

BUENOS AIRES TOURISM OBSERVATORY

INSTO ANNUAL PROGRESS REPORT

Year 2024



Content

1. Destination Profile	3
1.1. City description	4
1.2. The implementation of the Sustainable Development Goals (SDGs)	4
1.3. Tourism in the city	5
1.4. Tourism Observatory of the City of Buenos Aires	7
2. Checklist on INSTO Issue Areas	9
3. Sustainability Indicators Report	12
3.1. Tourism Seasonality	13
3.1.1. Arrival of national and international tourists per month	13
3.1.2. Tourists staying in hotels per month	15
3.1.3. Passengers transported by air per month	16
3.1.4. Number of cruise ships landfalls per month	17
3.2. Employment	18
3.2.1. Total number of registered employees in the tourism sector	18
3.2.2. Number of registered employees per activity	19
3.2.3. Proportion between employment in the tourism sector and total employment	20
3.2.4. Average salary of registered employment in the Tourism characteristic activities	20
3.3. Destination Economic Benefits	21
3.3.1. Total tourism spending and per trip	21
3.3.2. Share of TCA in the GGP of the city	22
3.3.3. Total number of tourists	23
3.3.4. Number of hotels and para-hotels in the city	24
3.3.5. Hotel occupancy rate	24
3.3.6. Economic impact of specific events	25
3.4. Energy, water & waste management	27
3.4.1. Number of distinguished providers in the "Tourism Sustainability Guidelines for Tourism Providers" program	27
3.4.2. Number of hotels in the "Hoteles más verdes" program	27
3.4.3. Number of hotels, gastronomic and cultural establishments that obtain the "Calculated Footprint" Stamp per year	30

3.4.4. Waste separation, energy and water conservation policies in hotels	31
3.4.5. Government water management policies	32
3.4.6. Government policies for waste management	33
3.4.7. Government policies for waste water management	35
3.5. Equality	36
3.6. Accessibility	36
3.6.1. Number of distinguished providers in the “Accessibility Guidelines” program	36
3.6.2. People with disabilities in the travel group	37
3.7. Local satisfaction concerning tourism	38
3.7.1. Tourism intensity	38
3.7.2. Residents' perception of tourism	39
3.8 Tourists satisfaction	41
3.8.1. Tourists' level of satisfaction	41
3.9 Governance	46
3.9.1. Number of sources of information from the private sector	46
3.9.2. Number of programs linked to sustainability in tourism implemented by the Government of the City of Buenos Aires	47
4. Conclusions	49
Abbreviations and acronyms	51
Graphics List	52
Figures List	53



1 Destination Profile

1.1. City description

Buenos Aires is Argentina's capital and the country's largest city. It is located in the central-eastern region along the southern bank of the Río de la Plata. Formally known as the Autonomous City of Buenos Aires (CABA in Spanish), the city has a population of 3,120,612 (as of 2022) while its metropolitan area includes approximately 13.4 million inhabitants. Since 1994, Buenos Aires has operated as an autonomous city and is ruled by its own legislative, executive and judicial branches. It is divided into 15 communes that comprise 48 neighbourhoods. Its economy relies heavily on tertiary activities—which account for more than 70% of its GDP.

Focused on improving the quality of education, the cultural offer, and the increase in human capital, Buenos Aires was recognized by the British magazine *The Economist* as the best city in Latin America to live in *The Global Liveability Index 2024* ranking. Therefore, we have become a competitive hub at a global level, attracting visitors, international students, and digital nomads.

In fact, the City was recently ranked first in the *Nomad List* as the best city in the world to be a digital nomad. We also ranked first at the regional level in the *QS* ranking as the best destination for international university students.

1.2. The implementation of the Sustainable Development Goals (SDGs)

The main tool Buenos Aires uses to implement the SDGs is the Voluntary Local Report (VLR) process. The city launched its first VLR in 2019 and has since produced a new report annually. The VLR process serves as a comprehensive guide for the city's work on the SDGs, facilitating the planning, implementation, monitoring and evaluation necessary to achieve the 2030 Agenda.

This continuous process strengthens local initiatives and ensures their ongoing follow-up and review, allowing for strategic adjustments and improvement. The VLR process of Buenos Aires

involves the city's 27 Areas of Government—such as justice, health, education and infrastructure⁷⁰—each of which is responsible for specific policy domains as well as specific SDG targets.

Buenos Aires' approach empowers each area of government to independently work on the SDGs, adapting them to the local context, while simultaneously advancing greater policy integration between different policy domains. Therefore, the VLR process facilitates coherence between different sectoral plans focusing on specific issues, as well as expediting institutional dialogue between the different Areas of Government, which feeds back into the SDG implementation process. Furthermore, the VLR also makes the city more accountable to its citizens and to the international community—the VLR report is published in Spanish and English.

Overall, a key enabling factor in the implementation of the 2030 Agenda in Buenos Aires is the integration of the SDGs into the Government Plan. The Government Plan prioritises Goals and targets, linking them to indicators to monitor their progress; these indicators relate to both national- and global-level indicators to measure progress. Peer-to-peer collaboration with other cities, as well as with international organisations such as different agencies of the United Nations, provide guidance and resources to advance the SDGs.

1.3. Tourism in the city

Buenos Aires is one of the most visited cities in South America and it is the Number 1 events destination in the Americas according to ICCA (International Congress & Convention Association) Ranking during the year 2024.

The city presents a remarkably eclectic urban profile, highlighted by its cultural offer, pluralism and its nightlife. It is considered the Cultural Capital of Latin America, there are over 300 theatres, 200 libraries, 400 book stores and more than 150 museums. Tango is another important cultural attraction.

Architecture in the city depicts the heritage of the different European communities that established in the city in the early 1900s, and throughout the city, visitors can experience different forms of art manifestations.

Gastronomy is another important tourist attraction. It is possible to experience the fusion of the European heritage and the Latin flavours in its many gastronomy opportunities. There are options from local steakhouses, historic coffee stores, gastronomic markets, high-end restaurants and a great range of speakeasy bars.

The city also offers outdoor activities and green areas to visit. It is possible to sail along the Río de la Plata River all the way to Tigre neighbourhood or to walk the trails of the Ecological Reserve in Puerto Madero, visit the Palermo Parks and the Botanical Gardens or the Japanese Gardens.

Likewise, the city has a dedicated network for bicycle traffic known as "bicisendas y ciclovías" (a system of exclusive lanes for bicycles) that extends approximately 300 kilometers and connects key strategic points throughout the city.

It was developed with the aim of promoting the use of bicycles, enhancing the safety of cyclists, and creating an infrastructure that fosters coexistence among different modes of transportation.

In parallel, the Government of the City of Buenos Aires also had developed a public bike-sharing system, which now includes more than 16,000 bicycles, making it not only a viable option for commuting to work and educational institutions, but also for tourist tours and recreational activities.

Sporting events are important attractors of tourism to the city: the best polo in the world is found in Buenos Aires, and experiencing a football game in one of its famous stadiums is an experience classified as unique due to the passion that the fans show in each game.



Figure 1: Buenos Aires tourism attractions. Buenos Aires Tourism Board.

1.4. Tourism Observatory of the City of Buenos Aires

The Buenos Aires Tourism Board is the body in charge of the public management of tourism in the destination, under the authority of the Government of the City of Buenos Aires.

The Tourism Observatory is part of the city's Tourism Board. Its objective is to generate market intelligence to help orientate decision making concerning tourism in the city.

In order to comply with the proposed objective, the Observatory works in three wide areas: First, an area of Tourism basic statistics analysis, coming from secondary sources, mainly. Then, another ad-hoc study area, focused on the analysis of tourism experience from the perspective of both visitors and residents. And finally, a recent development area, focused on big data analysis coming from public and private databases, such as mobile telephony, users opinions on websites about tourist attractions, gastronomy and accommodation, among others.

Thus, information as regards the different "consumer journey" stages of tourists is gathered by the Observatory in order to describe behaviours and spot opportunities for the development, promotion and communication of the tourist destination.

The information produced is available, unrestricted and for free, at the website of the Observatory: <https://turismo.buenosaires.gob.ar/en/observatorio>, in order to be used for decision-making processes in the public or private sector. In this website, dashboards with data coming from big data are posted, as well as reports with the main statistical data from tourism in the city and with the results from specific studies carried out, for example, in particular tourist segments (cruises, gastronomy, studies, MICE, etc.).

A photograph of a busy street at dusk. In the foreground, a large tree with dark branches and dense clusters of small purple flowers hangs over the road. Below the tree, a multi-lane road with white dashed lines is filled with cars. Some cars have their headlights on, and the background shows a city skyline under a twilight sky. The overall scene is a blend of nature and urban life.

2

Checklist on INSTO Issue Area

CHECKLIST on Issue Areas

ISSUE AREA	INDICATOR	SOURCE	STATUS
1. Tourism Seasonality	Arrival of national and international tourists per month	Hotel Occupancy Survey (EOH-INDEC) International Tourism Survey (ETI-INDEC)	Available
	Tourists staying in hotels per month	Hotel Occupancy Survey (EOH-INDEC)	Available
	Passengers transported to CABA by air	National Civil Aviation Administration (ANAC) Aeropuertos Argentina 2000 (AA 2000)	Available
	Number of cruise ships landfalls per month	Terminal Rio de la Plata (TRP)	Available
2. Employment	Total number of registered employees in the tourism sector	Integrated Argentine Social Security System (SIPA-MTEySS)	Available
	Number of registered employees per activity	Integrated Argentine Social Security System (SIPA-MTEySS)	Available
	Proportion between employment in the tourism sector and total employment	Integrated Argentine Social Security System (SIPA-MTEySS)	Available
	Average salary of registered employments in the tourism sector	Integrated Argentine Social Security System (SIPA-MTEySS)	Available
3. Destination Economic Benefits	Total tourism spending and per trip	International Tourism Survey (ETI-INDEC) Household Travel and Tourism Survey (EVyTH-MTyD)	Available
	Share of TCA in the GGP of the city	Buenos Aires City Ministry of Economic Development and Production (MDEP-GCBA)	Available
	Total number of tourists	Hotel Occupancy Survey (EOH-INDEC) International Tourism Survey (ETI-INDEC) Household Travel and Tourism Survey (EVyTH-MTyD)	Available
	Number of hotels and para-hotels in the city	Hotel Occupancy Survey (EOH-INDEC)	Available
	Percentage of hotel occupancy rate	Hotel Occupancy Survey (EOH-INDEC)	Available
	Economic impact of specific events	Undersecretariat of Positioning and Management of Mass Events Buenos Aires City Tourism Board	Available
4. Energy Management	Number of distinguished providers in the “Environmental Management Guidelines for Tourism Providers” program	Argentine System of Tourist Quality (MTyD) Buenos Aires Tourism Board (ENTUR-GCBA)	Available
	Number of hotels that promote good energy saving practices	Hotel occupancy survey on long weekends (DGCOT-ENTUR-GCBA) Hoteles más verdes Program (AHT)	Available
5. Water Management	Number of distinguished providers in the “Environmental Management Guidelines for Tourism Providers” program	Argentine System of Tourist Quality (MTyD) Buenos Aires Tourism Board (ENTUR-GCBA)	Available
	Number of hotels that promote good water management practices	Hotel occupancy survey on long weekends (DGCOT-ENTUR-GCBA) Hoteles más verdes Program (AHT)	Available

	Government water management policies	City of Buenos Aires Environmental Protection Agency (GCBA)	Available
6. Waste Water Management	Government policies for waste water management	AySA (drinking water and sewage treatment concessionaire in the City of Buenos Aires)	Available
7. Solid Waste Management	Number of distinguished providers in the “Environmental Management Guidelines for Tourism Providers” program	Argentine System of Tourist Quality (MTyD) Buenos Aires Tourism Board (ENTUR-GCBA)	Available
	Waste separation and recycling in city hotels	Hotel occupancy survey on long weekends (DGCOT-ENTUR-GCBA)	
	Government policies for waste management	City of Buenos Aires Ministry of Public Space and Urban Hygiene (GCBA)	Available
8. Climate Action	Number of hotels participating the program “Sello Huella Calculada”	APRA (agencia de protección ambiental)	Available
9. Accessibility	Number of distinguished providers in the program: “Accessibility Guidelines”	Argentine System of Tourist Quality (MTyD) Buenos Aires Tourism Board (ENTUR-GCBA)	Available
	People with disabilities in the travel group	Cruise Tourism Survey (DGCOT-ENTUR-GCBA) MICE Tourism Survey (DGCOT-ENTUR-GCBA) Tourist Service Centers Survey (ENTUR-GCBA)	Available
10. Local Satisfaction	Tourism intensity	DGCOT (ENTUR-GCBA) International Tourism Survey (ETI-INDEC) Household Travel and Tourism Survey (EVyTH-MTyD) Hotel Occupancy Survey (EOH-INDEC) National Population Census (INDEC)	Available
	Residents' perception of tourism	Resident survey (GCBA)	Available
11. Governance	Number of sources of information from the private sector	General Office of Market Intelligence and Observatory (ENTUR-GCBA)	Available
	Number of programs linked to sustainability in tourism implemented by the Government of the City of Buenos Aires	General Office of Market Intelligence and Observatory (DGCOT-ENTUR-GCBA)	Available
12. General Destination Performance Criteria	Tourist satisfaction	Household Travel and Tourism Survey (EVyTH-MTyD) Cruise Tourism Survey (DGCOT-ENTUR-GCBA) MICE Tourism Survey (DGCOT-ENTUR-GCBA)	Available



3

Sustainability Indicators Report

3.1. Tourism seasonality

We evaluate tourism seasonality in international travellers' arrivals and national travellers staying in tourism accommodations per month, the total number of tourists staying in hotels per month, the number of passengers transported by air to the city and the number of cruise ship landfalls per month.

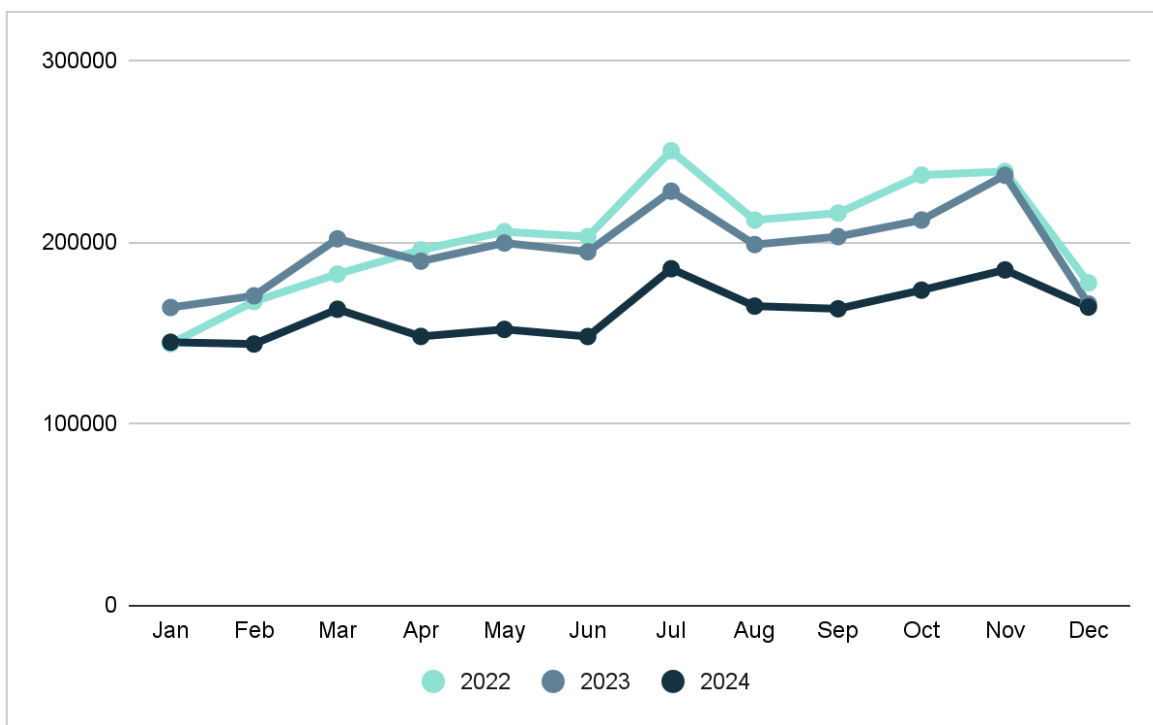
3.1.1. Arrival of national and international tourists per month

We estimate seasonality for national visitors in the city using the monthly Hotel Occupancy Survey (EOH), which provides the necessary granularity.

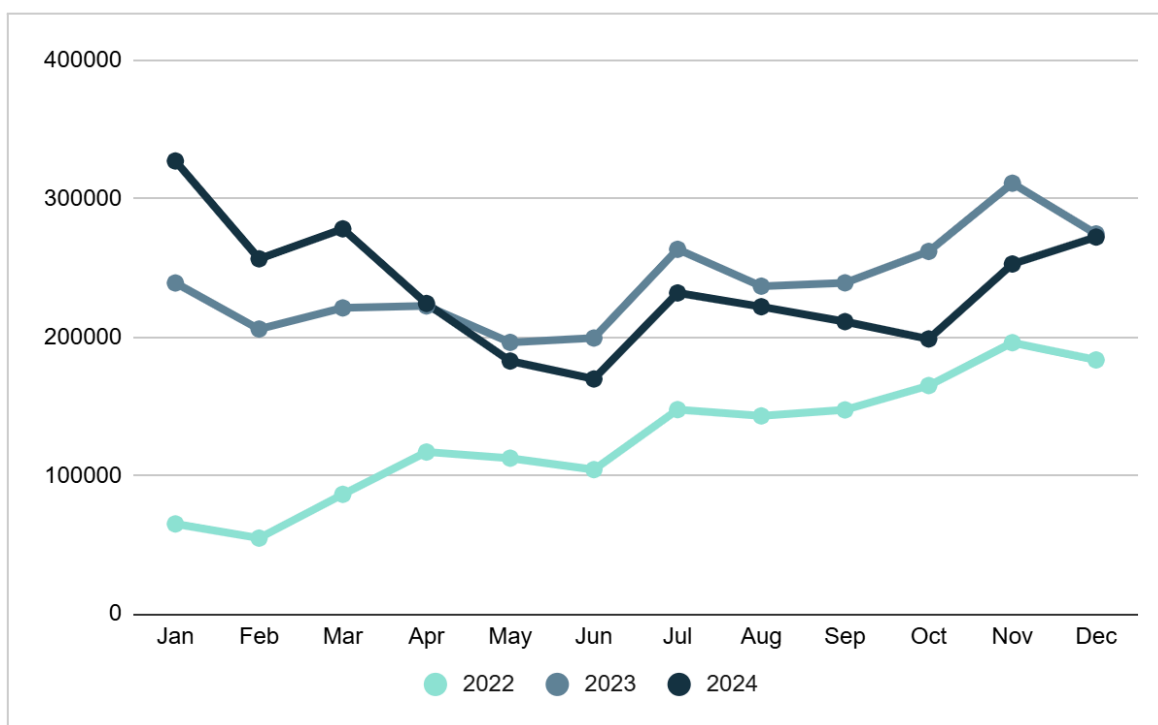
Regarding international visitors, the International Tourism Survey (ETI), developed by the Undersecretary of Tourism of the Nation jointly with INDEC (National Institute of Statistics and Censuses), is used as a source.

The variations in visitor arrivals to the City of Buenos Aires throughout the 2024 maintained a similar distribution of the previous year.

As evidenced in recent years, the second part of the year is the period with more domestic tourism activity, reaching its highest levels during the months of July (winter holidays) and November. However, March 2024 also shows a high level of national activity. Differing from previous years, when the lowest period of arrivals occurred during the summer months for 2024 this happened between the months of April, May and June (the autumn season). Regarding the arrival of international visitors in 2024 we can see a similar distribution throughout the year as 2023. In opposition to what happens with national tourism, the months of summer are the most intensified, but in particular for 2024 March was the second month with the highest number of international arrivals. In 2022 the distribution differed due to the ongoing effects of the pandemic COVID-19.



Graphic 1: National tourists staying in CABA hotels per month, 2022-2024.
Source: DGCOT-ENTUR based on EOH data.

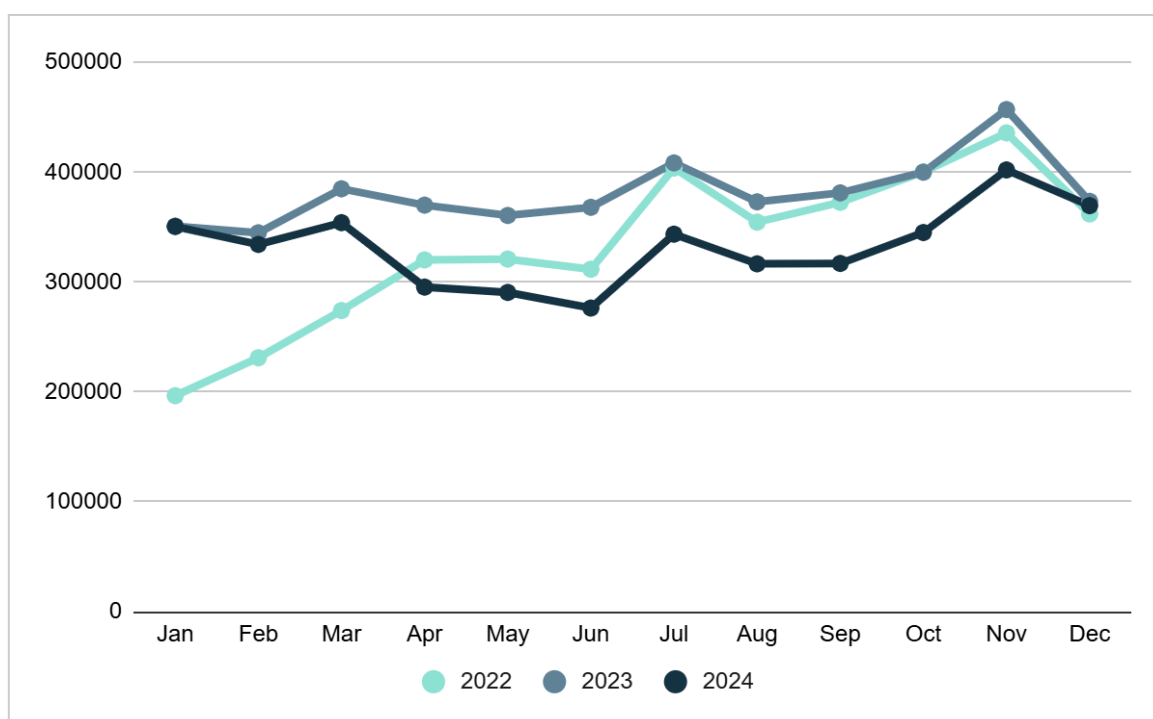


Graphic 2: International tourists admitted to CABA, 2022-2023-2024.
Source: DGCOT-ENTUR based on ETI data.

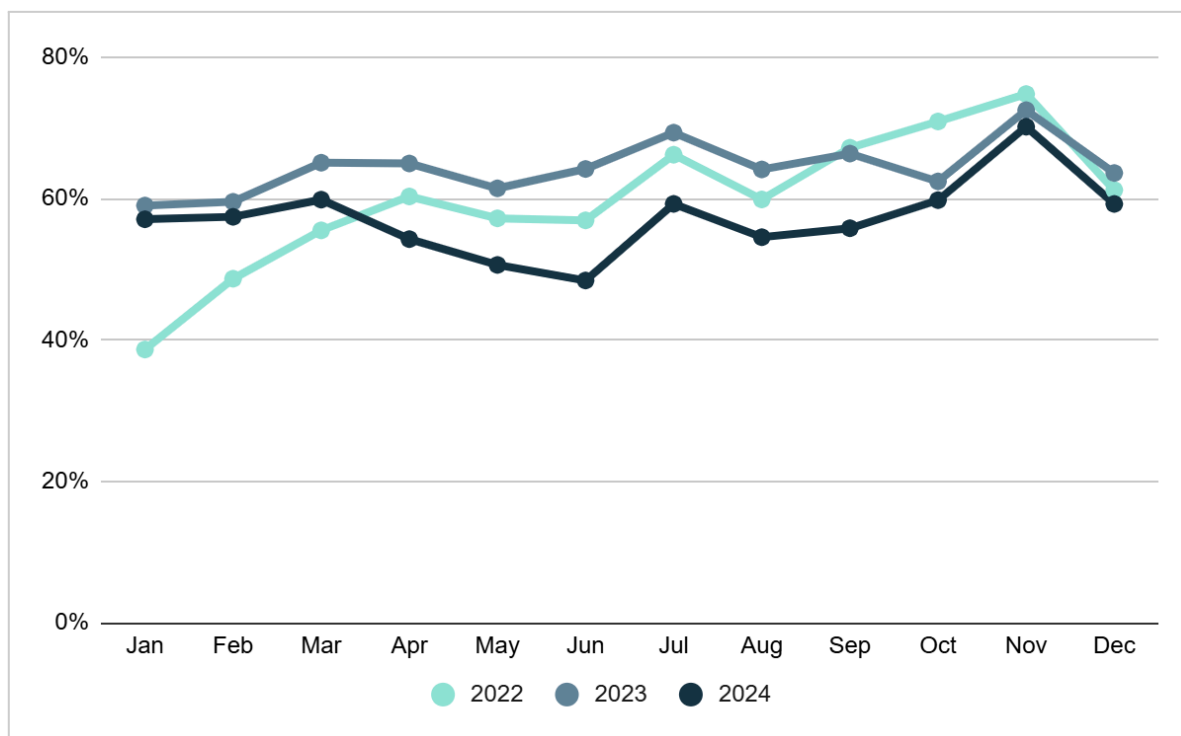
3.1.2. Tourists staying in hotels per month

Total monthly number of tourists staying in hotels is another indicator that enables us to monitor seasonality, which is obtained from the Hotel Occupancy Survey (EOH).

The year 2024 showed a similar trend of 2023, November was the month with largest number of visitors staying in hotels and room occupancy rates, but for 2024 March and October shows high numbers, even slightly higher than those of July (a month typically regarded as one of the highlights).



Graphic 3: Total tourists staying in hotels in CABA per month, 2022-2023-2024.
Source: DGCOT-ENTUR based on EOH data.

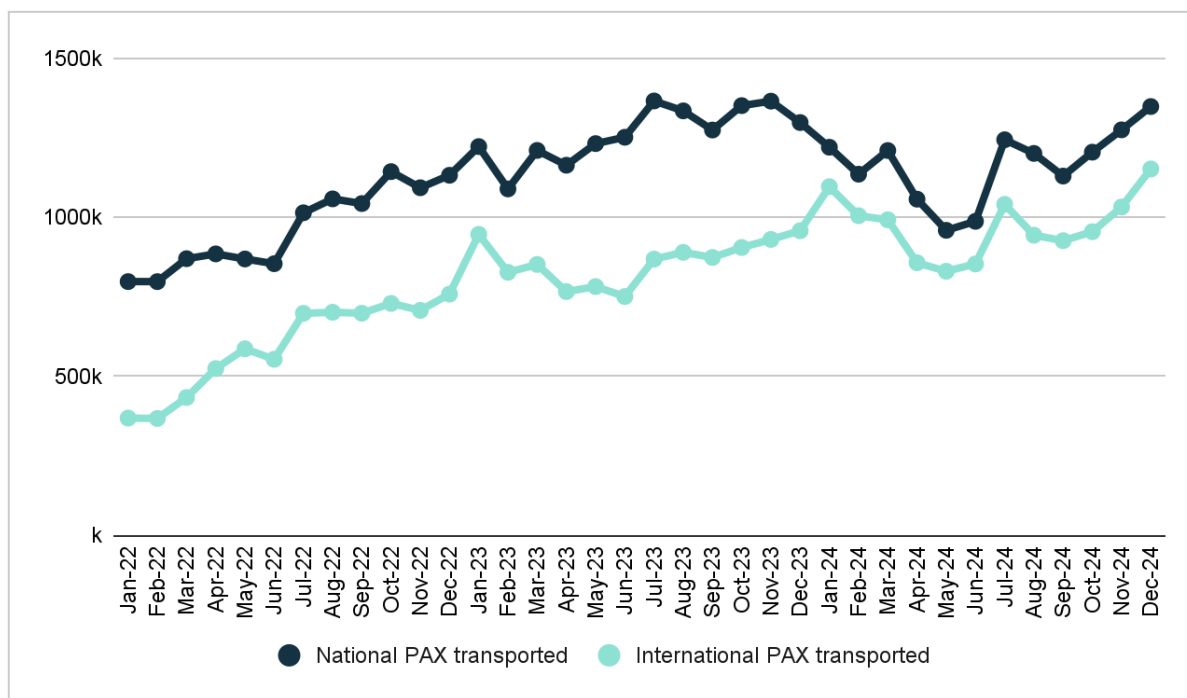


Graphic 4: Hotel occupancy percentage based on rooms, 2019-2022-2023.
Source: DGCOT-ENTUR based on EOH data.

3.1.3. Passengers transported by air per month

The tourism observatory monitors air activity at airports with an impact on the tourism of the city, considering the National Civil Aviation Administration (ANAC) information. For the analysis, the number of passengers transported to the city of Buenos Aires is taken into account.

In 2024, there was an increase in the number of international passengers compared to the previous year. This intensifies in the final months of the year. In contrast, the total number of domestic passengers transported decreased compared to 2023. Beyond this, the periods with the highest concentration of transported passengers remain clearly defined, with one peak in July and another during the final months of the year, coinciding with the summer season.

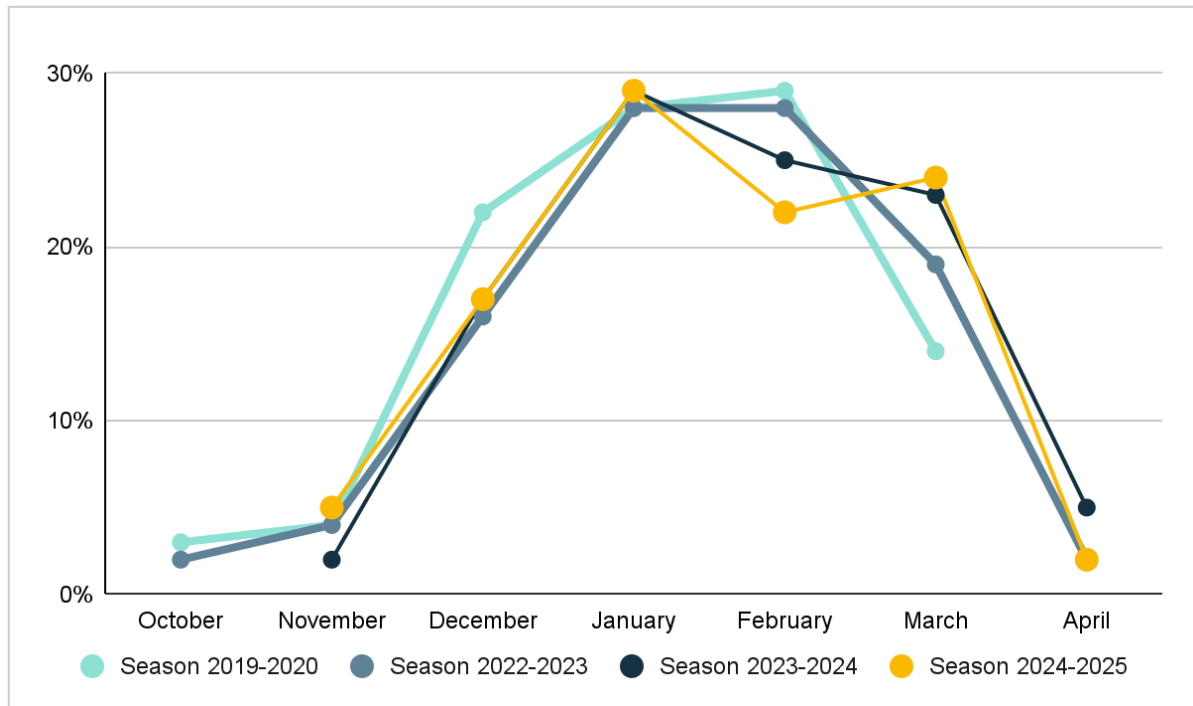


Graphic 5: International and national passengers transported to CABA by air (in thousands). 2022-2024.
Source: DGCOT-ENTUR based on ANAC.

3.1.4. Number of cruise ships landfalls per month

Due to the impact of cruise activity on the city's tourism industry, a monitoring of the number of landfalls and their distribution during the season- between October and April- is conducted.

As has been observed in previous seasons, for the season 2024-2025 the 75% of the landfalls took place in the months of January, February and March, while also concentrating the same level of passenger volume. There is a consistent decrease in the proportion of port calls in February (but not reflected the same in the number of passengers.), accompanied by growth in the proportion in March.

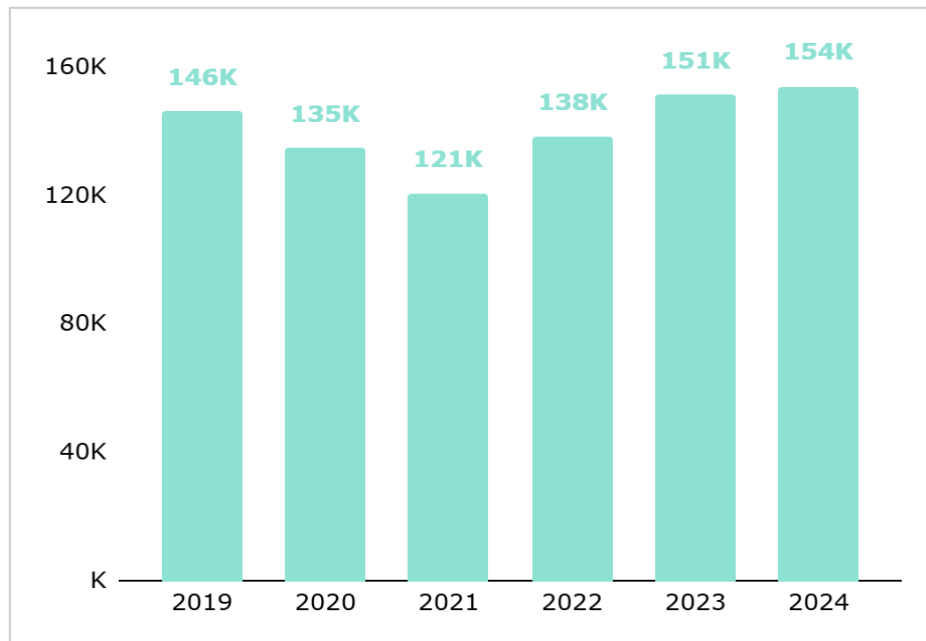


Graphic 6: Percentage of cruise ship landfalls arriving at the port of CABA, 2019-2024.
Source: DGCOT-ENTUR based on TRP data. *2019-2020 season ended on March 15th. due to covid 19.

3.2. Employment

3.2.1. Total number of registered employees in the tourism sector

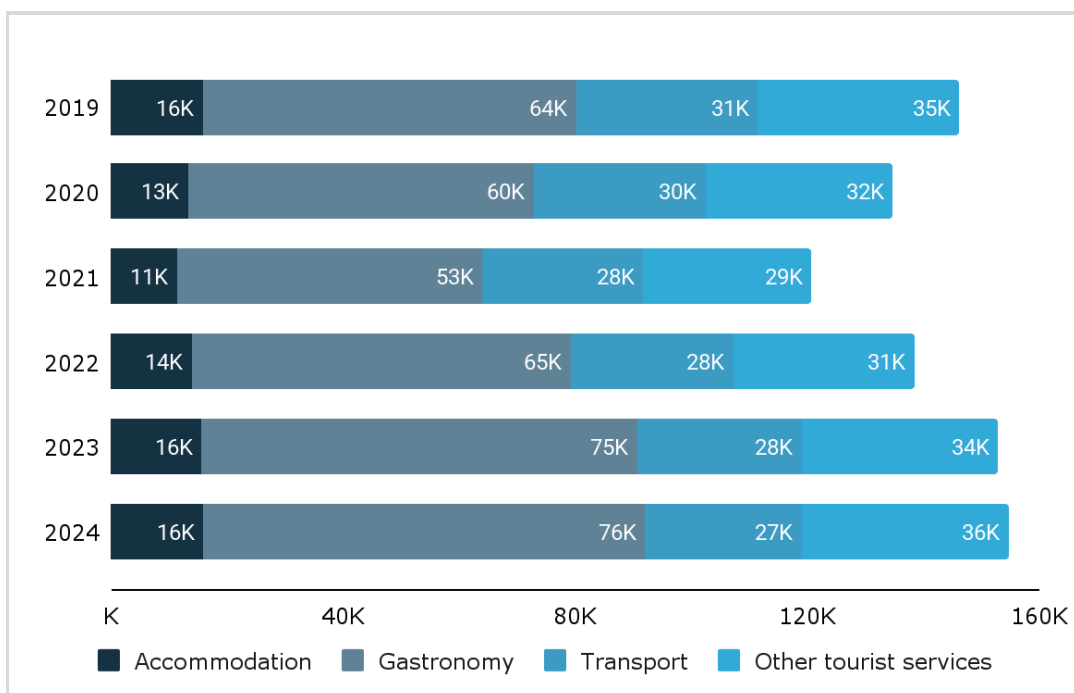
It can be observed that for 2024 continues growth of the registered employees in the Tourism Characteristic Activities in the city (accommodation, gastronomy, transport, and other tourist services). The number of registered employees was 154.236, **1% more than the previous year**, the highest number in the last seven years.



Graphic 7: Evolution of registered employment in the TCA, 2019-2024 (In thousands of registered jobs). Source: DGCOT-ENTUR based on SIPA data.

3.2.2. Number of registered employees per activity

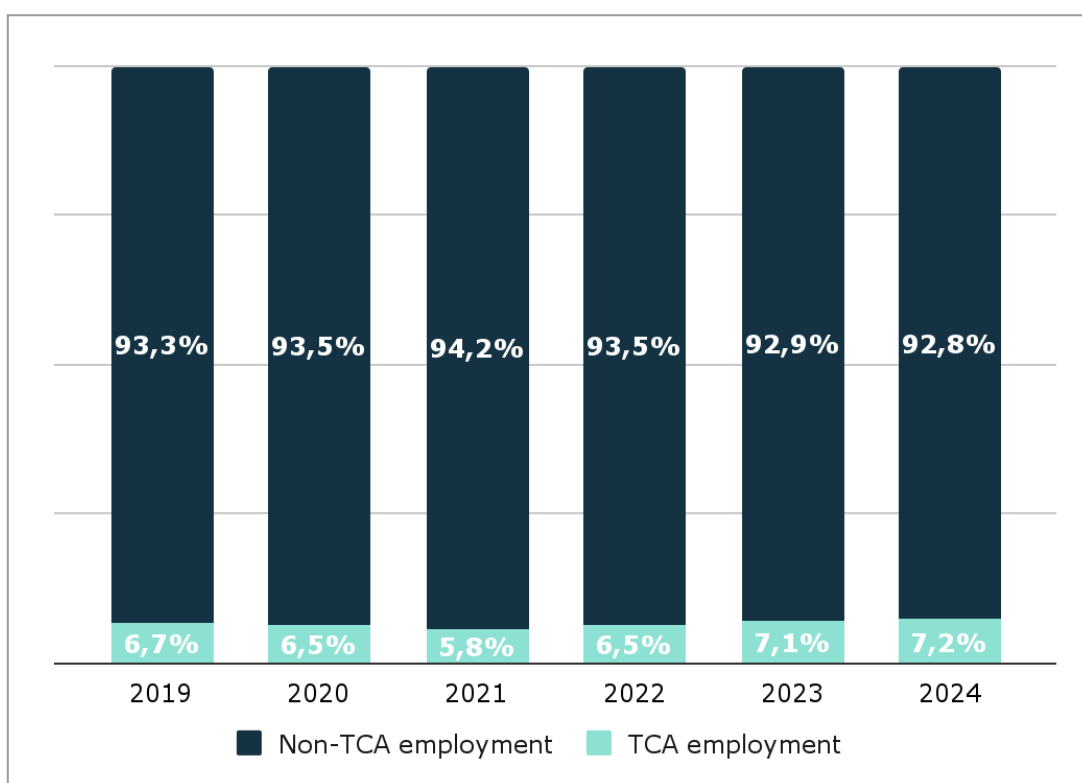
In 2024, the TCA sectors show very similar levels of representation to those of 2023. The gastronomic sector continues to account for the highest number of employees of the TCA and has shown a slight increase compared to the previous year, but demonstrating a significant difference over the past six years.



Graphic 8: Annual average of registered employees per activity, 2019-2024. Source: DGCOT-ENTUR based on SIPA data.

3.2.3. Proportion between employment in the tourism sector and total employment

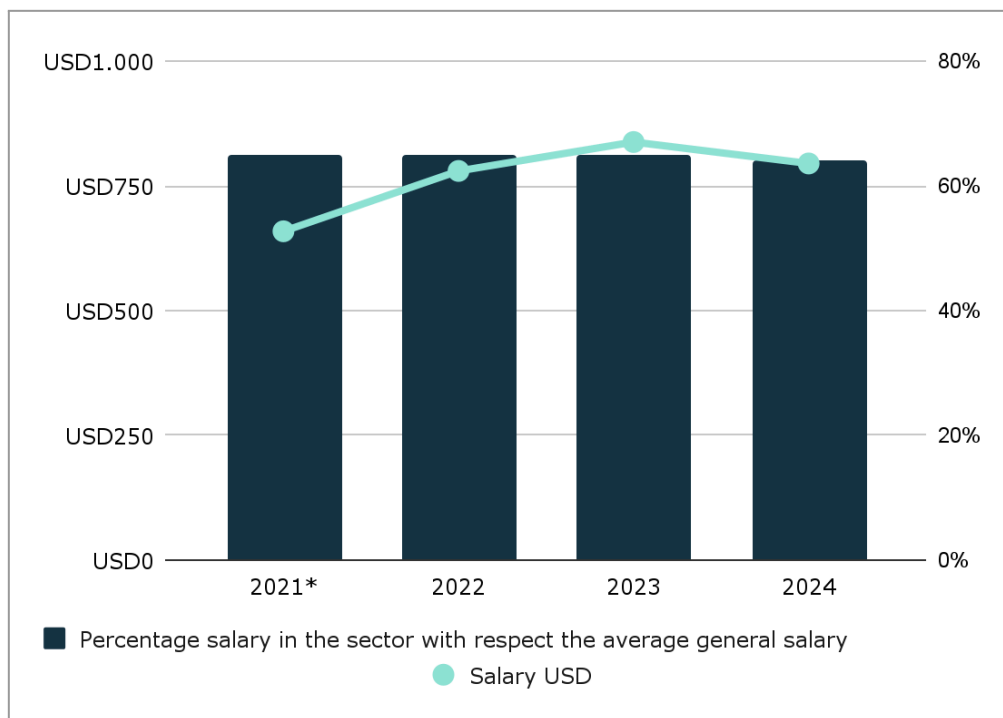
Registered employment in the Tourism characteristic activities in the city - accommodation, gastronomy, transport and other tourist services- maintains a very similar level of participation compared to the year 2023, along with the trend of modest growth since the pandemic COVID-19.



Graphic 9: Registered employment according to TCA and non-TCA, 2019-2024.
Source: DGCOT-ENTUR based on SIPA data.

3.2.4. Average salary of registered employment in the Tourism characteristic activities.

The average salary of registered employees in the TCA sector in 2024 remains at nearly the same levels as the previous year. Likewise, the average salary in the sector continues to be below than the average salary of all the productive activities of the city, representing 65% of it in recent years.



*Average calculated based on data from the second semester.

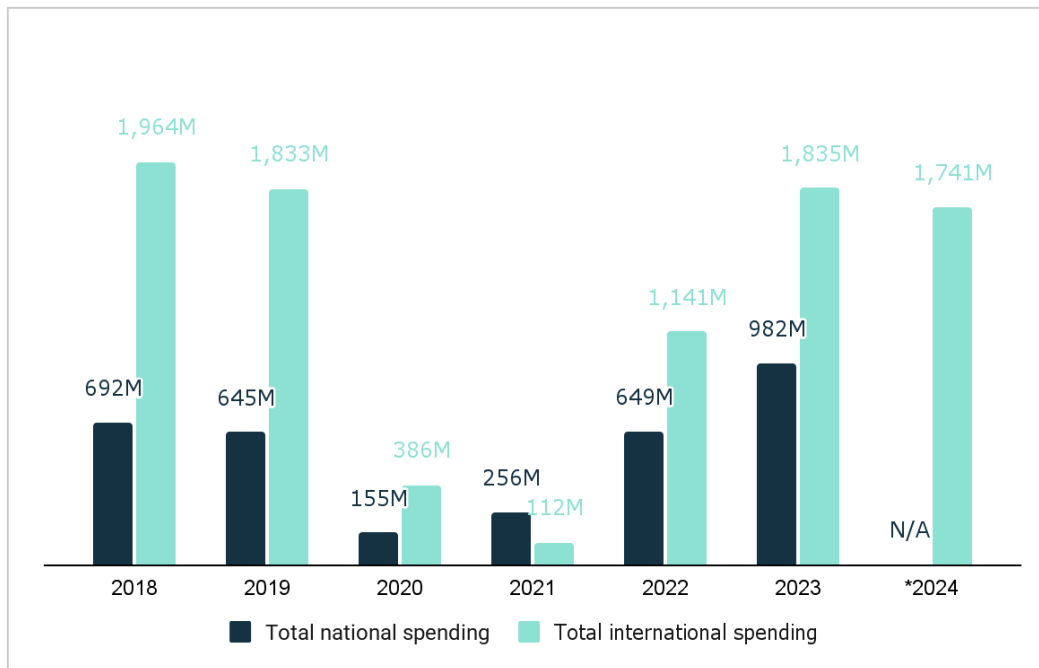
Graphic 10: Evolution of salary (in USD) and percentage evolution of salary in the tourism sector with respect to average general salary, 2021-2024. Source: DGCOT-ENTUR based on SIPA data.

3.3. Destination Economic Benefits

3.3.1. Total tourism spending and per trip

The sources used to estimate tourism spending are the Household Travel and Tourism Survey, the International Tourism Survey and data from the National Directorate of Migration.

The **international tourist spending for 2024 was USD 1.741M**, experiencing a slight decline compared to the previous year. For domestic tourist spending there was not complete data available at the moment of elaborating this report. Nevertheless, the **national tourism spending for the year 2023** was completed, reaching **USD 982M**, which also showed an increase compared to 2022, a trend that was also observed in international tourism spending. For 2024 the average spending per trip for international tourists was USD 615, slightly lower than the previous year (USD 639). Regarding national tourism spending, there was not complete data available for 2024 at the moment of elaborating the present report.



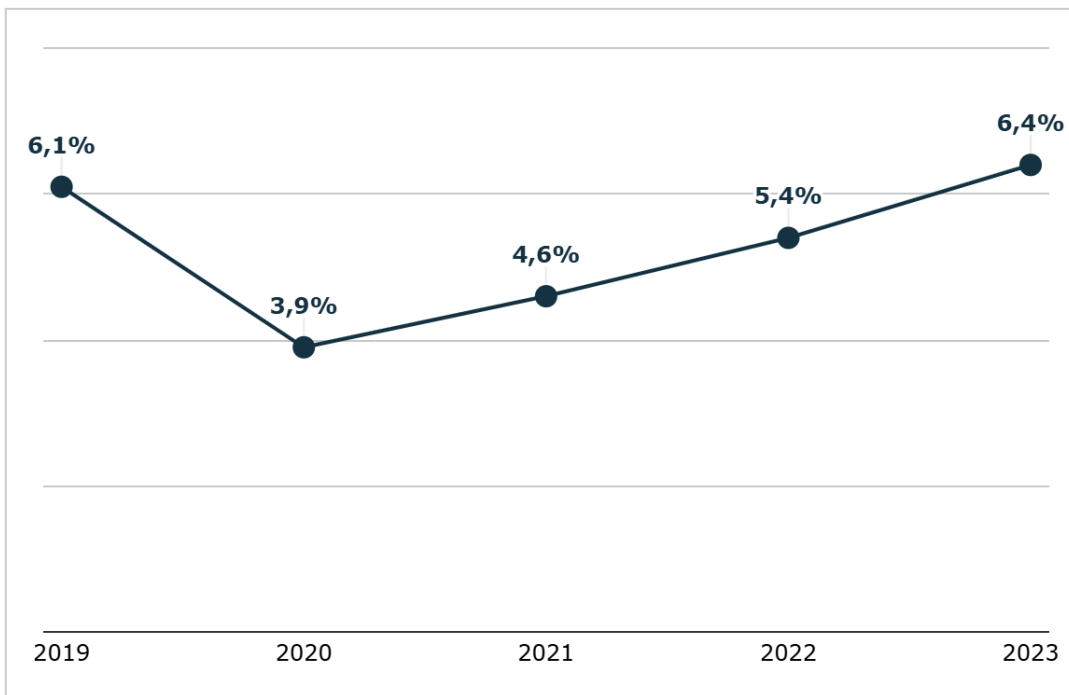
Graphic 11: National and international tourism spending (in USD), 2018-2024.
Source: DGCOT-ENTUR based on ETI and EVyTH data.



Figure 2: International tourist spending per visit, 2024. Source: DGCOT-ENTUR.

3.3.2. Share of TCA in the GGP of the city

The City of Buenos Aires does not have a Tourism Satellite Account to analyse in detail all aspects of the demand for goods and services associated with visitor activity, as exists at the national level. Nevertheless, the Tourism Observatory usually obtains the added value of the tourism industry from the Ministry of Economic Development and Production of the City. In this regard, the tourism industry has maintained its upward trend in the city's GDP, reaching 6.4% in 2023, exceeding pre-pandemic levels. At the time of preparing this report, the data for 2024 was not yet available.



Graphic 12: Percent representation of added value of the tourism industry in City's GGP, 2019-2023.
Source: DGCOT-ENTUR based on MDEP-GCBA information.

3.3.3 Total number of tourists

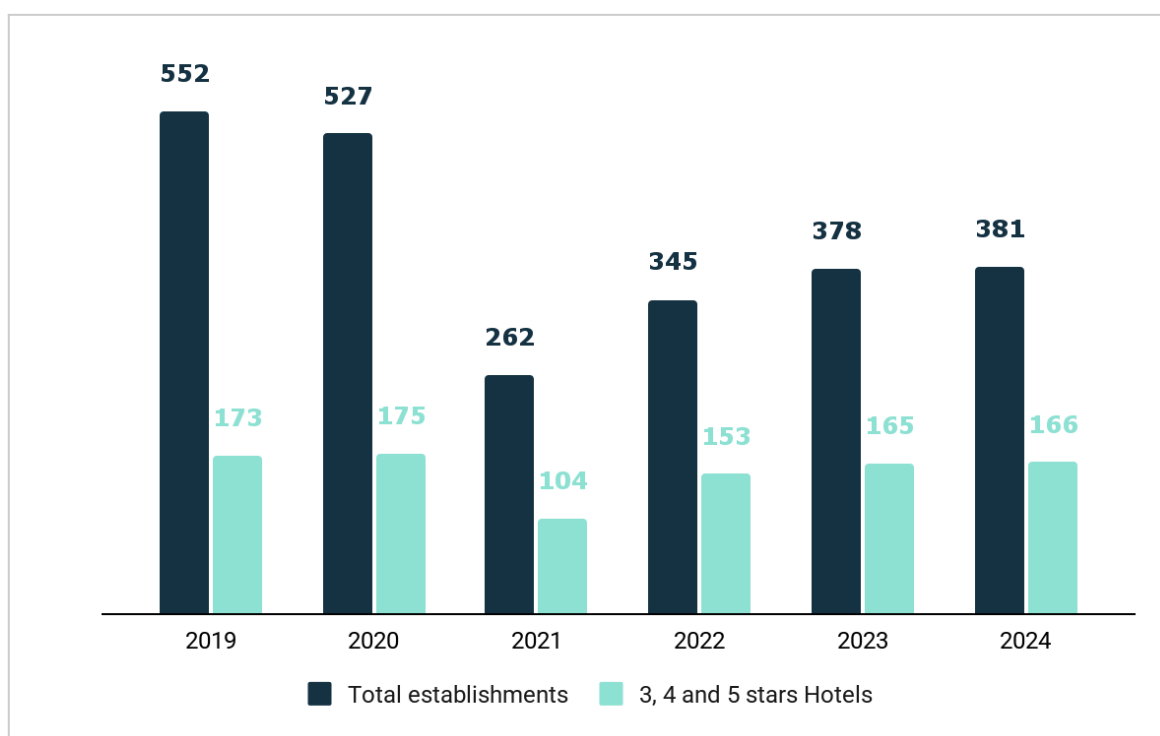
For the year 2024, the estimated total number of **national tourists staying in hotels reaches 1.9 million, representing an 18% decrease compared to the year 2023**. In relation to the total number of **international tourists**, the number of visitors **remained at the same level**.



Graphic 13: Total national staying in hotels and international tourists in CABA (in millions), 2019-2024.
Source: DGCOT-ENTUR based on EOH, ETI, and EVyTH data.

3.3.4 Number of hotels and para-hotels in the city

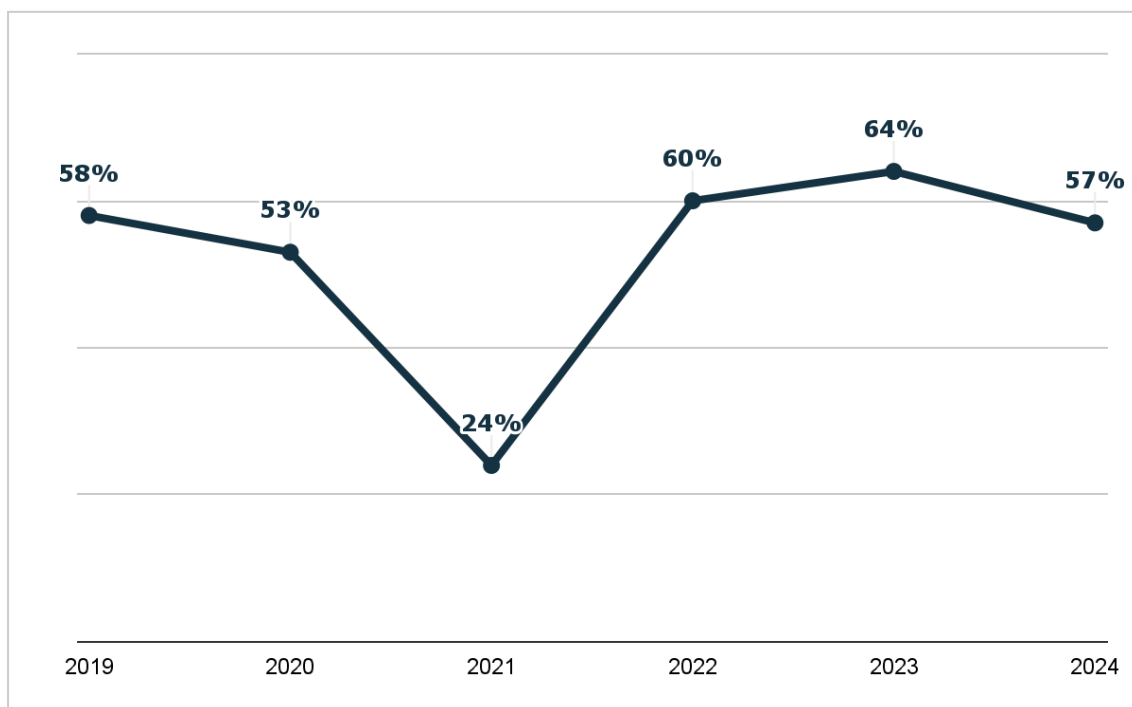
The average number of hotels and para-hotels open in the city during 2024 was very similar to that of 2023, with only a very slight increase, reaching a total of 381 establishments..



Graphic 14: Evolution of total establishments in CABA, 2019-2024.
Source: DGCOT-ENTUR based on EOH.

3.3.5 Hotel occupancy rate

During 2024, the average hotel occupancy rate **reached 57%** representing an 11% decrease compared to the previous year. This marks a setback in the ongoing recovery trend, although the figure remained similar to pre-pandemic levels.



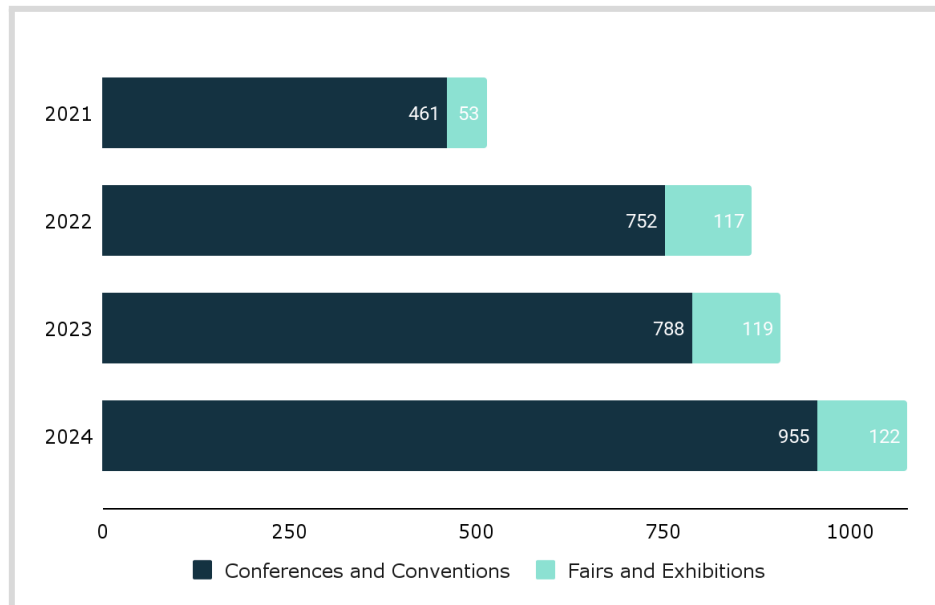
Graphic 15: Evolution of occupancy percentage in accommodations in CABA, 2019-2024.
Source: DGCOT-ENTUR based on EOH data.

3.3.6 Economic impact of specific events

Mass events (music concerts and festivals, major sporting events, trade fairs and MICE conventions) play a key role in the economic and social life of cities.

These activities not only have a direct impact on the local economy, but also generate indirect effects on sectors such as tourism, gastronomy, transportation, and hospitality. Directly and indirectly, these activities foster job creation (permanent and intermittent), promote private investment, and position cities as hubs of attraction, boosting their projection and competitiveness.

The observatory of the Buenos Aires Tourism Board manages its own monitoring of MICE events held in the city. In 2024, the total reached 1,077 events, reflecting a 19% increase over the previous year and highlighting a steady growth trajectory in the post-pandemic period.



Graphic 16: Annual Number of MICE Events in CABA, 2021-2024.
Source: DGCOT-ENTUR.

Therefore, and with the aim of rigorously measuring the economic effects associated with these activities in the city, using a methodology aligned with international studies, the City Government began in 2024 a project to estimate the number of major mass events in the city (artistic, sporting, MICE). With the information gathered, the technical team from the Undersecretariat of Festivals and Events uses a model to estimate event revenues and expenses, average attendee spending on and off-site, identify tourist spending, direct employment from the start to the end of the event, and the fiscal balance of the GCBA, among other indicators.

Based on this, the direct and indirect impacts and the fiscal balance of the GCBA are estimated. Based on the analysis, conclusions are presented aimed at evaluating the performance of these types of events from an economic perspective. This measurement began in 2024 with the evaluation of two music festivals held on a site managed by the City Government. And at least four events are planned for 2025 (sports, music, MICE, and cultural).

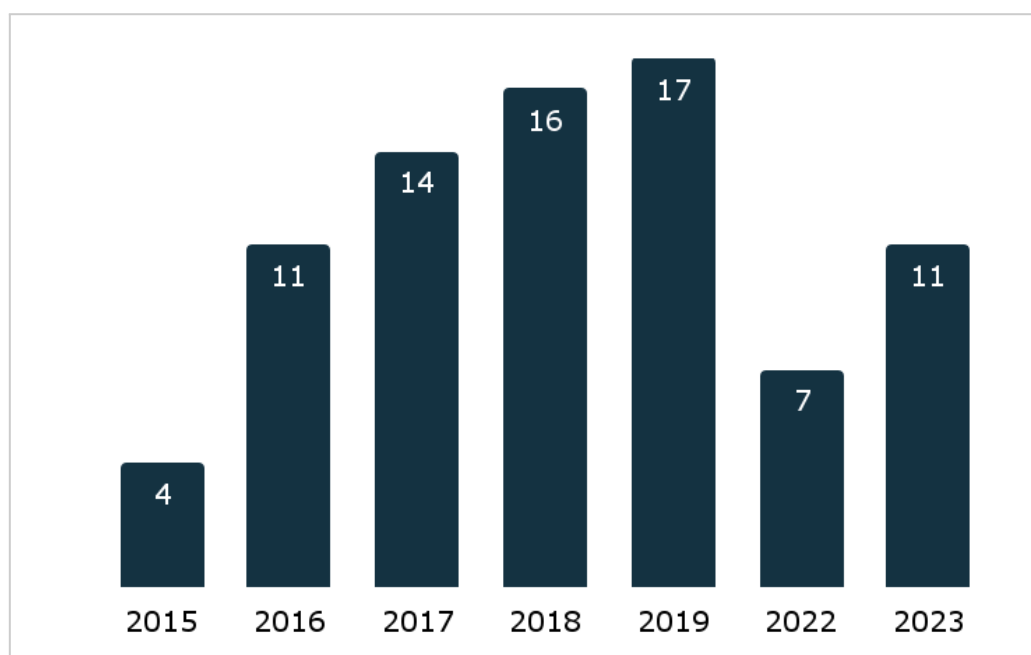
3.4. Energy, water & waste management

The environmental dimension is key to the sustainability of tourism in a destination, but its measurement in the city is complex because the available data do not allow the isolation of the impact of tourism activity in particular.

We are improving our efforts to start measuring some indicators of energy, water and waste management related to the tourism activity in the city.

3.4.1 Number of distinguished providers in the “Tourism Sustainability Guidelines for Tourism Providers” program

At the time of preparing this report, updated data for this program for the year 2024 was not yet available from the National Government's Secretariat of Tourism. As of 2023, a total of 75 tourism providers revalidated the distinction in environmental management in the City of Buenos Aires.



Graphic 17: Evolution of distinguished tourist providers in sustainability management, 2015-2023.
Source: ENTUR.

3.4.2. Number of hotels in the “Hoteles más verdes” program

The “Hoteles más Verdes” Program (Greener Hotels Certification Program), led by the Association of Tourism Hotels of the Argentine Republic (AHT), emerged as a necessary

consequence in the sustainable hotel management process. It is a voluntary and multi-criteria outsourced certification program that grants labels to environmentally preferable products and services.



Figure 3: Insignia of the Greener Hotels Program.

The AHT set out to establish a national eco-labeling system, based on a standard that establishes management criteria at different levels, as a model of recognition and certification of sustainable hotels. This Standard has been designed according to the Global Sustainable Tourism Criteria established by the Global Sustainable Tourism Council (GSTC) for hotels and tour operators, in order to aspire to their international recognition and accreditation.

The program grants different levels of certification, depending on the type of measures implemented by the hotel (bronze level, silver level and gold level).



Figure 4: Levels of certification of Greener Hotels Program.

Among the actions to be implemented and demonstrated by hotels committed to environmental management, the following stand out:

Energy Management:

Maintaining up-to-date records of energy consumption from all sources; having documented procedures or guidelines for best practices in energy conservation; applying the best available and feasible technologies to optimize energy consumption; and, for those aiming to achieve the highest distinctions, raising awareness and providing guests with adequate information on the efficient use of energy systems, as well as incorporating renewable energy sources and systems.

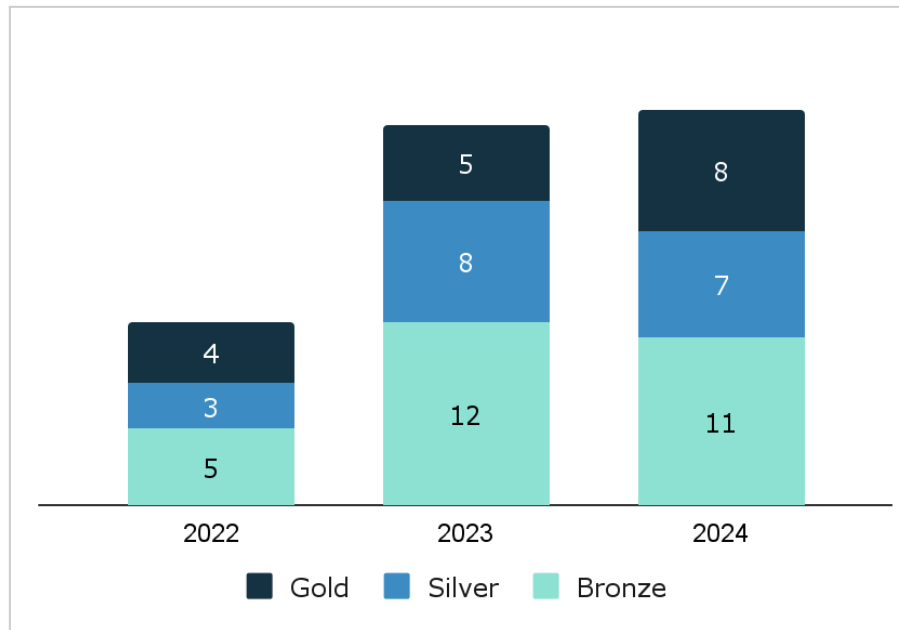
Water Management:

Keeping updated records of water consumption from all sources; establishing objectives for water management and having documented procedures or guidelines on best practices for water conservation within the facilities; implementing technological modifications and improvements to optimize water usage; establishing appropriate preventive measures to avoid the discharge of pollutants into water sources and maintaining documented procedures to minimize such discharges; and, for those seeking the highest distinctions, educating and informing guests on water-saving practices, and implementing systems that facilitate the recycling or reuse of rainwater or wastewater.

Waste Management:

Establishing documented procedures or guidelines on best practices for waste minimization; implementing procedures and appropriate container systems to ensure proper segregation of the generated waste; storing waste in designated and clearly marked containers or areas, under adequate safety and hygiene conditions; and, for those striving for the highest distinctions, identifying all types of waste likely to be generated within the hotel, including any hazardous or toxic waste harmful to the environment or human health; ensuring their safe storage, maintaining an up-to-date record of waste management that includes the types and quantities generated, as well as the methods of disposal or treatment used.

In 2024, 26 hotels obtained or renewed this certification, a number consistent with 2023, which saw 25 certified establishments with a slight increase in those receiving the Gold distinction.



Graphic 18: HMV Program certifications in CABA per year and by certification level, 2022-2024.
Source: AHT.

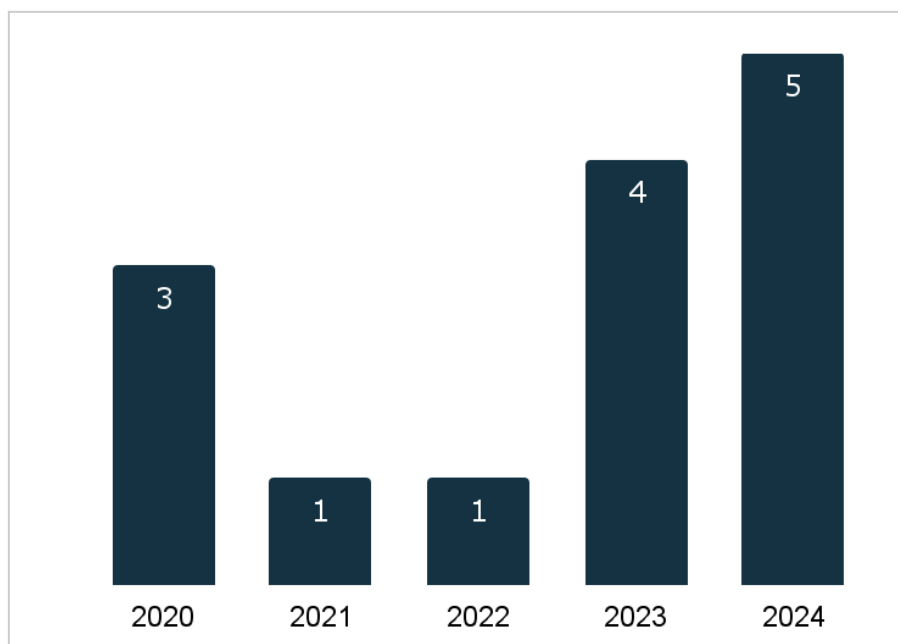
3.4.3 Number of hotels, gastronomic and cultural establishments that obtain the "Calculated Footprint" Stamp per year

The Calculated Carbon Footprint Seal is part of the Initiative for Calculating the Organisational Carbon Footprint of the Government of the Autonomous City of Buenos Aires.

This seal recognizes all public and private establishments in the City that calculate their organisational carbon footprint on an annual basis.

The purpose of this initiative is to disseminate the methodology, and raise awareness on how to carry out an organisational inventory of the Carbon Footprint to align the private and public sectors to the initiatives of the City's Climate Action Plan, and reduce their greenhouse gas emissions. greenhouse effect over time.

In 2024, one tourism establishment registered in the program, bringing the total number of participating and awarded establishments to five.



Graphic 19: Number of hotels, gastronomic and cultural establishments that obtain the "Calculated Footprint" Stamp per year, 2020-2024. Source: Environmental Protection Agency. Environment Secretariat. Buenos Aires City Government.

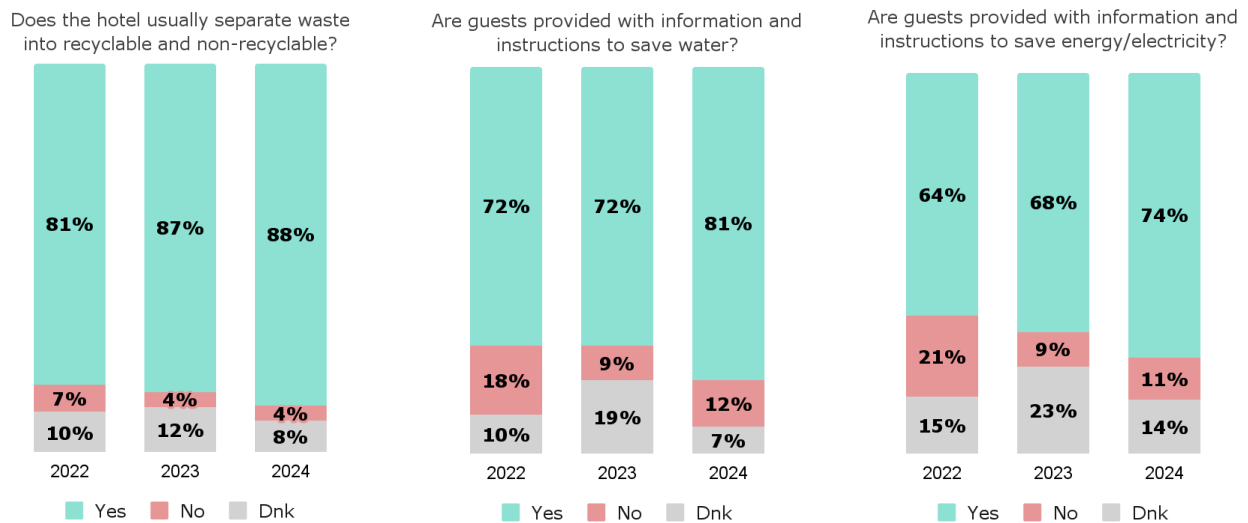
3.4.4 Waste separation, energy and water conservation policies in hotels

As was done in 2022, and 2023, during 2024 specific questions were included in the Hotel Occupancy Survey conducted during long weekends in 3, 4 and 5-star hotels in the city, aimed at finding out whether hotels separate waste and whether they promote water and energy conservation among their guests.

The same questions were asked as in 2022 and 2023 to be able to compare the information:

- 1. Does the hotel usually separate waste into recyclable and non-recyclable?*
- 2. Are guests provided with information and instructions (either orally or on posters) to save water (for example, use fewer towels, turn off the tap when not in use, recommendations for bathing times)?*
- 3. Are guests provided with information and instructions (either orally or on posters) to save energy/electricity (for example keeping air conditioning at 24° in summer, not leaving cell phones or computers plugged in, turning off lights when not in use)?*

A notable increase can be observed in the affirmative responses compared to previous years, **particularly regarding the provision of information on saving water and energy.**

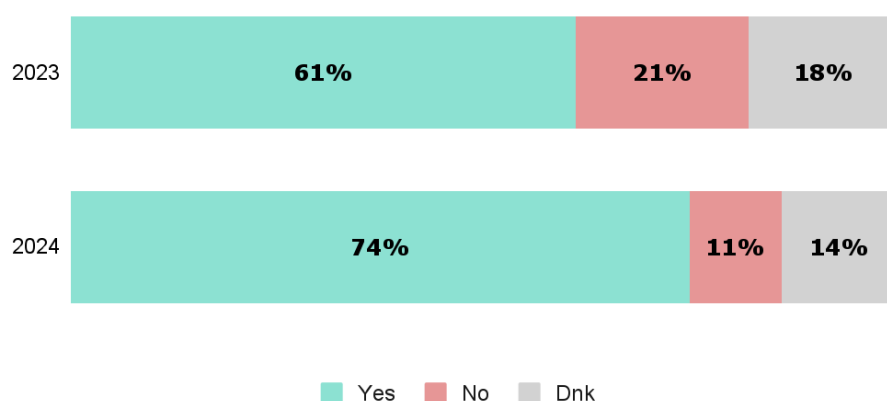


Graphic 20: Survey of 3,4 and 5 star hotels on waste separation, energy and water conservation policies in hotels, 2022-2024.
Source: DGCOT-ENTUR.

Additionally, during one of the long weekend surveys, we repeated for 2024 the consulted about the training in relation to environmental conservation. The questions was the following:

1. *Did you have any training on the possible ways to preserve the environment at the hotel? For example, training on waste separation, saving water and electricity?*

In this case as well, **a notable increase** was observed compared to the previous year in affirmative responses **regarding having received any type of training**.



Graphic 21: Survey of 3,4 and 5 star hotels on training related to preserving the environment, 2023-2024.
Source: DGCOT-ENTUR.

3.4.5 Government water management policies

The **Environmental Protection Agency** of the City of Buenos Aires is responsible for conducting **water quality** monitoring to protect and ensure its quality.

The monitoring systematically evaluates the flow rates and quality of rivers and streams that traverse or surround the City, through physical, chemical, and microbiological analyses.

Analyses are conducted at various sources:

- in the areas influencing the water intake from the Río de la Plata that supply the water treatment plants;
- in the Port Zone; at different points along the Río Matanza-Riachuelo used for navigation;
- at the mouths of streams crossing the City, which are buried and channeled;
- and in the ornamental water of lakes and lagoons located in green spaces, some of which host recreational (non-sportive) activities such as boat rides.



Figure 5: Map of rivers, streams, and lakes of the City of Buenos Aires, 2024.

3.4.6 Government policies for waste management

Through the **Ministry of Public Space and Urban Hygiene**, the **City of Buenos Aires** classifies solid waste generators into individual and special categories. The latter, referred to as "**Special Waste Generators**" includes establishments or activities that, due to the quantity or type of waste they generate, have distinct obligations compared to others.

Among the entities included in this category are **hotels with more than 100 rooms or 200 beds**, and **any establishment that provides food services or where beverages and/or food are prepared, packaged, and/or sold**.

These entities are **required to adopt measures aimed at reducing the amount of urban solid waste** they generate. Additionally, they must:

- Properly separate and classify urban solid waste at the source into wet and recyclable fractions.
- Register in the Special Waste Generators Registry.
- Contract and verify a private waste collection and transportation service for wet waste.

The same ministry developed the recycling system in the City with the aim of increasing household waste separation and improving waste disposal in public spaces through the placement of "green" containers designated for recyclable materials.

Simultaneously, "Puntos Verdes" (Green Points) were established, offering personalized assistance. In addition to receiving recyclable materials, these points provide information on waste separation and environmental conservation. There are over 20 such points located in green spaces across all city communes.

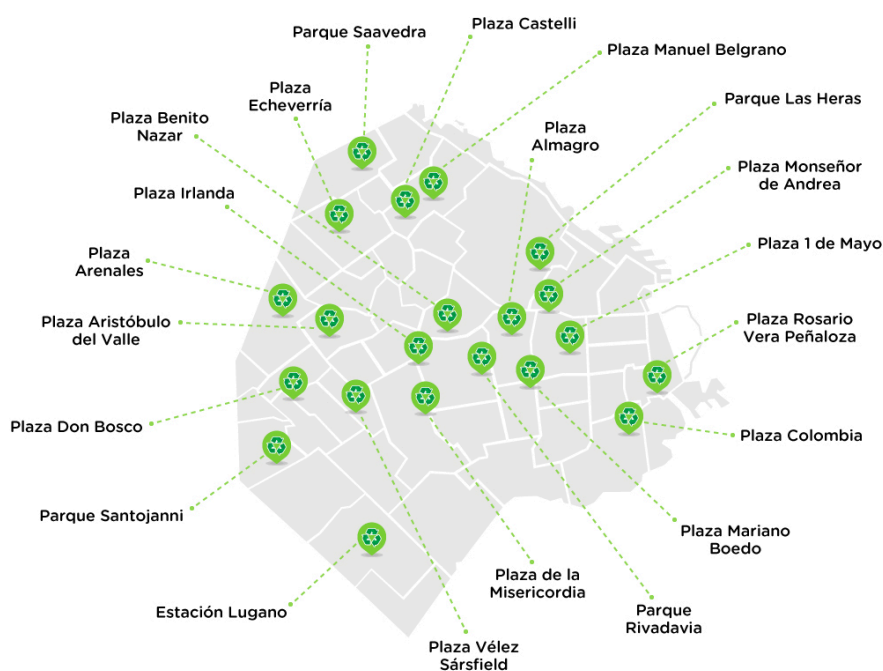


Figure 6: Map of the location of "Puntos Verdes" (Green Points) in the City of Buenos Aires, 2024.

The **City of Buenos Aires operates its own recycling center**, which comprises five treatment plants and an educational center. It was established with the objective of processing various fractions of urban solid waste that were previously disposed of in a landfill, thereby revalorizing these wastes by transforming them into raw materials to be reintroduced into different industries.

3.4.7 Government policies for waste water management

AySA (the drinking water and sewage treatment concessionaire in the City of Buenos Aires and its surrounding areas), works 24 hours a day, 365 days a year to ensure the water sanitation, and that the water used can return to the river in optimal condition, meeting the highest quality standards, to protect our main water source and the future of future generations.

To achieve this, they collect sewage—including industrial effluents that are permitted to be discharged into the sewage system—transport it through a network of more than 16,100 km of pipes of different sizes, treat it through a complex process, and discharge it into receiving bodies under conditions regulated by current regulations.

Wastewater Treatment

Wastewater from the main sewage system is treated to remove coarse solids (urban solid waste generated in homes), grease, and particulate organic matter dissolved through a biological process. Once this treatment is complete, the effluent is discharged into the receiving body (Río de la Plata, Reconquista, and Matanza) under environmentally friendly conditions.

AySA treats 1,667,902 m³ of wastewater daily through its treatment plants, according to its sustainability report.

AySA treats water for hotels, ensuring that it meets quality standards. This treatment includes water purification, which involves several processes to eliminate impurities and disinfect it, and the purification of hotel sewage effluent for subsequent discharge into the environment.

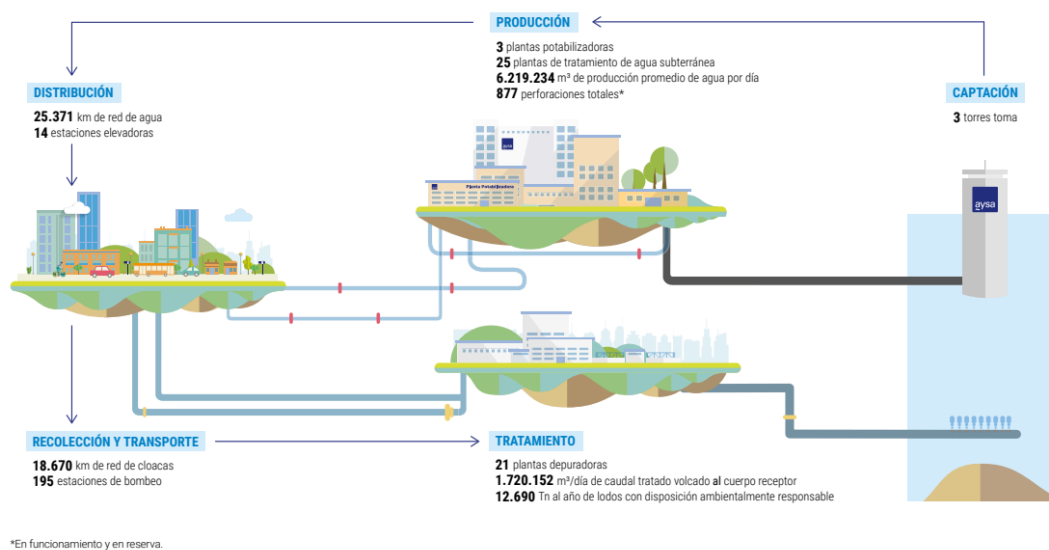


Figure 7: AYSA Essential water and sanitation services in the City of Buenos Aires.

3.5. Equality

In 2022, the implementation of the Equality Seal began with the purpose of promoting good practices for equality and the elimination of gender-based violence within tourism organisations. By 2024, seven organizations had been awarded this seal, reaching a cumulative total of 33 recognized organizations, considering those that renewed their distinction.



Figure 8: Insignia of the Equality Seal

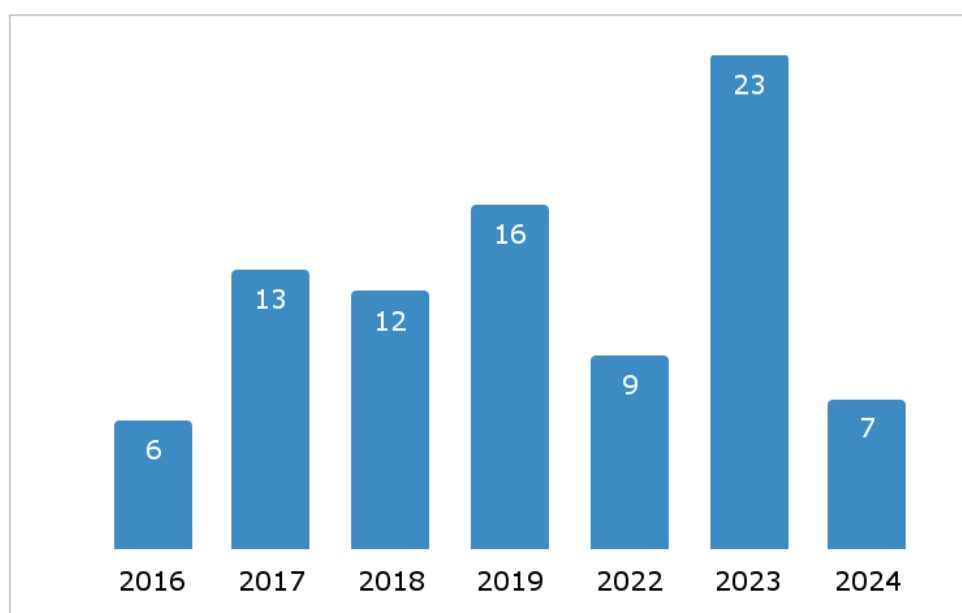
3.6. Accessibility

3.6.1. Number of distinguished providers in the “Accessibility Guidelines” program

From the Buenos Aires Tourism Board, the program called “Distinguished” is carried out to encourage tourism organisations to make improvements in order to comply with guidelines aimed at guaranteeing tourism accessibility, according to the Guide of Accessibility Guidelines proposed by the Undersecretary of Tourism of the Nation.

When the guidelines are complied with and the goals are achieved, tourism providers are granted an “**Accessibility Seal**” to recognize that the service provided considers the inclusion of people with disabilities.

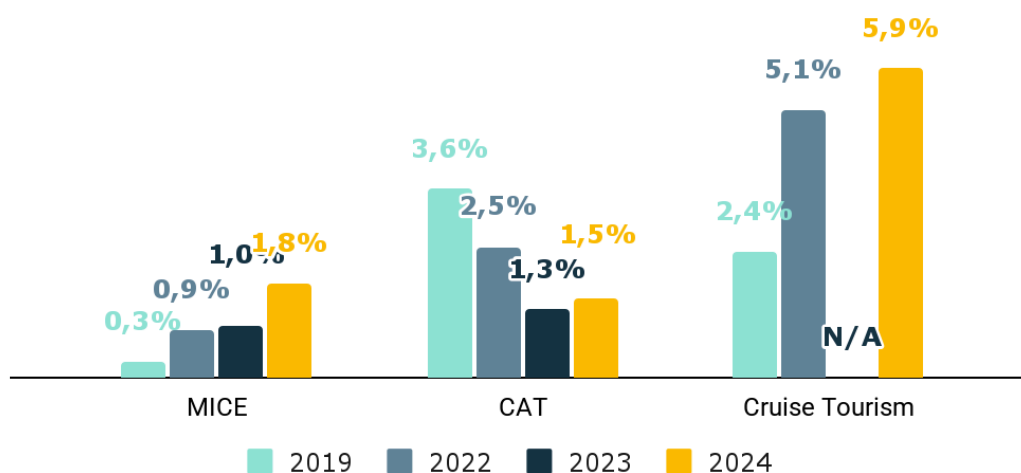
In 2024, **7 tourism providers were awarded this distinction**. The total number of distinctions accumulated between new awardees and those who renewed reached **52** during the year.



Graphic 22 : Evolution of new distinguished tourism providers in accessibility, 2016-2024.
Source: DGCOT-ENTUR.

3.6.2 People with disabilities in the travel group

Since 2019, a question was included in the quantitative studies performed by the Tourism Observatory to record the incidence of people with any disability in the travel group of those who visit the city. The question is: *“Is there any person with a disability in your travel group?”* This question is asked in surveys of cruise tourists, MICE events and Tourist Attention Centers of the City (CAT).



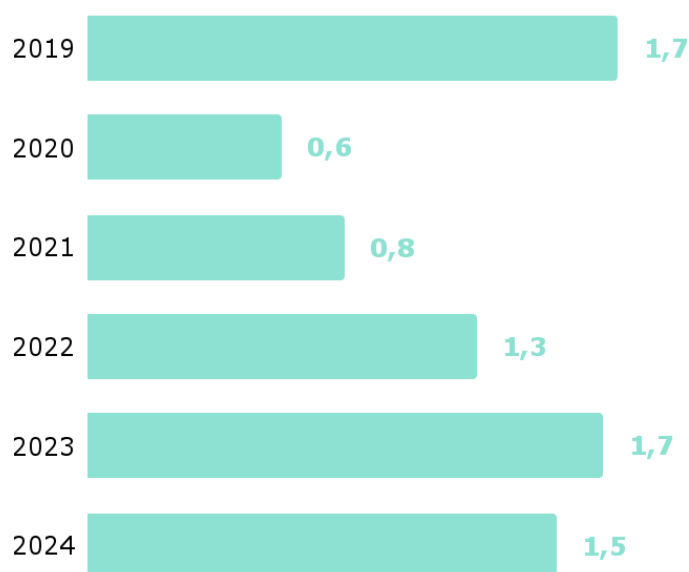
Graphic 23: People with disabilities in the travel group, 2019-2024. Sources: CAT Survey (2019-2024); MICE Survey (2019-2024); Cruise Tourism Survey (season 2019-20 and 2024-25)- DGCOT-ENTUR.

A slight increase is observed in all three studies when compared to the previous measurement. At the same time, the graph reveals a trend across the segments of each study, indicating varying levels of representation of persons with disabilities.

3.7 Local satisfaction concerning tourism

3.7.1 Tourism intensity

In order to guarantee the sustainability of tourism in the city, it is relevant to monitor that the tourist activity does not affect the local population in their daily lives. Taking as reference the methodological proposals of the CEPAL (2006) based on the calculation of the ratio between the total number of tourists and the number of residents in the city to estimate the tourism intensity index. Currently, the City of Buenos Aires does not have difficulties related to “over-tourism”. The **tourist intensity index reached 1,5 in 2024**. It shows a slight decrease compared to the previous year, a trend also influenced by the decline in the number of incoming tourists.

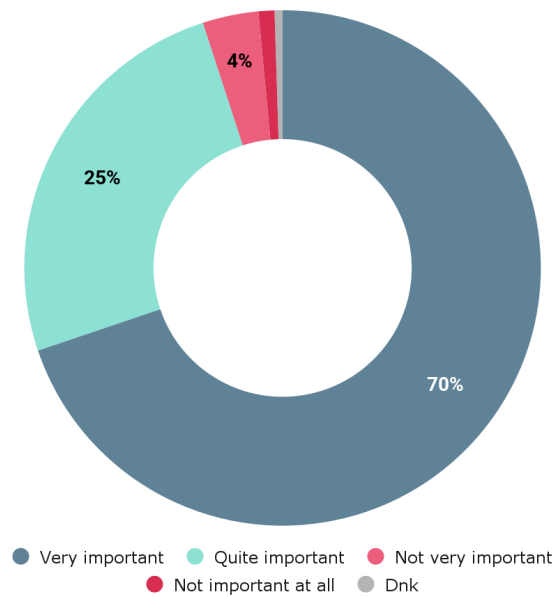


Graphic 24: Number of non-resident visitors over total population in CABA, 2019-2024.
Source: DGCOT-ENTUR based on EOH, ETI, EVyTH and National Population Census.

3.7.2 Residents' perception of tourism

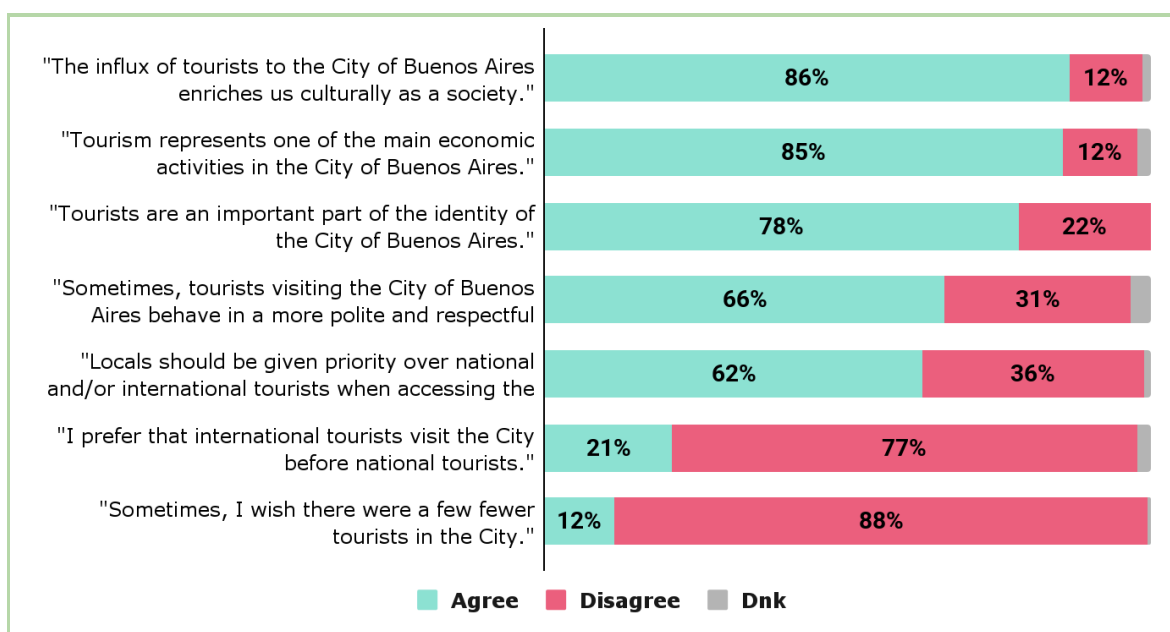
In May 2024, a survey was conducted among local residents in which two questions were added regarding the perception of tourism in the city. On the one hand, respondents were asked *how important do you consider tourism to be for the City of Buenos Aires?* and on the other, they were asked to indicate their level of agreement with a series of statements.

For residents, tourism is a highly valued sector not only in terms of economic impact and development, but also for the cultural and identity-related contributions it offers to the City.



Graphic 25: How important do you consider tourism to be for the City of Buenos Aires?, Survey to local residents May-2024.
Source: GCBA.

There is a generally positive perception about the tourists who visit the City, without a marked preference between domestic and international visitors. Tourism is considered an important economic activity, and the tourists are seen as part of the City identity. However, the majority of local residents express that they should be given priority over tourists when accessing the City's attractions.

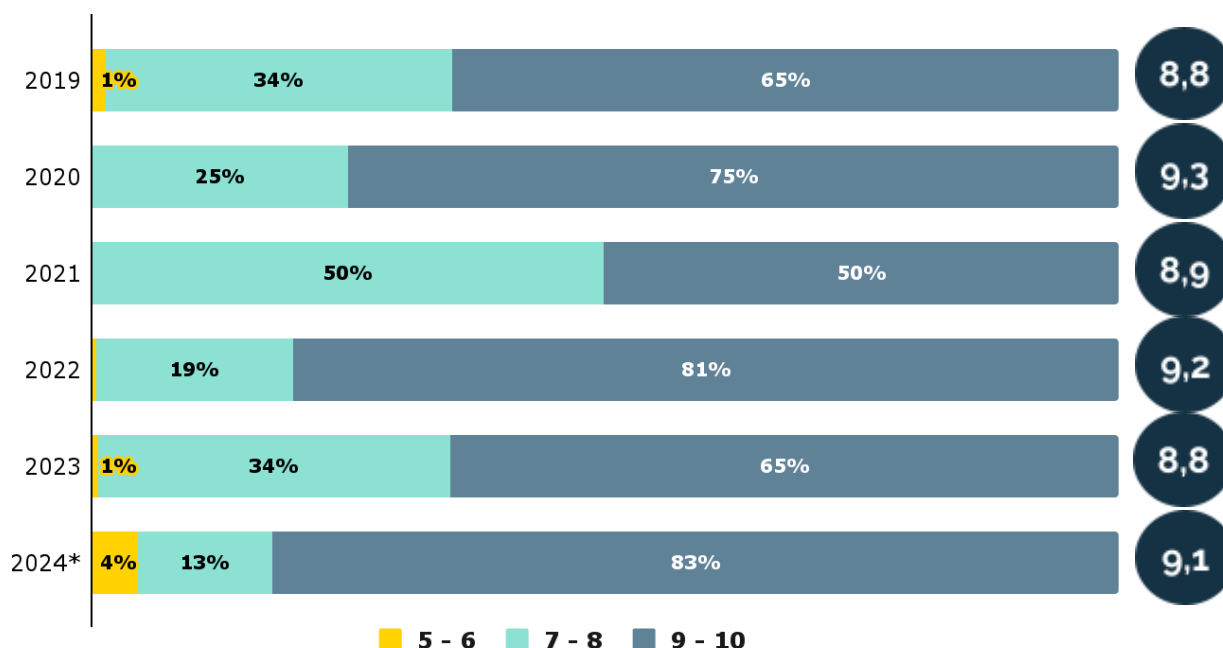


Graphic 26: Level of agreement with a series of statements about tourism, Survey to local residents May-2024.
Source: GCBA.

3.8 Tourist satisfaction

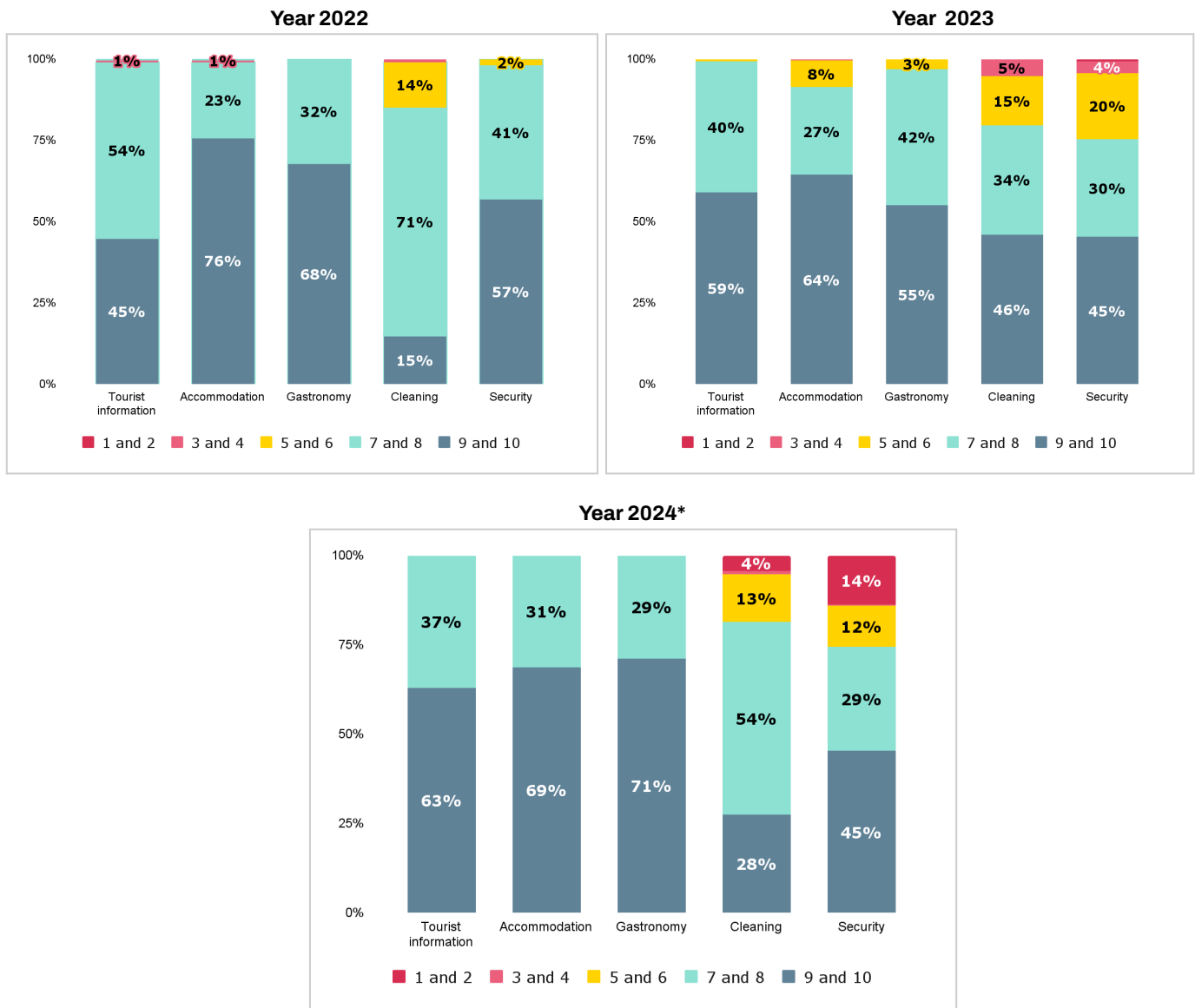
3.8.1 Tourists' level of satisfaction

In order to calculate the satisfaction of **national visitors** concerning their tourist experience in the city, we use the Household Travel and Tourism Survey (EVyTH), developed by the Undersecretary of Tourism of the Nation, where visitors are asked to provide their rating on a scale of 1 to 10 points. The average score was calculated up to the second semester of 2024, as it was available data. The tourist experience of national visitors in Buenos Aires City continues, as in previous years, to obtain a high evaluation. While the average rating surpasses last year's, the rating remains slightly below the record levels observed in other years. Security remains the only aspect that received more criticism from national tourists showing growth, in part, compared to previous years. The average rating of the aspects of *tourist information*, *accommodation* and *gastronomy* reaches higher levels than in previous years (above 9 points), but the opposite is true for the aspects regarding *cleaning* and *security* (although they manage to exceed 7 points).



*Data available up to the first semester of 2024.

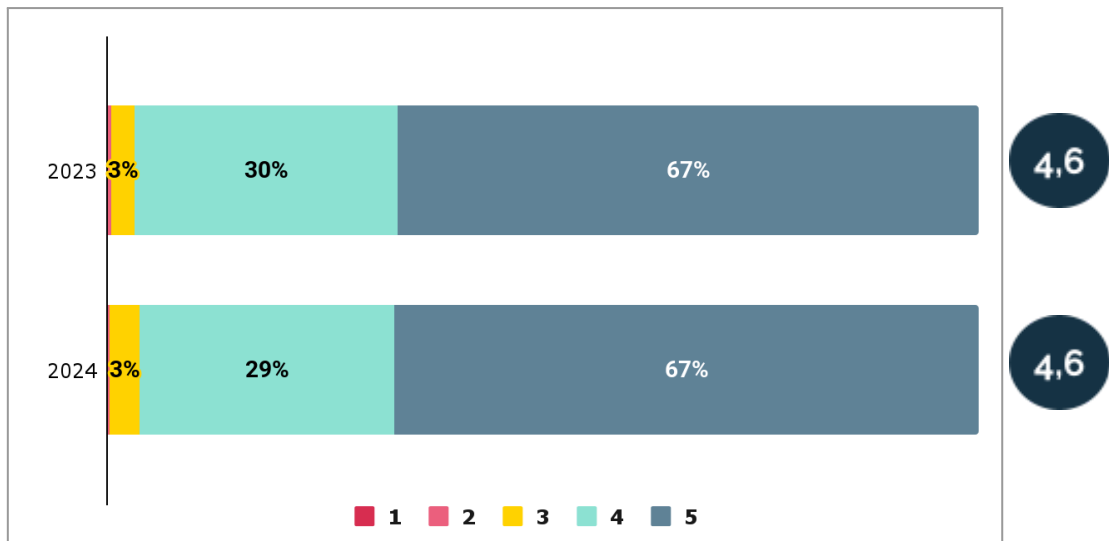
Graphic 27: Satisfaction of national tourists in general concerning CABA, 2019-2024.
Source: DGCOT-ENTUR based on EVyTH data.



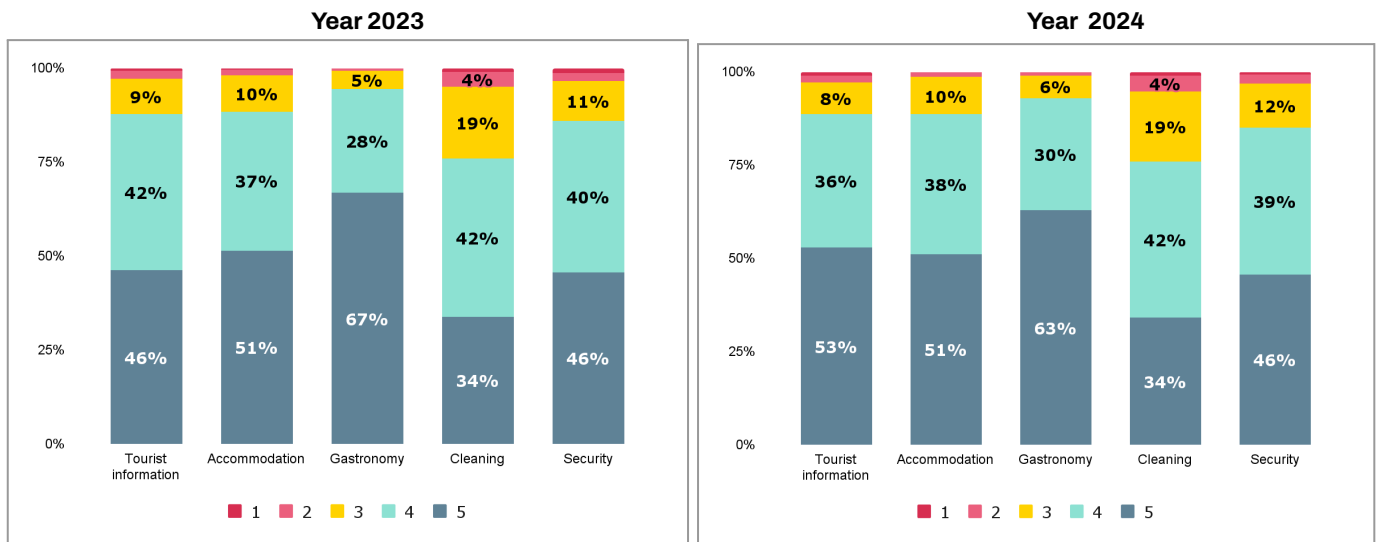
*Data available up to the first semester of 2024.
Graphic 28: Satisfaction of nacional tourists with different aspects, 2022-2024.
Source: DGCOT-ENTUR based on EVyTH data.

Starting from 2023, we had available data on the satisfaction of these aspects among **international tourists**, from the International Tourism Survey (ETI) developed by National Institute of Statistics and Censuses (INDEC). In this case, the scale for satisfaction with the different aspects ranges from 1 to 5. Over the past two years, the overall tourism experience of international visitors has remained at a fairly high average rating of 4,6.

Analyzing the performance of the ratings across the different aspects, the ratings remain at similar levels compared to 2023. Gastronomy stands out as the highest-rated aspect. An improvement can also be seen in terms of tourist information. Cleanliness is the aspect that receives the most criticism from international visitors, although it still manages to achieve an average rating of 4 points.



Graphic 29: Satisfaction of international tourists in general concerning CABA, 2023-2024.
Source: DGCOT-ENTUR based on ETI data.



Graphic 30: Satisfaction of international tourists with different aspects CABA, 2023-2024.
Source: DGCOT-ENTUR based on ETI data.

In addition to this global indicator of visitor satisfaction cited above, the Observatory measures **visitor satisfaction indicators by market segment**, for example, **cruise ship tourists** and **tourists who participate in MICE events** (carried out from March to November) in the city.

In 2024, the survey of tourists at MICE events **collected a total of 670 responses**. In response to the request to rate different city services, these showed improved performance compared to previous years. The *meeting venue*, *accommodation* and *excursions* are the aspects that receive the highest number of top ratings. The only exception is that international tourists appear to be slightly more critical of the excursion services.

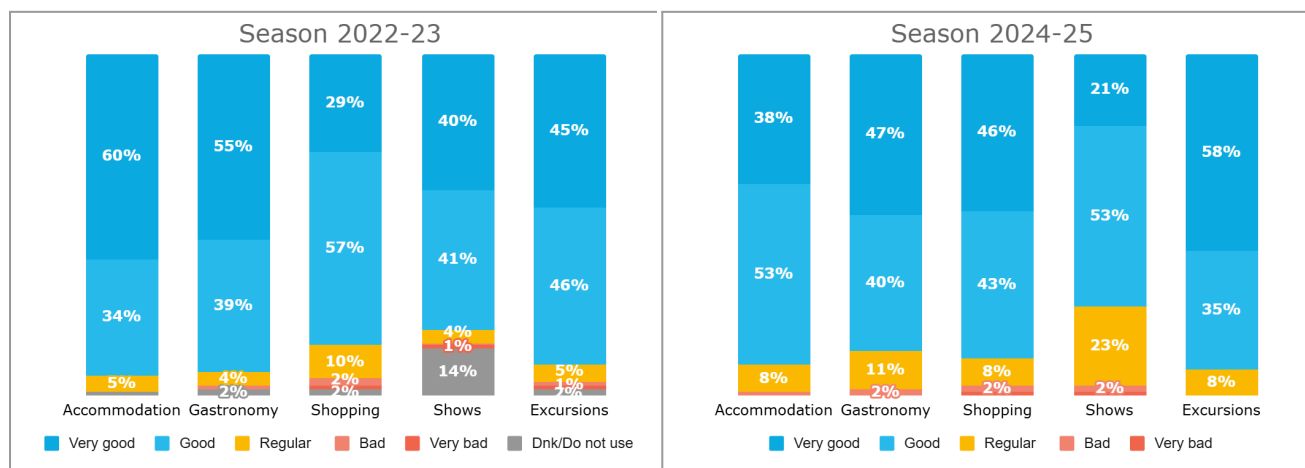


Graphic 31: Qualification of city services by international tourists at MICE events, 2022-2024.
Source: DGCOT-ENTUR.

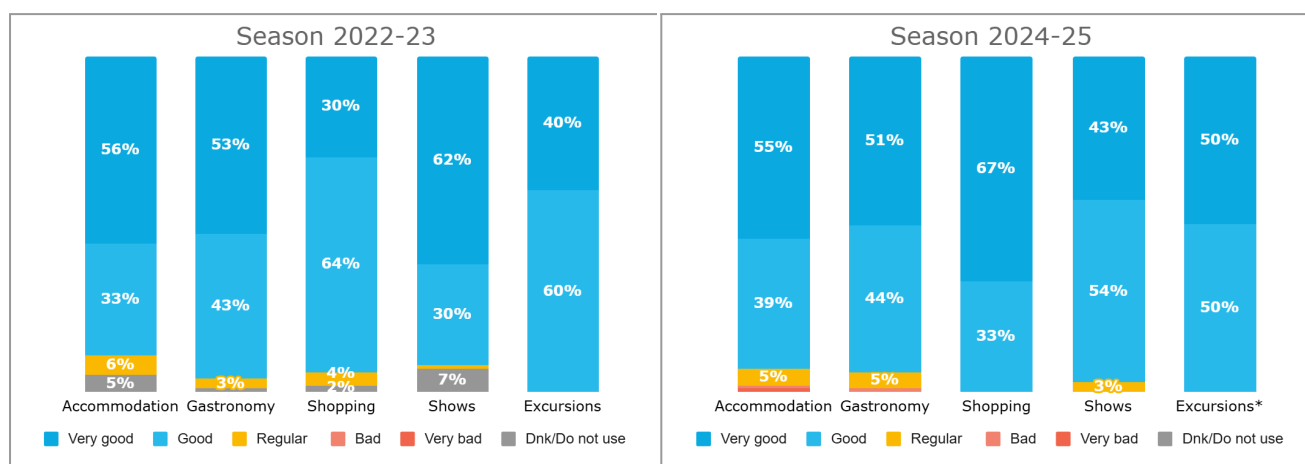


Graphic 32: Qualification of city services by national tourists at MICE events, 2022-2024.
Source: DGCOT-ENTUR.

In the season 2024-2025, A survey was conducted among **cruise tourists, collecting a total of 710 responses**. Overall, the various aspects measured have maintained a trend similar to that observed in the previous survey conducted during the 2022–2023 season, with predominantly positive ratings. Among international tourists, a slight increase in 'fair' ratings was observed for the most recent season.



Graphic 33: Score of international tourists given to the different areas of the city service in the Cruise Tourism Survey.-Season 2022-2023 and season 2024-2025.
Source: DGCOT-ENTUR.



Graphic 34: Score of national tourists given to the different areas of the city service in the Cruise Tourism Survey.-Season 2022-2023 and season 2024-2025.
Source: DGCOT-ENTUR.
*Very small sample size for this aspect.

3.9 Governance

3.9.1. Number of sources of information from the private sector

Public-private cooperation is a key pillar of sustainable governance. One of our goals is to increase the number of sources of information, especially sources that are normally unavailable to government data driven decision making — that is, private sources of information.

During 2024 the Observatory used data from four sources of information coming from the private sector:

- TRP (Terminales Río de La Plata): Movement of cruise ships and passengers at the Quinquela Martín Terminal.
- Aeropuertos Argentina 2000: Arrivals and departures in local airports.
- Hotels of 3, 4 and 5 stars of the city: Hotel occupancy during long weekends.
- Amadeus: Reservations, searches and international and national air capacity

However, during 2024, the observatory held discussions with several private providers of information systems and data such as cell phone usage, debit and credit card usage, and analysis of online comments, among others, but budgetary issues prevented the acquisition of this data.

Access to financing is a key variable for optimizing and expanding the information sources available to the observatory, which then translates into better information for decision-making at the destination.

3.9.2. Number of programs linked to sustainability in tourism implemented by the Government of the City of Buenos Aires

In order to contribute to the sustainability of tourism in the destination, it is of vital importance to implement programs and activities aimed at fostering the commitment and development of responsible actions by the actors from the sector. For many years, the Government of the City of Buenos Aires has been implementing different programs linked to the dimensions of sustainability that were developing together with the national government and the private sector. Among the benefits of implementing a quality program for the participating organisations will have to:

- Obtain a seal/distinction and recognition of National Tourist Quality, for your positioning in the market.
- Group training on topics related to the programs.

- Personalised technical assistance and good practice recommendations from specialised technicians during the implementation process.
- Promotion on the website and catalogues of the Buenos Aires Tourism Board.

In 2024, a new program was implemented under the name “Sello Estadios de Fútbol”, which aims to recognize those football stadiums that meet the objectives of implementing improvements that promote their integration into the City’s tourism activity, as well as fostering a positive relationship with the local community and contributing to the offering of attractive sites for visitors throughout the year, not only on days of sporting events. The program awarded one distinction during the year. Thus, in 2024, a total of 5 programs remained active.

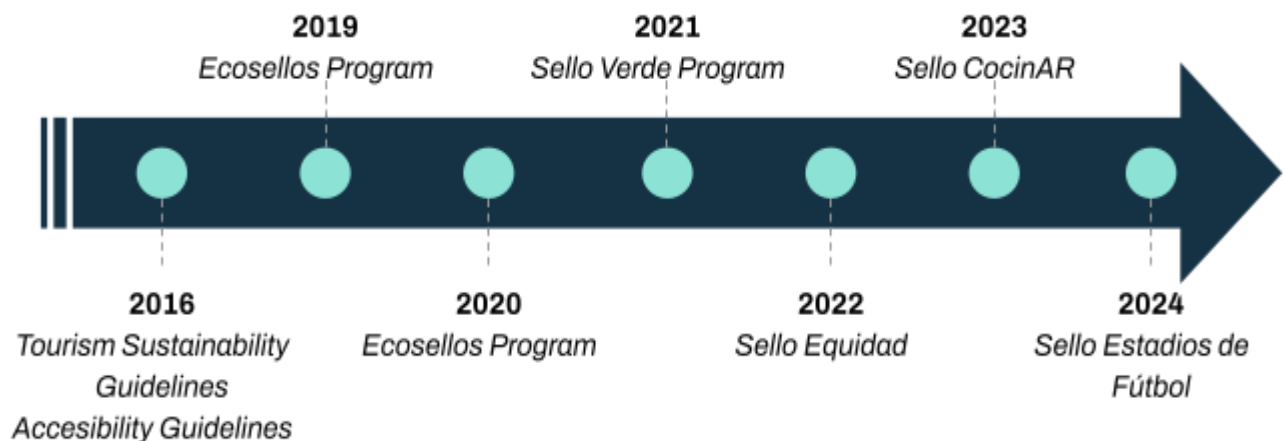


Figure 9: Evolution of the emergence of programs related to sustainability in tourism implemented by the City Government per year, 2016-2024.
Source: DGCOT-ENTUR.



4 Conclusions

Conclusions & future

During the year 2024 the arrival of international tourists to the City of Buenos Aires almost reached 2023 levels, which means very good news for tourist activity in the city. This good news for the city's activity is also reflected in the level of employment in the sector, which reached its highest point in the last seven years, the growth in air passengers on international routes, the development of a cruise season with significant growth in the number of cruise passengers and in the number one position in America as a meeting tourism destination in the 2024 ICCA Ranking.

During the year 2024, the Government of the City of Buenos Aires and the Buenos Aires Tourism Board continued working on actions to promote the sustainability of tourism in the city, and the measurement of specific indicators linked to the mandatory areas of the INSTO Network in relation to the sustainability of tourism in the destination represents an enormous opportunity to provide accurate and relevant information for decision-making on public policies in the city.

Also on the path to contributing to the smart management of the destination, in 2024 the City of Buenos Aires joined the Ibero-American Network of Smart Tourism Destinations, a space where the Observatory can share best practices from the region and around the world regarding the measurement of indicators that enhance the destination's sustainability.

Within this framework, from the Tourism Observatory of the City of Buenos Aires we reinforce our commitment to maintain and increase the information on key indicators to monitor the sustainability of tourism activity in the city, in order to improve the available data to the decision makers, and to really contribute to making the City of Buenos Aires an increasingly smart tourism destination.

Additionally, next year the focus will be on optimizing the measurement of the economic contribution of major events to the city, in order to provide the necessary information for decision-making regarding the management and promotion of these activities in the city, as

well as on innovating available information sources, especially those related to the attractiveness of Buenos Aires as a tourist destination and the visitor experience.

However, on this path toward continuous improvement of the information available for decision-making at the destination, access to financing is essential for the acquisition of information available on the market, as well as for the development of indicators through innovation and technology for the collection, processing, analysis and visualization of information.

This is our goal and we will direct our efforts there, with the goal of providing the best information for the best decisions at the destination.

Abbreviations and acronyms used herein

AA2000: Airports Argentina 2000 (by its Spanish acronym)

ABL: Contribution of Lighting, Sweeping and Cleaning, Territorial and Pavements and Sidewalks (by its Spanish acronym)

AHT: Association of Tourism Hotels of the Argentine Republic (by its Spanish acronym)

ANAC: National Civil Aviation Administration (by its Spanish acronym)

APrA: Environmental Protection Agency (by its Spanish acronym)

CABA: Autonomous City of Buenos Aires (by its Spanish acronym)

CAT: Tourist Service Centers (by its Spanish acronym)

CEPAL: Economic Commission for Latin America and the Caribbean (by its Spanish acronym)

COPIDIS: Commission for the Full Participation and Inclusion of Persons with Disabilities (by its Spanish acronym)

DGCOT: General Office of Market Intelligence and Observatory (by its Spanish acronym)

ENTUR: Buenos Aires Tourism Board (by its Spanish acronym)

EOH: Hotel Occupancy Survey (by its Spanish acronym)

ETI: International Tourism Survey (by its Spanish acronym)

EVyTH: Household Travel and Tourism Survey (by its Spanish acronym)

GCBA: Government of the City of Buenos Aires (by its Spanish acronym)

GDP: Gross Domestic Product

GGP: Geographical Gross Product

GSTC: Global Sustainable Tourism Council

ICCA: International Congress and Convention Association

IGES: Institute for Global Environmental Strategies

INDEC: National Institute of Statistics and Censuses (by its Spanish acronym)

INSTO: International Network of Sustainable Tourism Observatories

LATAM: Latin America

MDEP: Buenos Aires City Ministry of Economic Development and Production (by its Spanish acronym)

MICE: Meetings Incentives Convention and Exhibitions

STN: Undersecretary of Tourism of the Nation (by its Spanish acronym)

MTEySS: Ministry of Labour, Employment and Social Security of Argentina (by its Spanish acronym)

QS: Quacquarelli Symonds

SGyRI: Buenos Aires City General Secretariat and Foreign Relations (by its Spanish acronym)

SACT: Argentine System of Tourist Quality (by its Spanish acronym)

SDG: Sustainable Development Goals

SIPA: Argentine Integrated Pension System (by its Spanish acronym)

TCA: Tourism Characteristic Activities

TRP: Terminal Río de la Plata

UNTourism: United Nations Tourism

UN: United Nations

WTTC: World Travel & Tourism Council

Graphics List

- Graphic 1: National tourists staying in CABA hotels per month, 2022-2024.
- Graphic 2: International tourists admitted to CABA, 2022-2023-2024.
- Graphic 3: Total tourists staying in hotels in CABA per month, 2022-2023-2024.
- Graphic 4: Hotel occupancy percentage based on rooms, 2019-2022-2023.
- Graphic 5: International and national passengers transported to CABA by air, 2022-2024.
- Graphic 6: Percentage of cruise ship landfalls arriving at the port of CABA, 2019-2024.
- Graphic 7: Evolution of registered employment in the TCA, 2019-2024.
- Graphic 8: Annual average of registered employees per activity, 2019-2024.
- Graphic 9: Registered employment according to TCA and non-TCA, 2019-2024.
- Graphic 10: Evolution of salary (in USD) and percentage evolution of salary in the tourism sector with respect to average general salary, 2021-2024.
- Graphic 11: National and international tourism spending (in USD), 2018-2024.
- Graphic 12: Percent representation of added value of the tourism industry in City's GGP, 2019-2023.
- Graphic 13: Total national staying in hotels and international tourists in CABA (in millions), 2019-2024.
- Graphic 14: Evolution of total establishments in CABA, 2019-2024.
- Graphic 15: Evolution of occupancy percentage in accommodations in CABA, 2019-2024.
- Graphic 16: Annual Number of MICE Events in CABA, 2021-2024.
- Graphic 17: Evolution of distinguished tourist providers in sustainability management, 2015-2023.
- Graphic 18: HMTV Program certifications in CABA per year and by certification level, 2022-2024.
- Graphic 19: Number of hotels, gastronomic and cultural establishments that obtain the "Calculated Footprint" Stamp per year, 2020-2024.
- Graphic 20: Survey of 3,4 and 5 star hotels on waste separation, energy and water conservation policies in hotels, 2022-2024.
- Graphic 21: Survey of 3,4 and 5 star hotels on training related to preserving the environment, 2023-2024.
- Graphic 22: Evolution of new distinguished tourism providers in accessibility, 2016-2024.
- Graphic 23: People with disabilities in the travel group, 2019-2024.
- Graphic 24: Number of non-resident visitors over total population in CABA, 2019-2024.
- Graphic 25: How important do you consider tourism to be for the City of Buenos Aires?, Survey to local residents May-2024.
- Graphic 26: Level of agreement with a series of statements about tourism, Survey to local residents May-2024.
- Graphic 27: Satisfaction of national tourists in general concerning CABA, 2019-2024.
- Graphic 28: Satisfaction of national tourists with different aspects, 2022-2024.
- Graphic 29: Satisfaction of international tourists in general concerning CABA, 2023-2024.
- Graphic 30: Satisfaction of international tourists with different aspects CABA, 2023-2024.
- Graphic 31: Qualification of city services by international tourists at MICE events, 2022-2024.
- Graphic 32: Qualification of city services by national tourists at MICE events, 2022-2024.
- Graphic 33: Score of international tourists given to the different areas of the city service in the Cruise Tourism Survey.-Season 2022-2023 and season 2024-2025.

Graphic 34: Score of national tourists given to the different areas of the city service in the Cruise Tourism Survey.-Season 2022-2023 and season 2024-2025.

Figures List

Figure 1: Buenos Aires tourism attractions. Buenos Aires Tourism Board.

Figure 2: International tourist spending per visit, 2024.

Figure 3: Insignia of the Greener Hotels Program.

Figure 4: Levels of certification of Greener Hotels Program.

Figure 5: Map of rivers, streams, and lakes of the City of Buenos Aires, 2024

Figure 6: Map of the location of "Puntos Verdes" (Green Points) in the City of Buenos Aires, 2024.

Figure 7: AYSA Essential water and sanitation services in the City of Buenos Aires.

Figure 8: Insignia of the Equality Seal.

Figure 9: Evolution of the emergence of programs related to sustainability in tourism implemented by the City Government per year, 2016-2024.

Tourism Observatory of the City of Buenos Aires

- Mrs. Lucía Aranda

Director of the Tourism Observatory of Buenos Aires City: larandar@buenosaires.gob.ar

- Mrs. Silvina Di Giano

Tourism Research Manager: silvinadigiano@buenosaires.gob.ar

- Mr. Axel Pelish

Research Analyst: apelisch@buenosaires.gob.ar

Contact information

Avenida Martín García 464- Ciudad Autónoma de Buenos Aires

Email: observatorioturistico@buenosaires.gob.ar

Website: <https://turismo.buenosaires.gob.ar/en/observatorio>

