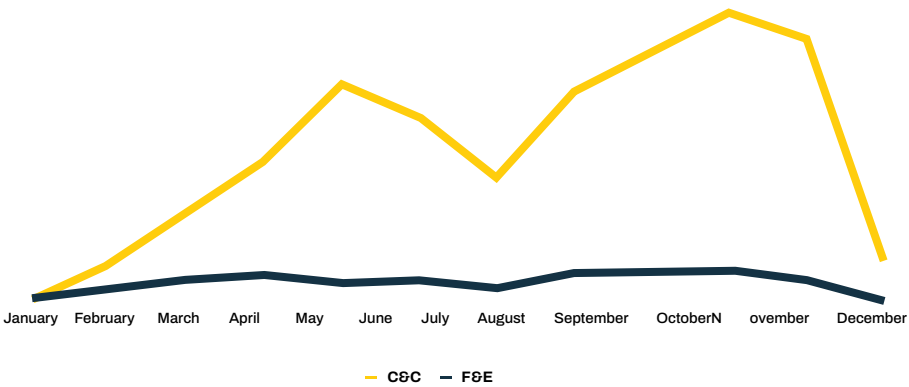
In 2025, Buenos Aires hosted **1,106 MICE events**, underscoring its role as a top hub for business tourism in the region.



These events take place year-round, with **activity peaking in September, October and November**.

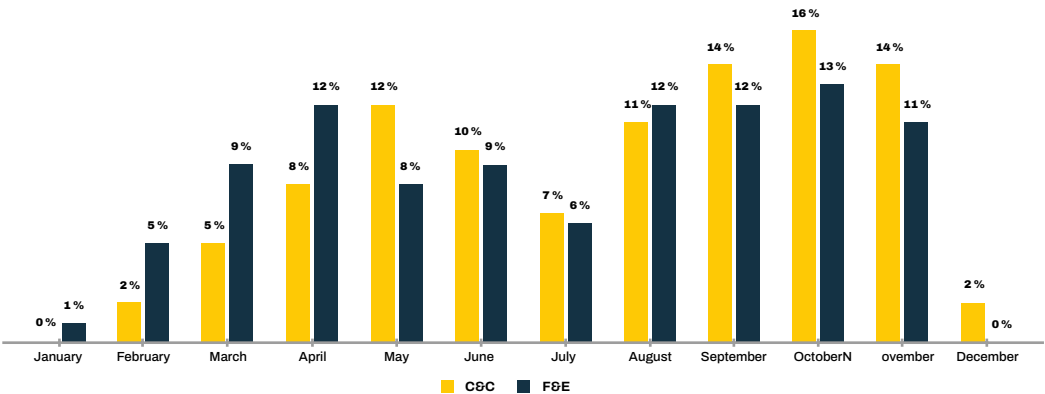
In addition, the city also hosts a large number of corporate events and incentive trips.

SEASONALITY

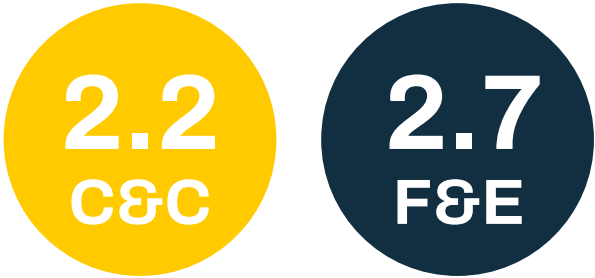


DISTRIBUTION BY MONTH

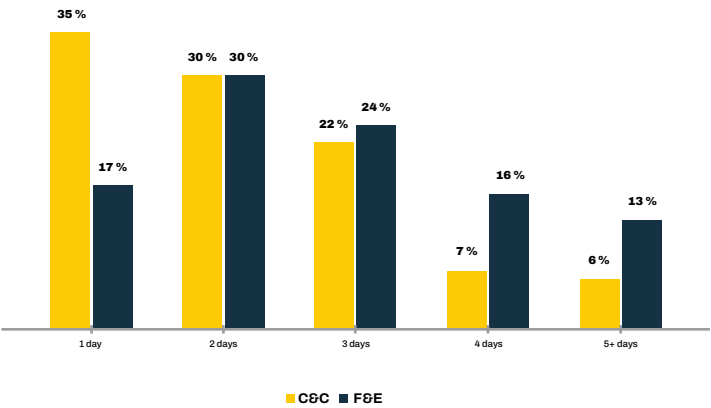
October is the month with the most events



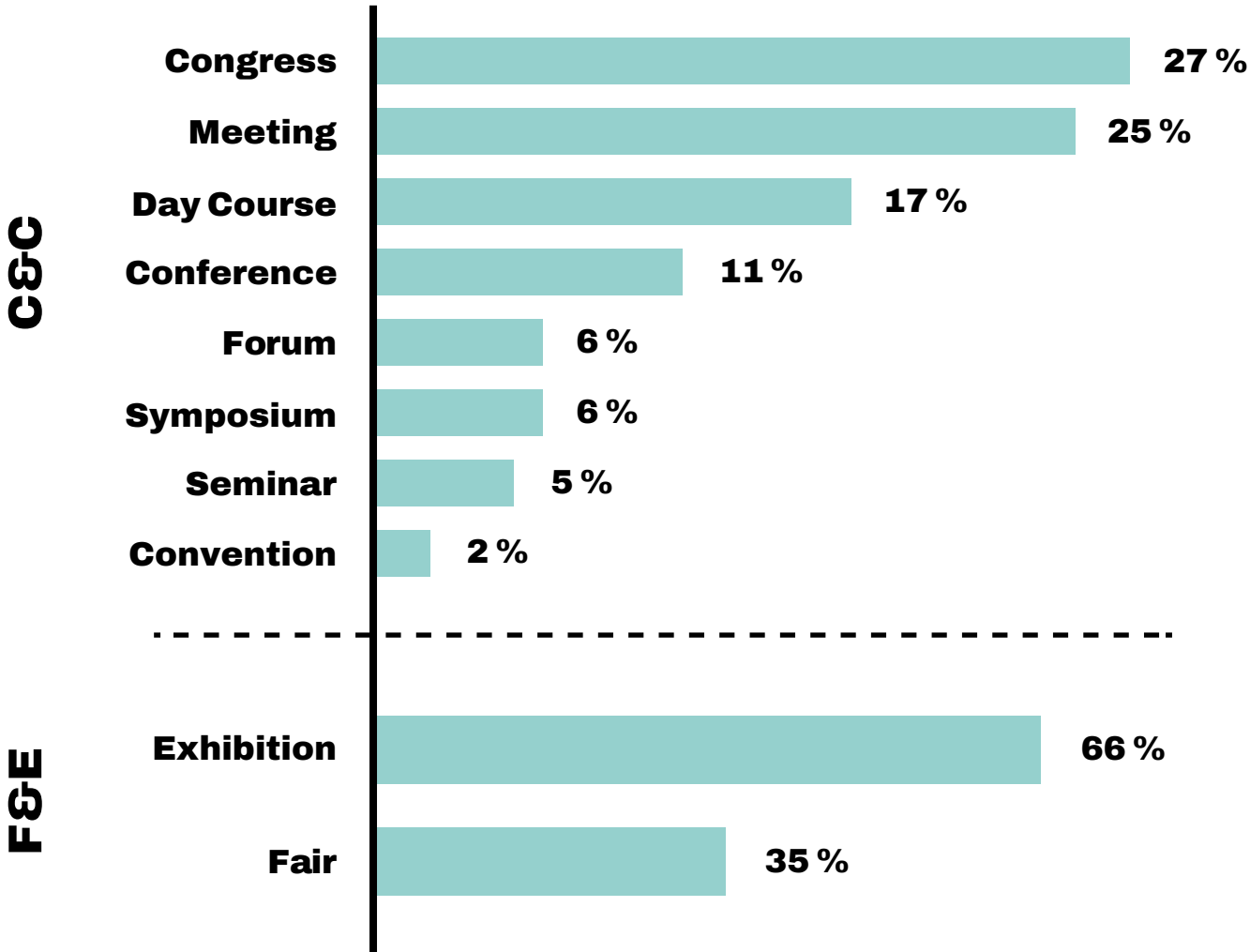
AVERAGE DURATION (DAYS)



DISTRIBUTION ACCORDING TO No. OF DAYS



EVENT TYPE



Event topics

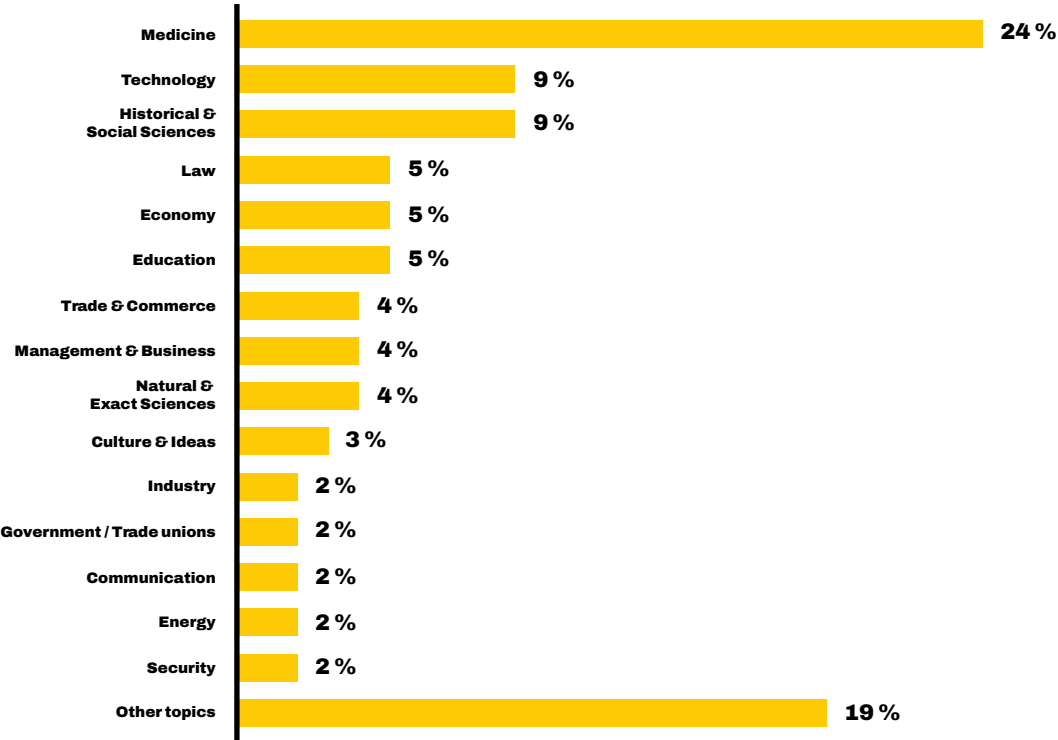
MICE events held in Buenos Aires tend to encompass a very broad range of themes.

In the Congresses and Conventions segment, medical topics account for nearly a quarter of all events, followed by technology, the social and historical sciences, and law.

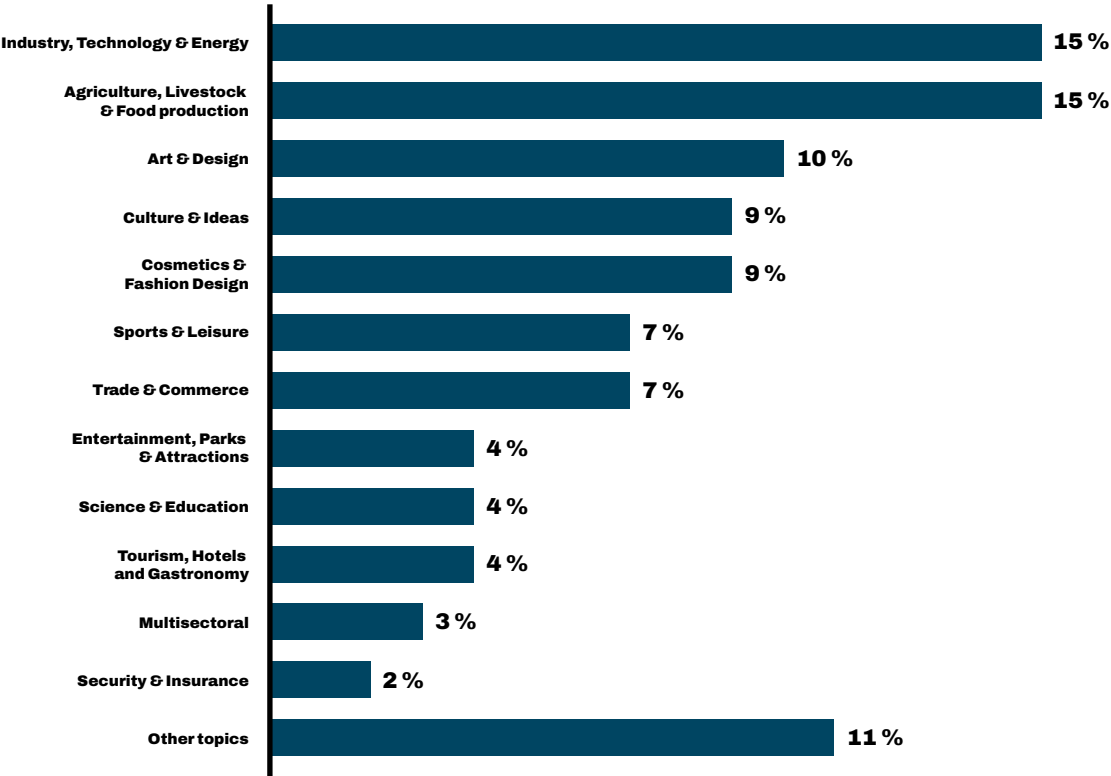
In Fairs and Exhibitions, agriculture, livestock and food dominate, with art, tourism and hospitality, science and education, and culture also being well represented



C&C



F&E



ICCA Ranking



8

Buenos Aires tops the ICCA Ranking in the Americas

The ICCA Ranking measures global MICE activity by identifying the cities and countries that host the highest number of international congresses and conventions. The Ranking is compiled by the International Congress and Convention Association (ICCA), a leading organization in the meetings and events tourism industry.

In the 2024 edition, published in May 2025, **Buenos Aires once again ranked first in the Americas, marking its 14th consecutive time in this position.** Placing 18th at global level, Buenos Aires was also the **only city in the Americas to make the world's Top 20**, featured as the location with the **highest number of ICCA events in the Southern Hemisphere.**

Its consistent performance in the ICCA Ranking underscores the city's capacity to host major regional and international events, supported as much by the quality of its infrastructure as the diversity of its cultural and tourism offer.



11,099
ICCA events
in the world

91
ICCA events in
Buenos Aires
One more event than in 2023



Buenos Aires

#1 in the Americas

#18 in the world

Hosts
68%
% of ICCA-rated
events in Argentina

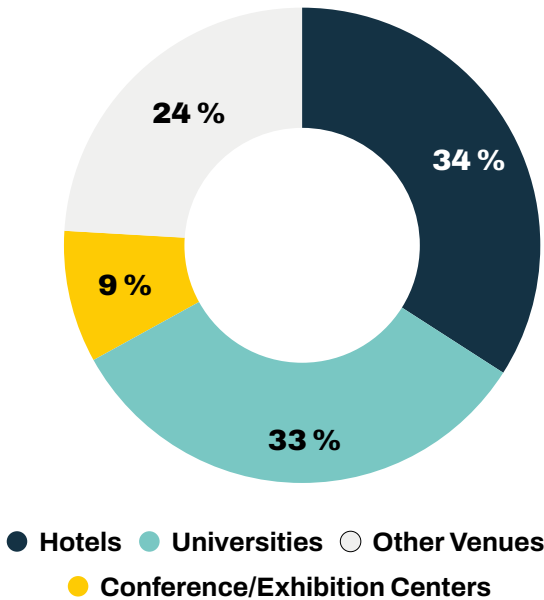


Americas Ranking		
Position	City	#Events
#1	Buenos Aires	91
#2	Montreal	70
#3	Santiago de Chile	60
#4	Rio de Janeiro	58
#5	Panama City	48
#6	Mexico City	47
#6	Toronto	47
#6	Washington	47
#9	Bogota	43
#9	Lima	43
#9	Sao Paulo	43



ICCA 2024 EVENT VENUES IN BUENOS AIRES

Venues in Buenos Aires



DURATION OF ICCA 2024 EVENTS IN BUENOS AIRES

3.2 days
average

Event venues



9

Event venues

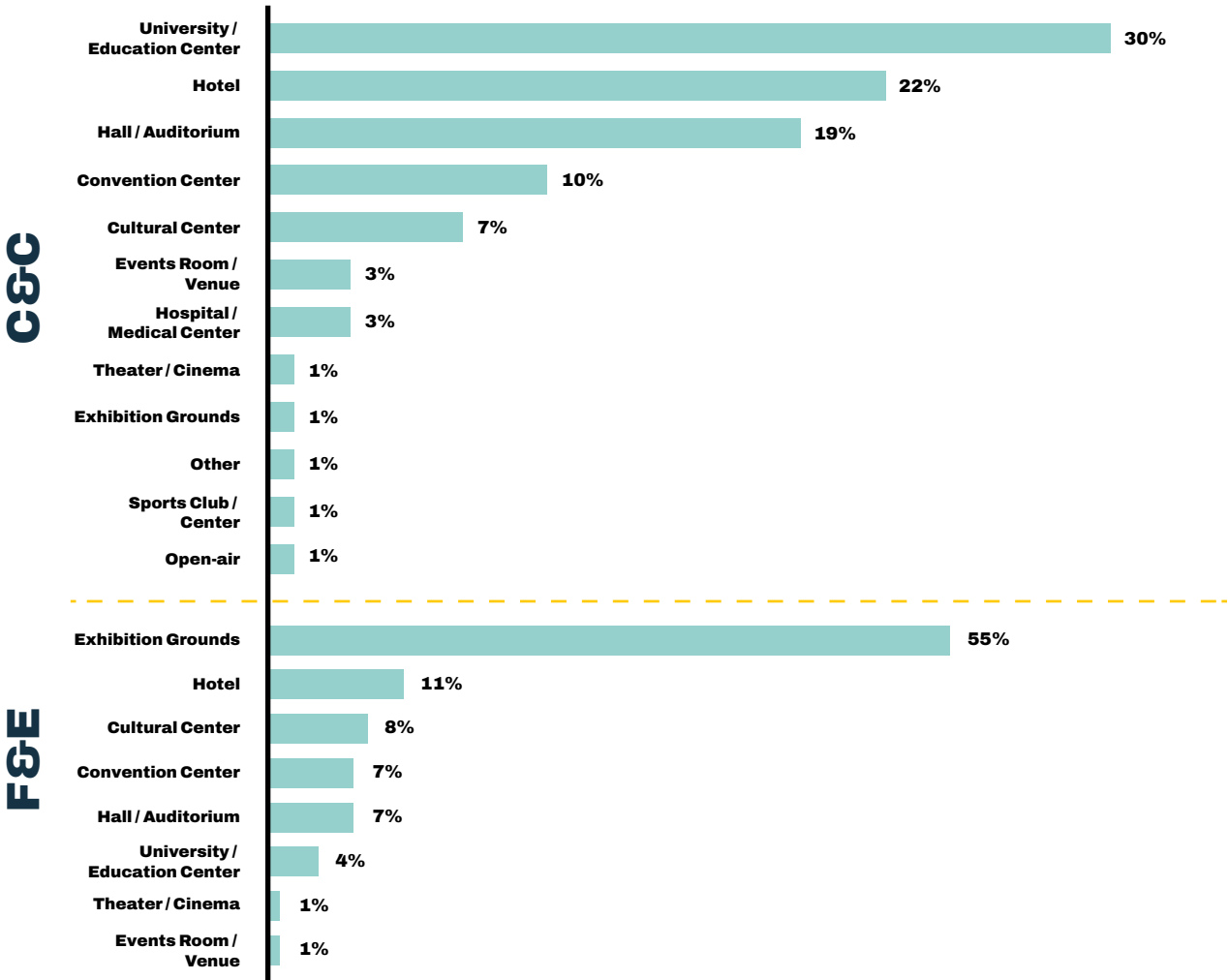
Buenos Aires has built an outstanding track record in the event venue segment, supported by the coordinated efforts of all the actors across the tourism value chain. **Its sustained leadership in the ICCA Ranking reflects the professionalism of local industry**, including DMCs, as well as the quality of its hotels, convention centers and exhibition venues.

The city is extremely well equipped to host a wide range of events, the reason why it's chosen each year by hundreds of companies and organizations. Its appeal lies not only in its infrastructure, but also in its cuisine, architecture, and the sheer variety of venues available for conferences, conventions, trade shows and exhibitions.



Types of venues hosting events in 2025

Venue type



Information about the top venues in Buenos Aires

La Rural



Av. Sarmiento 2704
Tel: (+54 11) 4777-5500
info@larural.com.ar
www.larural.com.ar

The city's largest fair and exhibition center is located in the popular district of Palermo. Managed by a long-established exhibition organizer with more than 135 years of experience and recognized as a leading player in Argentina and across Latin America, the venue draws on deep industry expertise. The team specializes in organizing fairs, exhibitions, congresses and conventions, supported by flexible, state-of-the-art, infrastructure.

The venue includes seven pavilions, designed to accommodate events of different types and scales.

- 12 hectares for holding exhibitions, fairs and congresses
- 45,000 m² of covered exhibition space
- 8,000 m² of open space
- 1,000 underground parking spaces
- 300+ annual events
- 4,000,000 visitors per year

BA Ferial

Av. Costanera R. Obligado y J. Salguero
Tel: (+54 9 11) 5844-2945
ventas@exponenciar.com.ar

BA Ferial is a convention centre in Palermo, set along the banks of the Río de la Plata. Recently put out to tender, the venue is slated to receive a US\$9 million investment by 2026, reinforcing its position as one of the city's leading exhibition and events hubs.

Its flexible spaces accommodate everything from corporate conferences for 200 attendees to large-scale international trade fairs spanning the entire site.

- 18 hectares.
- 5 auditoriums.
- 6 halls.
- 20,550 m² of floor space.
 - Hall 1: 2,835 m²
 - Hall 2: 2,250 m²
 - Hall 3: 2,250 m²
 - Hall 4: 2,835 m²
 - Hall 5: 4,343 m²
 - Hall 6: 4,582 m²

Buenos Aires Convention Center (CEC)



Av. Pres. Figueroa Alcorta 2099
Tel: (+54 11) 5295-8300 / 5803-3606
comunicaciones@cecbuenosaires.com.ar

The CEC is one of the leading venues in Latin America, known for its distinctive architecture and versatile, column-free interior spaces. Designed in line with current global sustainability standards, it was built to minimize environmental impact.

The building was designed to blend harmoniously into the surrounding landscape, preserving the natural setting.

The venue's scale and flexibility allow it to host multiple events at the same time, accommodating a wide range of formats and sizes.

- Covered area: 20,196 m².
- Semi-covered area: 3,821 m².
- Public green space: 16,290 m².
- Lobby area: 1,600 m².
- Capacity: 4,600 people (4,000 in the plenary hall; 600 in the auxiliary hall).

Hilton Hotel Buenos Aires



Av. Macacha Güemes 351
Tel: (+54 11) 4891-0000
saleshiltonbuenosaires@hilton.com

The Hilton Hotel is located in Puerto Madero, one of the city's most modern areas, close to a wide range of restaurants and just minutes from major tourist attractions and the financial district.

- *Convention center: over 6,600 m².*
- *Ballroom: largest hotel ballroom in the city (2,016 m²), with capacity for up to 2,700 people.*
- *Meeting rooms: 23.*
- *Total capacity: up to 4,500 people simultaneously.*
- *Services: catering and banquet.*

Marriott Hotel Buenos Aires



Carlos Pellegrini 551
Tel: (+54 11) 4348-5000
reservations@buenosairesmarriott.com
www.buenosairesmarriott.com

Located close to the Obelisk and the Colón Theatre, the Marriott Hotel offers easy access to Florida Street, as well as the Puerto Madero and Recoleta districts.

The venue has 20 elegant and versatile event spaces, with natural light, spacious terraces and advanced climate control.

- *Event spaces: 20.*
- *Total capacity: up to 3,500 people simultaneously.*
- *Services: catering and banquet.*
- *Guest rooms: 298.*

Sheraton Buenos Aires Hotel & Convention Center



San Martín 1225
Tel: (+54 11) 4318-9000
sheratonbuenosaires.com

The Sheraton Buenos Aires Hotel & Convention Center is located in the heart of Retiro, a convenient base for exploring the city's main attractions. It offers catering with tailored menus, modern audiovisual equipment and a dedicated team to support the delivery of each event.

- *Event space: 6,500 m².*
- *Flexible spaces: 21.*
- *Libertador Hall: 1,277 m², capacity for up to 1,250 guests.*
- *Guest rooms and suites: 920.*

UCA Puerto Madero Auditoriums



Av. Alicia M. de Justo 1600
Tel: 0810-2200-822 (UCA)
uca.edu.ar/es/auditorios-uca-puerto-madero

The Auditoriums are part of the Pontifical Catholic University of Argentina (UCA), located on a campus created from four refurbished silos on Dock 2 in what used to be the main Port of Buenos Aires.

The halls are spread across three floors and can be used either as a whole or in separate areas, making them suitable for all kinds of conferences, exhibitions, academic and corporate events. The venue includes a cinema, two auditoriums and a multipurpose hall as well as meeting rooms, classrooms and additional spaces that connect easily with the main halls, offering flexible configurations.

- *Multipurpose hall: 862 m², capacity for 723 seated attendees.*
- *Aula Magna: tiered auditorium with 118 fixed seats.*
- *Auditorium: tiered layout with 147 fixed seats.*
- *Auditoriums 2 and 3: 166 m², capacity for 42 people in classroom format.*
- *Microcinema: tiered room with fixed seating for 80 people.*
- *San Agustín Auditorium: capacity for 515 people.*
- *Santa Cecilia Auditorium: capacity for 220 people.*

MICE tourists in Buenos Aires



10

Throughout the year, surveys of MICE event attendees are conducted to understand their profile and level of satisfaction with the city’s services. The insights gained inform the design of public policies for this segment.

Main survey results:
international responses



Stay and accommodation



Average
nights' stay

4-star hotel	34%
Online accommodation booking	18%
5-star hotel	15%
Own accommodation / family / friends	13%

Activities carried out



Activities at night
(dining, theater) 36%



Museums 17%



City tour 17%



Tango / Folk
music shows 13%

Intention to return



would pay a
return visit

Reasons for return

- #1 Leisure
- #2 Business / Work contract
- #3 Other meetings / events
- #4 Visiting friends / family

Main survey results:
Argentine responses

Residents from

Cordoba	19%	Buenos Aires	16%
Santa Fe	16%	Mendoza	7%

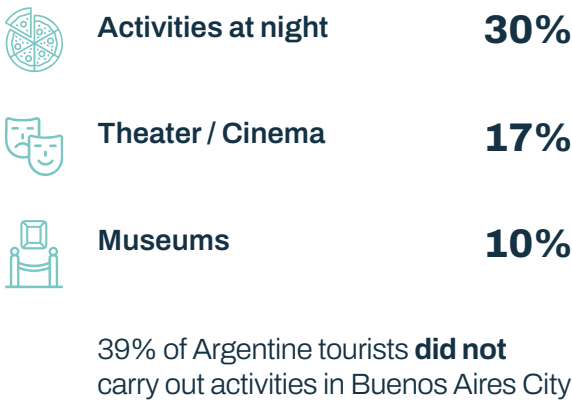
Travel group and means of arrival



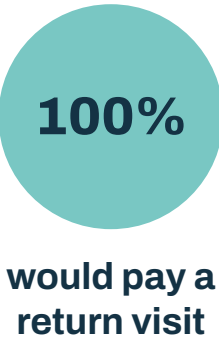
Stay and accommodation



Activities carried out



Intention to return



Reasons for return

- #1 Business / Work contract
- #2 Leisure
- #3 Other meetings / events
- #4 Visiting friends / family





Estimated economic impact of MICE events

11

Economic benefits for Buenos Aires

MICE events have a far-reaching impact on the City. Results include direct economic effects, through attendee spending and organizer investment; indirect activity generated around each event; and induced effects that ripple across the wider economy.

They also have a social and cultural impact, helping to strengthen professional networks, foster knowledge exchange and support repeat tourism.



In 2025, the City Government carried out a study to measure the economic impact of MICE events, analyzing both a national medical congress and an international trade fair.

The study confirmed the positive effects on the economy of the City of Buenos Aires, driven primarily by event production itself as well as indirectly by attendee spending on accommodation, food, transport and tourism activities.

Work on benchmarking these results is ongoing, with the aim of developing robust indicators to support policy decisions for development in this sector.

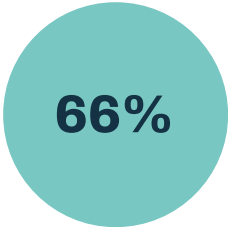


Estimated economic impact:
medical congress

OVERALL INDIRECT IMPACT



attendees.



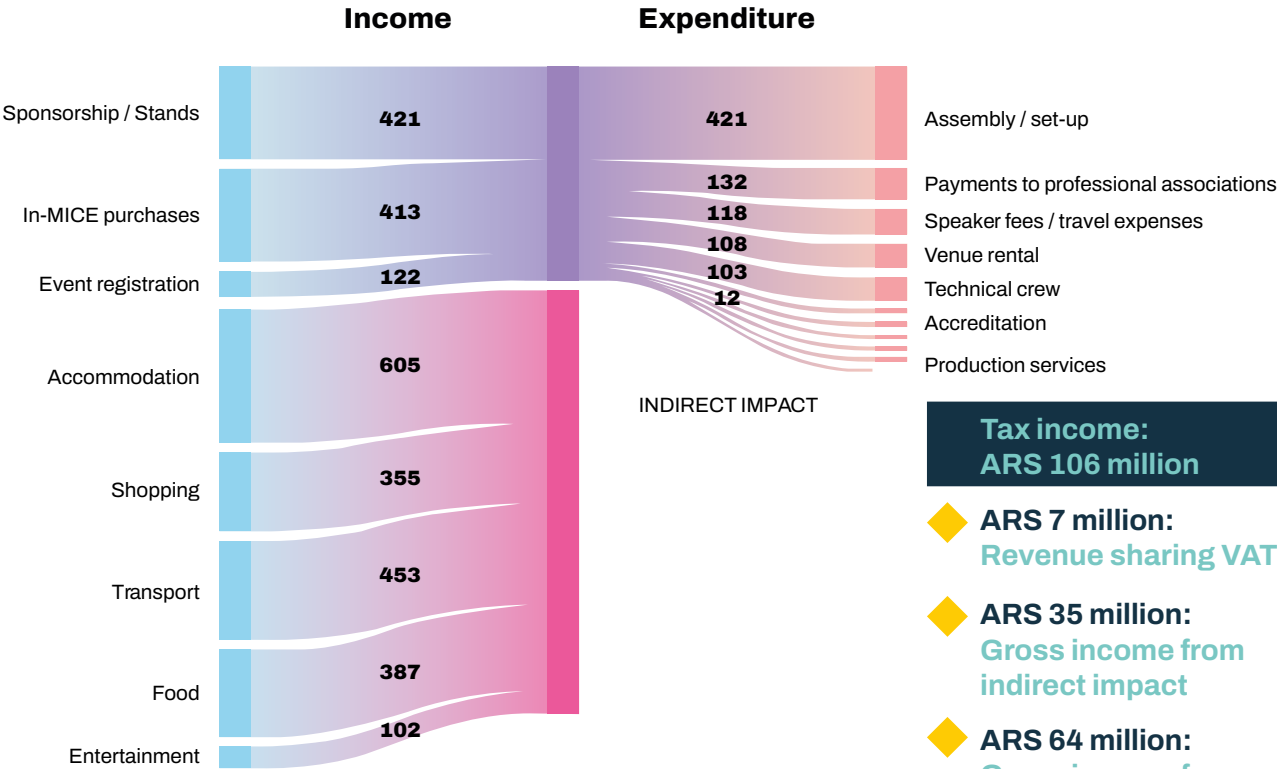
impact recorded
outside the
event itself.



of attendees travelled
to Buenos Aires to take
part in the event.

TOTAL INDIRECT IMPACT

2.859 billion Argentine pesos
(as of June 2025)



Tax income:
ARS 106 million

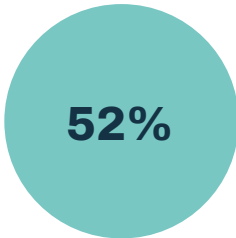
- ARS 7 million: Revenue sharing VAT
- ARS 35 million: Gross income from indirect impact
- ARS 64 million: Gross income from indirect impact

Estimated economic impact:
international trade fair

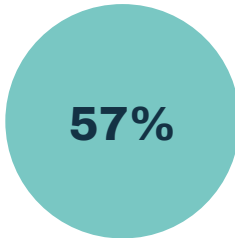
LARGE-SCALE, CONSOLIDATED EVENT



attendees.



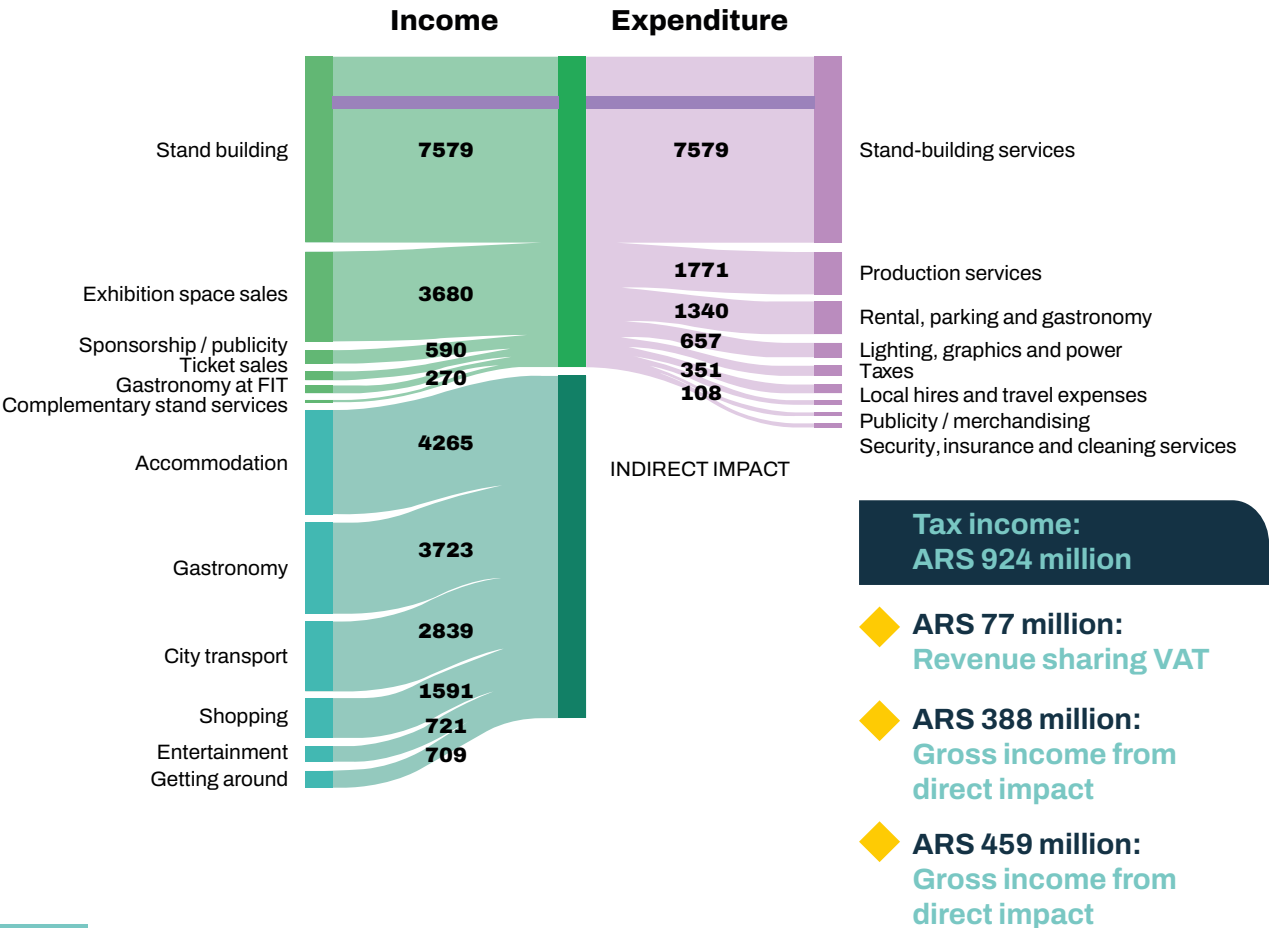
indirect impact: for every peso spent
on the event, an equivalent amount
was spent outside the event.



of the professionals and
exhibitors traveled from out
of town to take part.

TOTAL IMPACT

26.454 billion Argentine pesos
(as of September 2025)









***Head of Government of the
Autonomous City of Buenos Aires***
Jorge Macri

***Chief of Staff of the
Autonomous City of Buenos Aires***
Gabriel Sánchez Zinny

***Minister for Economic Development of the
Autonomous City of Buenos Aires***
Hernán Lombardi

***President of the Tourism Board of the
Autonomous City of Buenos Aires and of Visit Buenos Aires***
Valentín Díaz Gilligan

***President of the Buenos Aires Conventions & Visitors Bureau
and member of the Board of Directors of Visit Buenos Aires***
Carlos Solanet



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