

press +++ Hotelga
August 27-29, 2025



After the success of the last edition, Hotelga announces its new date

Buenos Aires, December 2024 - After the resounding success and the complete renovation of the 2024 edition, the Fair of Innovations and Technologies for Hospitality and Gastronomy already has a confirmed its date for 2025: August 27-29 at La Rural Trade Center of Buenos Aires. In February, the Space Allocation for exhibitors will take place.

Hotelga 2024 consolidated its position as the most important hotel and gastronomy event in Argentina, with more than 12,000 visitors and the participation of more than 200 brands, which exhibited their new products and services in an area of 13,000 sqm.

With a new date confirmed, August 27-29, 2025 at La Rural, the exhibition doubles the bet: the goal is to deepen and consolidate the success achieved, offering a dynamic space to generate more business, explore new opportunities and strengthen the entire value chain.

In this sense, the **Space Allocation** for exhibiting companies will be held on Thursday, **February 20** at 11:00 a.m. in virtual format. It is a great opportunity because, by participating in this decisive instance, they have access to a preferential value of sqm, financing and the possibility of choosing the best available locations.

The 2024 edition not only set a milestone in terms of attendance, but also boosted the sector by completely renewing itself and presenting the latest trends. The Matchmaking Programs, the Hotelga Summit and activities such as the finals of the Federal Chefs Tournament and the Sustainable Hospitality Contest were among the main attractions.

Organized by AHT (Association of Tourism Hotels of the Argentine Republic), FEHGRA (Hotel and Gastronomy Business Federation of the Argentine Republic) and Messe Frankfurt Argentina, Hotelga 2025 is emerging as the key event for all players in the hotel and gastronomy sector and will be a unique opportunity to continue advancing in the transformation, sustainability and innovation that the industry is demanding.

The date is **August 27-29, 2025, at La Rural** Trade Center of Buenos Aires. Those who wish to receive information on how to participate in the Space Allocation may write to hotelga@argentina.messefrankfurt.com

More press information and photographic material:

<https://hotelga.ar.messefrankfurt.com/buenos-aires/es/prensa.html>



Social networks:

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Information about FEHGRA

Since 1941, the Hotel and Gastronomy Business Federation of the Argentine Republic represents all the activity of the country. Its goal is to defend the interests of the sector and to collaborate in the development of the hotel, gastronomy and tourism industries. The entity gathers more than 84,000 companies, grouped in its Entities. There are 17,000 hotel establishments and 67,000 gastronomic establishments.

More information at www.fehgra.org.ar

Information about AHT

The Association of Tourism Hotels of the Argentine Republic is a non-profit organization with extensive experience, recognition and presence throughout the country, founded in February 1977. It gathers and represents the most important hotels in the country distinguished by the quality of their facilities and the excellence of the services provided to their guests. The AHT supports the interests of the hotel and tourism sector together with the public and private sectors, in order to strengthen the competitiveness of its members and respond to their needs.

More information at www.ahtra.com.ar

Information about Messe Frankfurt Argentina

It is the local subsidiary of Messe Frankfurt GmbH, the world's leading organization of professional exhibitions. The aim of the events is to promote real business meetings that stimulate regional markets, encourage the internal market and, in turn, encourage the development of the technological pole in each area. Currently, the Messe Frankfurt Argentina event portfolio includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Emitex, Simatex, Confemaq, ExpoFerretera, Hotelga, Intersec Buenos Aires, Salón Moto, Tecno Fidta, and Arminera. In addition, it holds numerous congresses and special events for third parties, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia, and ExpoEFI, among others.

You will find more information in www.ar.messefrankfurt.com

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