

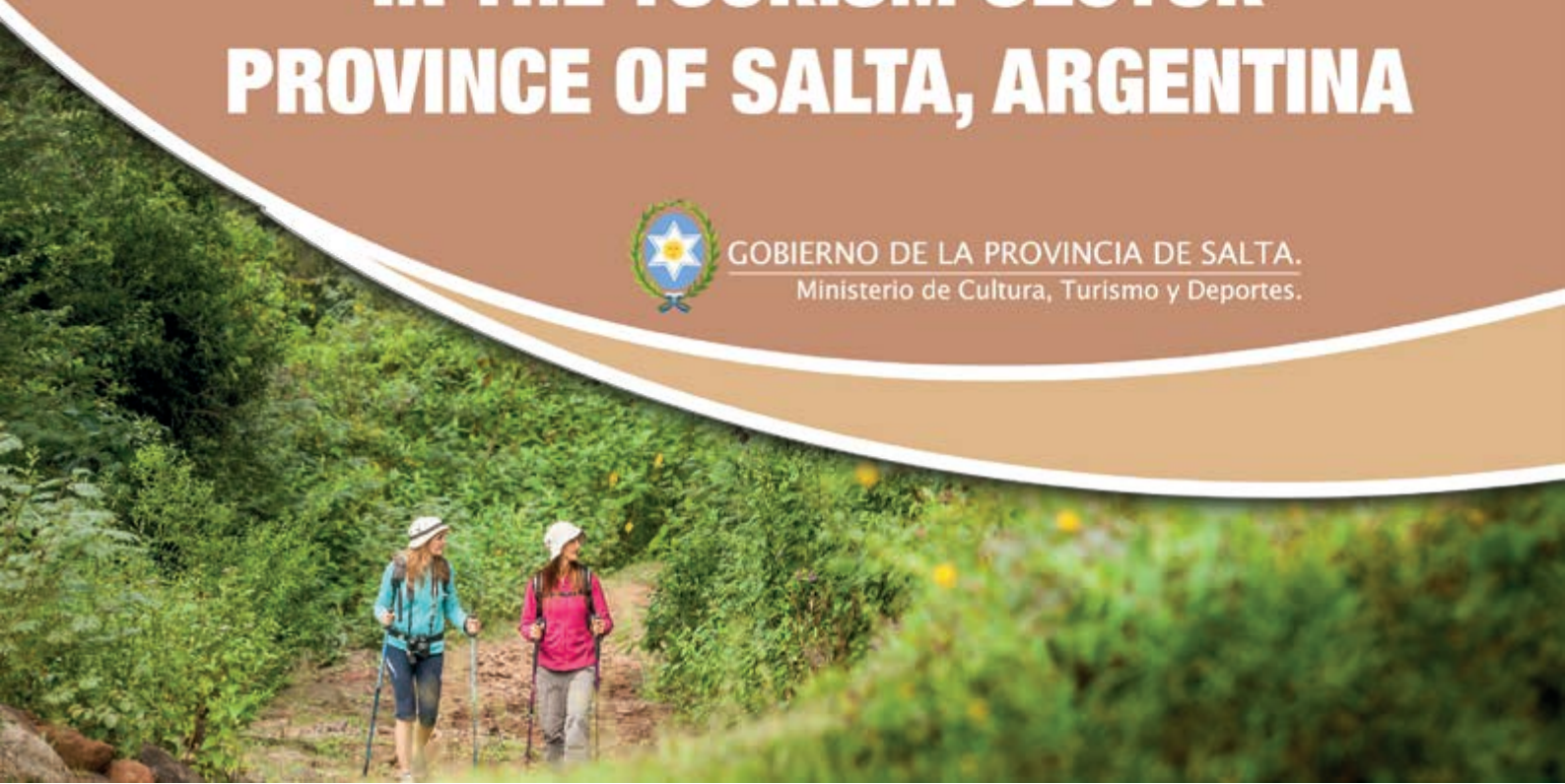
Salta
ARGENTINA
Tan linda que enamora



INVESTMENT OPPORTUNITIES IN THE TOURISM SECTOR PROVINCE OF SALTA, ARGENTINA



GOBIERNO DE LA PROVINCIA DE SALTA.
Ministerio de Cultura, Turismo y Deportes.



Governor
Dr. Juan Manuel Urtubey

Chief of Staff
C.P.N. Fernando Yarade

Minister of Culture, Tourism and Sports
Mr. Juan Manuel Lavallén

Secretary of Tourism
Lic. Estanislao Villanueva

The present work has been carried out jointly between the Province of Salta and the Mediterranean Foundation, within the framework of the Program of Sustainable Tourism Development of the Province of Salta- IDB Loan 2835 / OC-AR.

Salta, November 2018

The elaboration of this menu of Investment Opportunities, had as main objective to identify business alternatives based on the needs in terms of tourist services that are feasible to be carried out throughout the entire Salta territory.

With this objective, within the framework of the Sustainable Tourism Development Program, financed through the IDB 2835 Loan, a survey was made throughout the province to detect potential opportunities within the sector. Technical workshops and interviews were held with representatives of the tourism sector, and joint work was carried out with employees from the Ministry of Culture, Tourism and Sports of the Province of Salta to carry out this document that shows the potential of the sector.

As a conclusion, we arrive at a grid of opportunities, demand is quantified, the province is regionalized and finalized by identifying concrete investment opportunities. Whether for local, national or international investors who are interested in investing in a sector that develops continuously within a province that has taken tourism as a state policy.

Words of Governor

Dr. Juan Manuel Urtubey



Salta is a province that makes people fall in love with its unique landscapes, its important cultural heritage that lives in each of its celebrations and traditions and, above all, for the hospitality and kindness of the people of Salta.

Tourism has grown significantly in recent times, partly because of the implementation of public policies that arise from strategic planning, expressed through the Salta Si +

Plan and which has allowed us to access international financing to carry it forward and execute infrastructure works, improve access and safety, generate new air routes, enhance the value of natural and cultural heritage, adding new products and tourist destinations. We have innovated the offer, but we have also kept our "icons", such as the monumental Train to the Clouds, one of the highest in the world.

Tourism activity has become one of the engines of the provincial economy, generating more than 44,000 jobs linked directly and indirectly with the activity. From the Government we have accompanied through a battery of fiscal and financial instruments that contributed in a very important way to develop a diversified and quality offer. The articulated work together with the private sector and municipal governments has been a differentiating aspect since tourism is a state policy in our province.

Recently we have regulated the Law of Promotion and Fiscal Stability for the Generation of Employment, an initiative of the provincial Government that encourages in Salta the private investments in the different productive sectors, among them the tourist one. With the exemption of provincial taxes and other financial benefits and fiscal stability, we encourage the establishment, expansion and continuity of projects in the areas of tourism and culture.

We are convinced of the high potential of our province. We want to invite you to invest in Salta, to join this team that has as a premise to achieve unforgettable experiences in the tourists that visit us and generate more opportunities for our people.

INDEX

INTRODUCTION	P. 07
TOURIST DISTRIBUTION CENTER IN THE ARGENTINE NORTH	P. 08
WHY INVEST IN SALTA?	P. 09
ECONOMIC ACTIVITY OF THE PROVINCE OF SALTA	P. 10
MAIN ECONOMIC INDICATORS. PROVINCE OF SALTA	P. 11
THE TOURIST SECTOR	P. 12
TOURISM IN THE WORLD	P.12
TOURISM IN ARGENTINA	P. 13
TOURISM IN THE PROVINCE OF SALTA.....	P. 16
EVOLUTION AND PROJECTIONS OF THE TOURIST MARKET OF THE CITY OF SALTA.....	P. 18
COMPETITIVE ADVANTAGES OF THE PROVINCE OF SALTA IN RELATION TO THE ARGENTINE NORTH.....	P. 19
CONNECTIVITY.....	P. 20
TOURIST ICONS	P. 21
NATURE TOURISM.....	P. 22
TOURISM OF MEETINGS	P. 23
RELIGIOUS TOURISM.....	P. 24
GASTRONOMIC TOURISM	P. 25
WINE TOURISM.....	P. 26
MAIN INVESTMENT OPPORTUNITIES IN THE PROVINCE OF SALTA	P. 27
MAIN INVESTMENT OPPORTUNITIES BY REGION.....	P. 33
CALCHAQUI VALLEY REGION	P. 35
SOUTH CENTER VALLEY REGION	P. 39
PUNA SALTEÑA REGION.....	P. 44
SALTA NORTH REGION	P. 48
ANNEXES	
SHARES OF INVESTMENT OPPORTUNITIES BY SECTORS	P. 51
REGIME OF INCENTIVES TO TOURIST INVESTMENT	P. 64



INTRODUCTION

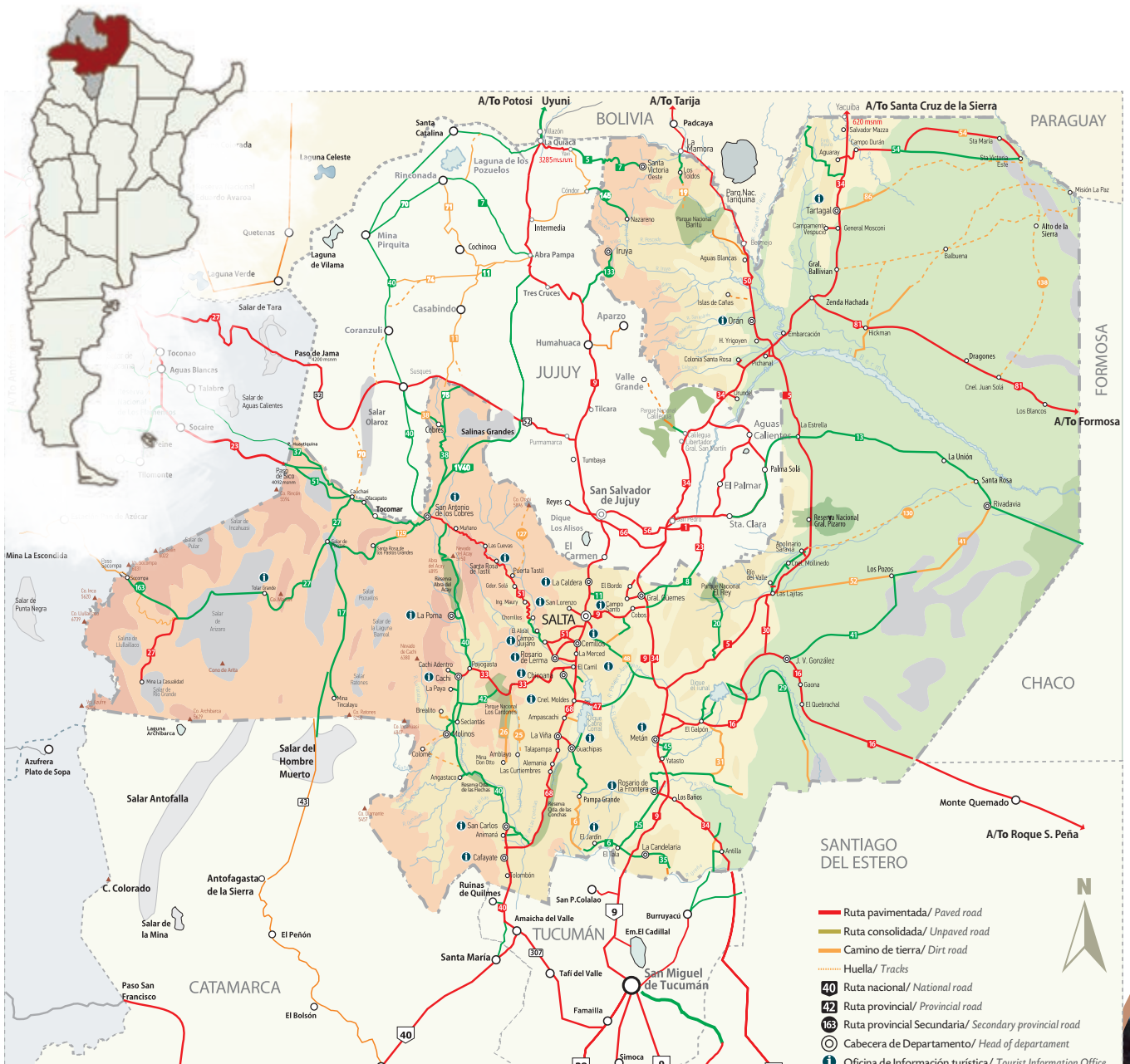
Located strategically in the Argentine Northwest, the Province of Salta, is surrounded by three countries (Chile, Bolivia and Paraguay) and six provinces (Jujuy, Formosa, Chaco, Santiago del Estero, Tucumán and Catamarca). Its potential is linked by being the main gateway to the North of Argentina and a fundamental part in the integration of regional circuits with Chile, Bolivia and Paraguay, which year after year, are increasingly frequented by international tourism.

With tourism all year round, it combines the attractions of a vast territory that encompasses all kinds of landscapes (from the aridity of the Puna desert to the lush green of the jungle), with an important cultural heritage (heir of the ancient Diaguita - Calchaqui nation, of the Inca empire, of the Hispanic colonial past and of the creole spirit that fought for national independence). Many features of this legacy still remain in the human face, in its traditions and customs, its cuisine and in the architecture of its towns and its capital city.



TOURIST DISTRIBUTION CENTER IN THE ARGENTINE NORTH

- Salta is the **center of tourist distribution** of the most important visitor flows in the North of Argentina.
- **Area:** 96.615 mi².
- **Population of the Province of Salta:** 1,388,532 inhabitants (2018 projection).
- **Due to its location,** it has multiple land accesses (through RN 34, RN 9, RN 16, RN 40) and with 5 international border crossings that connect it with Chile, Bolivia and Paraguay. The **Martin Miguel de Güemes International Airport** is 9 km away from the center of the City of Salta and operates 24 hours.



WHY INVEST IN SALTA?

- Recognized legal security and support for the sector through fiscal and financial tools. Salta has a Fiscal Promotion and Stability Law for the Generation of Employment and a Tourism Law.
- Productive diversification, economic openness, dynamism and profitability are combined in Salta with a wide range of investment opportunities in sectors with great potential for global growth.
- Access to a broad regional market and high integration to global value chains, position Salta as an attractive investment place worldwide in tourism.
- Abundant natural resources and a preferential geographical location, since it borders 6 provinces (Jujuy, Formosa, Chaco, Tucumán, Catamarca and Santiago del Estero) and 3 countries (Bolivia, Chile and Paraguay).
- Its geographical, geological and climatological diversity allows the realization of a wide variety of tourist modalities.
- Wide national and provincial road network with a modern infrastructure and an airport with international connections.
- Salta has a population of a rich mestizo culture, this is shown in the northern region of Argentina.
- It is the most consolidated province in terms of tourism in northern Argentina and a benchmark at the country level.



ECONOMIC ACTIVITY OF THE PROVINCE OF SALTA

The economic activities of the Province of Salta, are driven mainly by the Sectors Agricultural, Energy - Mining and Tourism.

The basis of its agriculture is given by industrial crops such as tobacco, sugar cane, citrus (grapefruit and lemon), soybeans, beans, grapes, peppers, potatoes and cotton.

The cattle ranch is represented by the breeding of cattle in the region of Valle de Lerma and the cleared areas of the Chaco region. The presence of goats is frequent in mountainous areas, and is common the breeding of camelids in areas of higher altitude and aridity.

Mining and the production of hydrocarbons (petroleum, butane) are very important, especially in

northern Salta. In the Puna region there are rich deposits of various minerals (gold, copper, lead, silver, tin, lithium, borax, saltpeter, potassium, etc.) with excellent growth prospects.

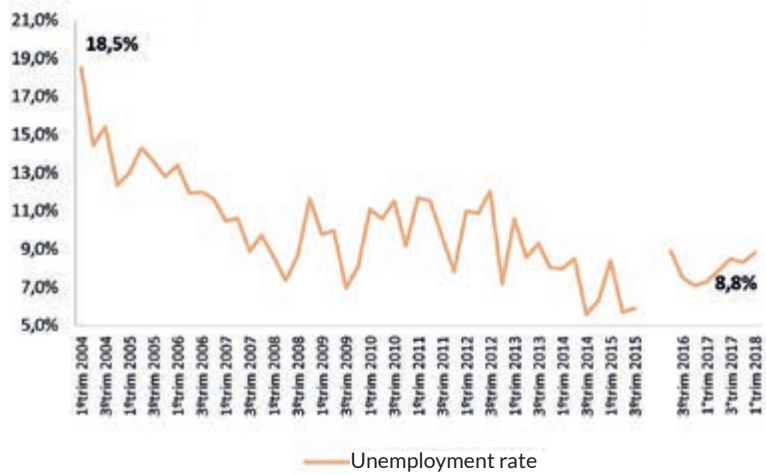
Finally, tourism has been playing a very important role in the economic development of the province during the last two decades. This was mainly due to the active participation of the State through four lines of action tending to increase the competitiveness of the sector: a) Institutional policies, b) Promotion and support to the activity through different fiscal and financial instruments, c) Improvement of the transport infrastructure and, d) Obtaining two international loans directly from the IDB for the integrated development of the sector.



MAIN ECONOMIC INDICATORS. PROVINCE OF SALTA

In relation to the labor market, the Government of the Province of Salta has been working hard to achieve the Millennium Development Goals. Thus, the unemployment rate in the province fell by around 10 percentage points from the first quarter of 2004 to the fourth quarter of 2017, and informality fell by around 20 percentage points in the same period .

Evolution of the unemployment rate of the province of Salta



1.333.365 hab

(Population 2015)

47,4%

Activity Rate
(Fourth Trimester 2017)

43,5%

Employment Rate
(Fourth Trimester 2017)

8,3%

Unemployment Rate
(Fourth Trimester 2017)

70%

Occupied salaried population
(Fourth Trimester 2017)

42,7%

Employed salaried population - without retirement discount
(Fourth Trimester 2017)

5,4%

Participation in the total employment of tourist branches in national employment
(Fourth Trimester 2017)

USD 896

Average salary of salaried workers - Province of Salta
(estimated fourth quarter 2017)

USD 769

Average provincial salary of salaried workers in the hotel sector and restaurants (estimated fourth quarter 2017)

Note: Average salaries in dollars were calculated taking as a reference point the Argentine peso estimates of the salaries of the salaried workers (province of Salta of the hotel sector and restaurants) for the fourth quarter of 2017 for the Salta agglomerate, and the closing of Quotation of the Central Bank of the Argentine Republic as of December 31, 2017 of the North American currency.

THE TOURIST SECTOR

Tourism in the world

Tourism has been distinguished by a virtually uninterrupted growth over time, despite occasional crises, always demonstrating its strength and endurance.

Tourism has grown faster than world trade during the last five years. As a world export category, tourism ranks third, only behind chemical products and fuels, and ahead of automotive and food. In many developing countries, tourism is the main category of exports.

In "The Americas" it leads the growth of the South America region. International arrivals to the Americas increased by 7 million (+ 3%) in 2016, reaching almost 200 million, equivalent to 16% of the total world.

Perspectives towards 2030

The UNWTO Tourism Towards 2030 report estimates that the number of international tourist arrivals worldwide will grow an average of 3.3% per year during the period between 2010 and 2030. Over time, the growth rate will gradually

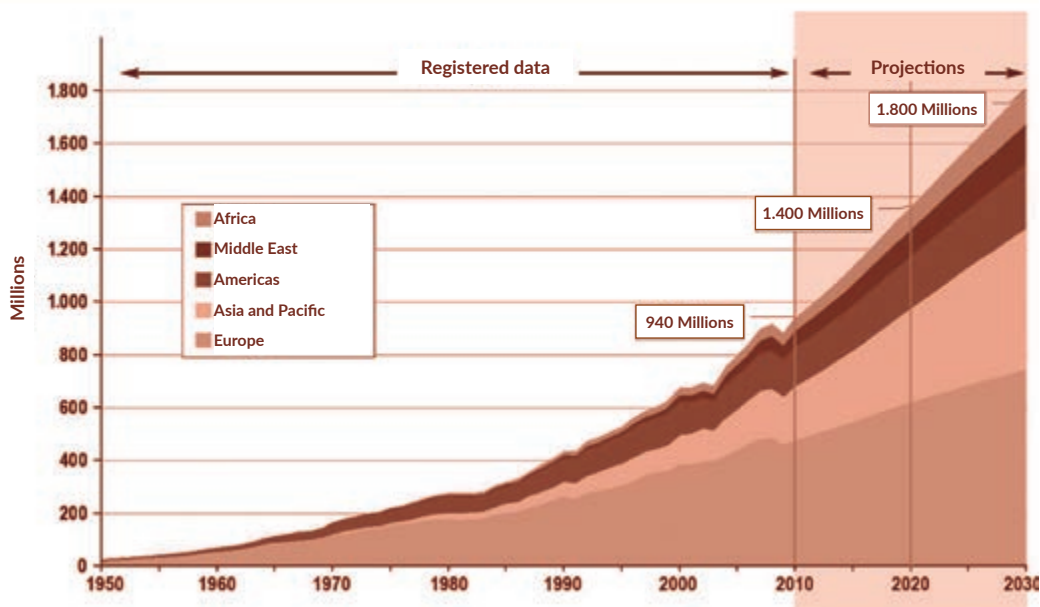
decrease from 3.8% in 2012 to 2.9% in 2030, but on the basis of increasing numbers.

In absolute terms, international tourist arrivals will increase by about 43 million per year. According to the expected growth rate, international tourist arrivals in the world will exceed the figure of 1,400 millions in 2020 and 1,800 millions in 2030.

International tourist arrivals to destinations in the emerging economies of Asia, Latin America, Central and Eastern Europe, Southern and Mediterranean Europe, the Middle East and Africa will double their growth rate (+ 4.4% per year) compared to destinations of advanced economies (+ 2.2% per year). Therefore, it is expected that in 2030, 57% of international arrivals will be registered in destinations of emerging economies.

Source: World Tourism Organization, UNWTO, UNWTO - International Tourism Panorama Edition 2017. <https://www.e-unwto.org/doi/pdf/10.18111/9789284419043>

Tourism around 2030: Trends and projections 1950-2030



1.235
MILLIONS

International
tourist arrivals
in 2016

7%

of world exports.
\$ 1.4 trillion

10%

World GDP (direct,
indirect and induced)

Tourism in argentina

During 2017, 6,667,000 tourists of international origin arrived to Argentina (73% came from South America, 14% from Europe and 8% from North America). The number of tourists that arrived by air increased by 7.4% between 2016 and 2017. On the other hand, domestic tourism generated a movement of 51,440,000 tourists throughout the year (18% more than in the year 2016). Of the total, 20,800,000 travelers stayed in hotels and similar accommodations, accounting for 48 million overnight stays .

The direct contribution of the Travel and Tourism sector to the Gross Domestic Product (GDP) was in 2017 of 381.8 billion ARS (23 billion USD), representing 3.7% of GDP. Its total contribution to GDP was 1,055.8 billion ARS (63.6 billion USD), representing 10.3% of GDP in 2017.

The sector generated 644,000 jobs directly related to activity (3.5% of employment) and 1,809,000 jobs indirectly related to the sector (9.8% of total employment) in 2017.

Exports by visitors are a key component of the direct contribution of the Travel and Tourism sector. For the year in question, Argentina generated 90.3 billion ARS (5.4 billion dollars) in exports per visitor, which represented 7.6% of the country's total exports in 2017.

It is expected that 7.5% of the total capital investments made in the country are destined for the Travel and Tourism sector, that is, 119.3 billion ARS, 7.5% of the total investment (7 , 2 billion USD).

Forecast 2028

By 2028, it is expected that the sector will not lose participation in the composition of GDP (3.7% in the direct contribution and 10.1% in the total contribution), maintaining an average growth rate of 2.4% between 2018 and 2028.

Regarding the impact of tourism on the composition of national employment, it is expected that the direct contribution will go from 3.5% to 3.7% in 2028 (771,000 jobs) and the total contribution will go from 9.8% to 10,1% (2,125,000 jobs directly and indirectly related to the sector).

Finally, it is expected that the participation of the sector in the composition of the country's total exports will grow to 9% of the total, and that capital investments in Travel and Tourism will increase by an average of 2.2% per year in the next ten years.



² Source: World Travel & Tourism Council; *Travels and tourism; Economic Impact 2018 Argentina*. <https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/argentinaesp2018.pdf>

³ Source: Ministry of Tourism of Argentina.

⁴ It mainly reflects the economic activity generated by industries such as hotels, travel agencies, airlines and other passenger transport services (excluding suburban services). But it also includes, for example, the activities of the restaurant and leisure industries supported directly by tourists.

⁵ The number of jobs generated directly in the Travel and Tourism sector in addition to indirect and induced contributions (the largest contribution to GDP and employment, of the expenses incurred by those who are employed directly or indirectly in the Travel sector and Tourism).

Tourism in the Argentine northwest⁶

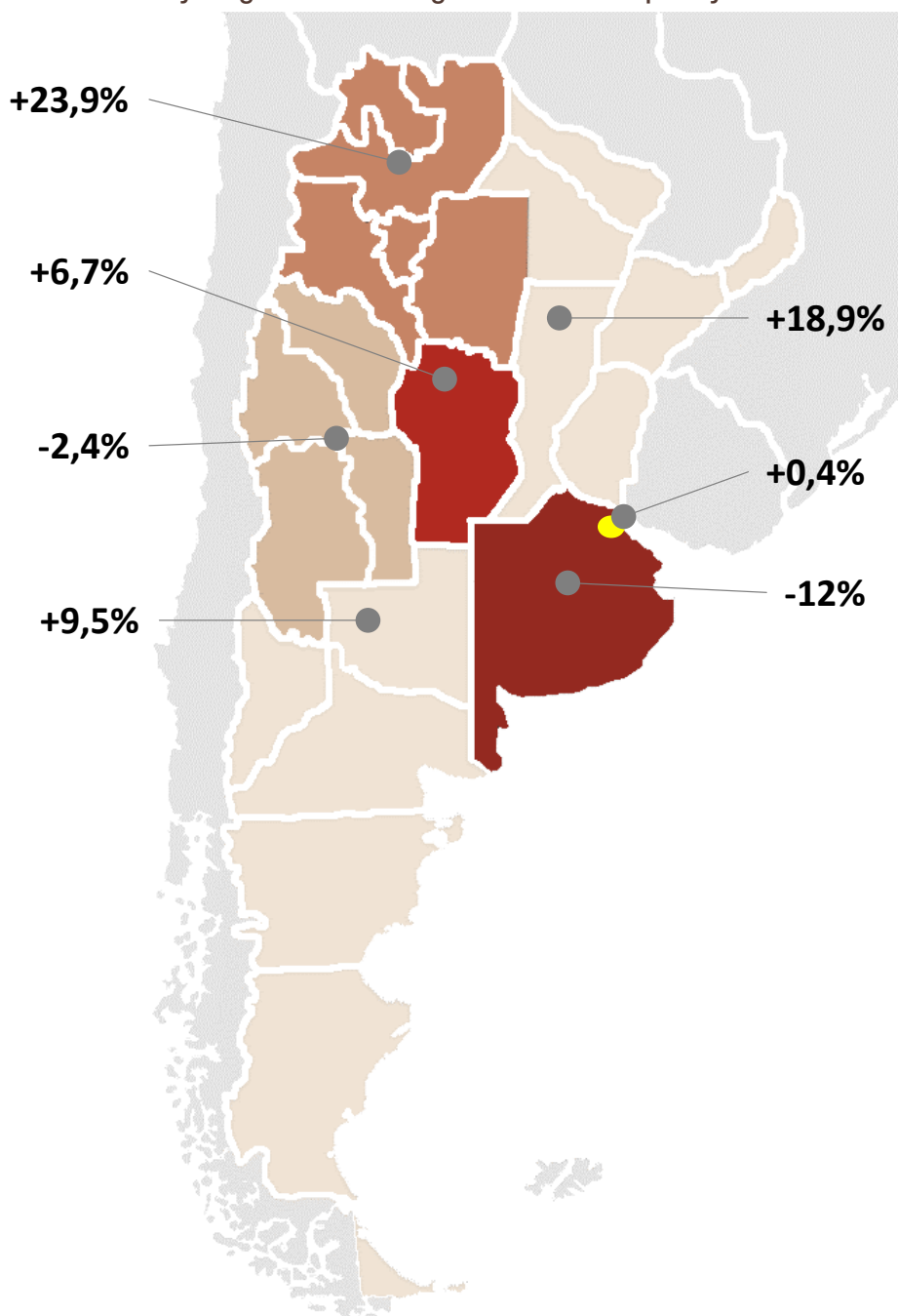
In 2017 the total number of tourists who stayed in hotels and similar accommodations in the NOA region (Catamarca, La Rioja, Jujuy, Tucumán, Santiago del Estero and Salta) amounted to 2,533,100, accounting for a total of 4,599,831 overnight stays. Of the total number of tourists staying, 90% can be classified as residents and the remaining 10% as non-residents.

During 2017, the region contributed 5.7% of the national GDP to the country, 7.8% of registered private employment, 6.5% of registered employ-

ment in hotel and restaurant services and, during 2014, contributed the 9.4% of total employment in tourism branches (registered and unregistered - latest data available).

The Province of Salta contributed to the NOA region during 2017 with 22.8% of the total participation of the region in the National GDP (1.3 pp of 5.7 pp), 25% of registered private employment, 31% of registered employment in hotel and restaurant services and during 2014 contributed 32% of total employment in tourist branches.

Performance by Region. Percentage of hotel occupancy, 2010 - 2017.



Source: Undersecretariat of Microeconomic Programming, Ministry of Finance of Argentina, Report of Value Chains, February 2018.

⁶ Source: Ministry of Tourism of Argentina, Invest in Tourism in the Argentine Republic 2018.

Performance by Region according to Var %
of hotel occupancy 2010 – 2017.

Region	Var. % 2010-2017	Part. 2010	Part. 2017
CABA	0,4%	25,2%	24,3%
Patagonia	9,5%	18,3%	19,2%
Buenos Aires	-12,0%	16,9%	14,2%
Litoral	18,9%	11,1%	12,6%
Córdoba	6,7%	11,9%	12,2%
North	23,9%	8,1%	9,6%
Cuyo	-2,4%	8,5%	8,0%
Total in Argentina	4,4%	100%	100%

Source: Undersecretariat of Microeconomic Programming, Ministry of Finance of the Nation,
Report of Value Chains, February 2018

- Between 2010 and 2017 hotel occupancy in the total country grew by 4.4%.
- The regions with the best performance were those with the lowest relative participation, marking a decentralization of the activity of the traditional destinations.
- The North stands out with the other regions with a growth of 23.9%, increasing its participation by 1.5 percentage points.
- Its dynamism is mainly linked to the greater promotion of tourist destinations and better connectivity.

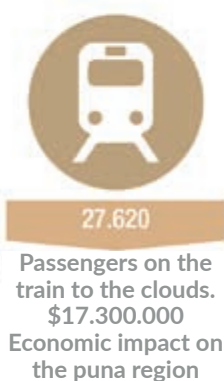


Tourism in the province of Salta

The tourism sector of Salta has become one of the most dynamic in the Province. In the year 2017 has contributed more than 4.400 million ARS from the expenditure made by tourists. In addition, 44,000 jobs are estimated directly or indirectly linked to

the activity, which represents about 17% of the total number of employed persons. The evolution of supply and demand, which have gone in parallel, shows increases of over 250% considering the last two decades.

MAIN TOURIST INDICATORS



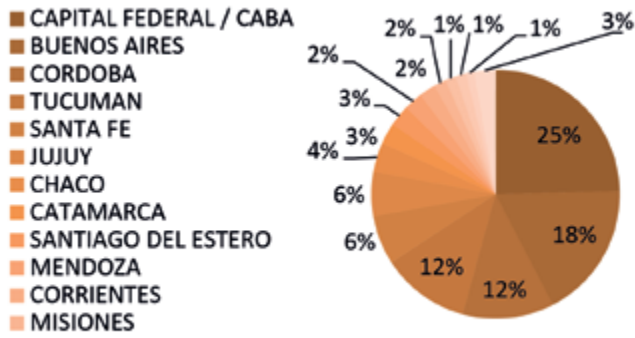
TOURISTIC OFFER:
Tourist offer: 329% more hotel establishments in 19 years. 207.7% more hotel beds in almost two decades. Salta is the province with the largest number of NOA places.



Tourist demand

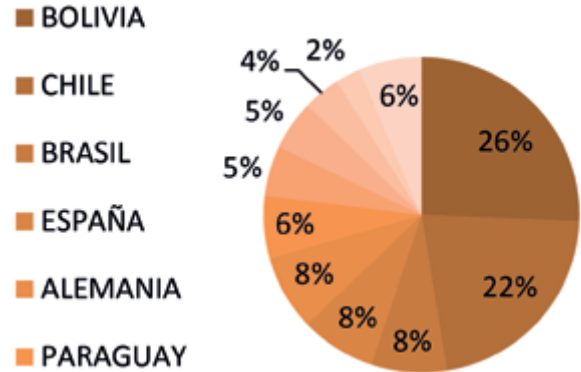
In 2017 a total of 1.72 million people arrived, implying a growth of 269% in almost two decades. Likewise, 3.3 million overnight stays were made during that year.

Origin of the National Tourists



Source: MCTyD, Salta, Argentina, Survey of the Tourist in the Public Road - Winter 2017.

Origin of International Tourists



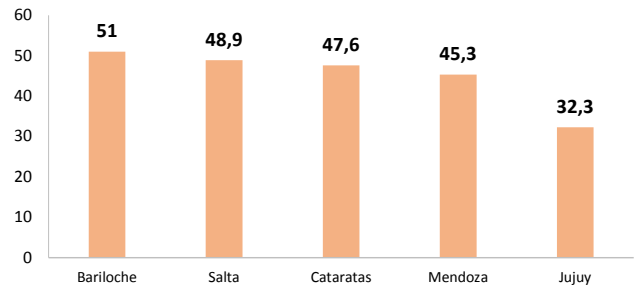
Source: MCTyD, Salta, Argentina, Survey of the Tourist in the Public Road - Winter 2017.

Positioning of Salta

Main results of the National Demand Study (2016):

- Salta gets the highest percentage of people who say they want to visit the destination again (60%).
- Positioned as the ideal destination to be visited at any time of the year.
- Salta is one of the destinations with the highest advertising recall in the country.

Brand Recall



Source: MCTyD, National Demand Study Macroconsulting, Salta Argentina..

If you need more statistical information of Salta.

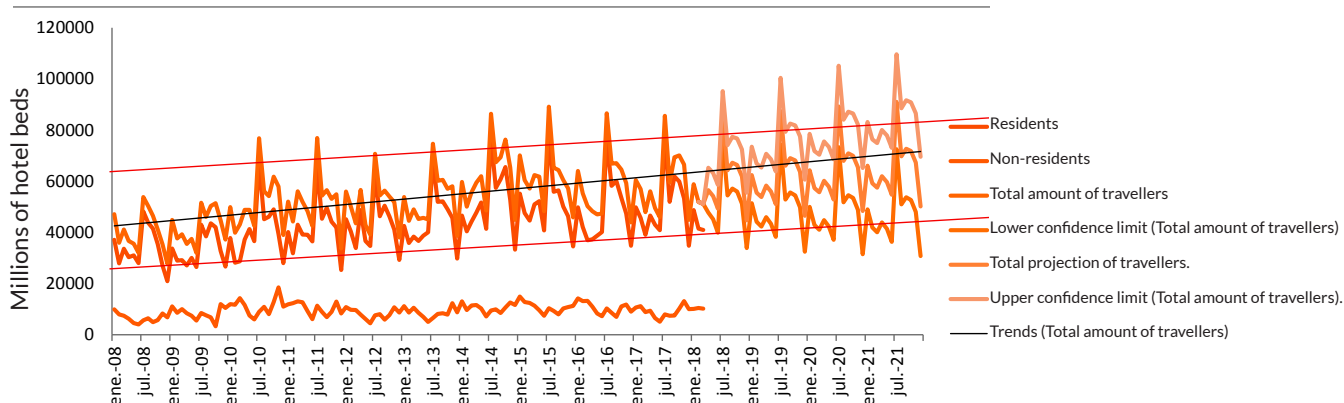


EVOLUTION AND PROJECTIONS OF THE TOURIST MARKET OF THE CITY OF SALTA

The main tourist destination of the Province of Salta, maintained a sustained growth trend over the last decade. This trend is maintained in each of

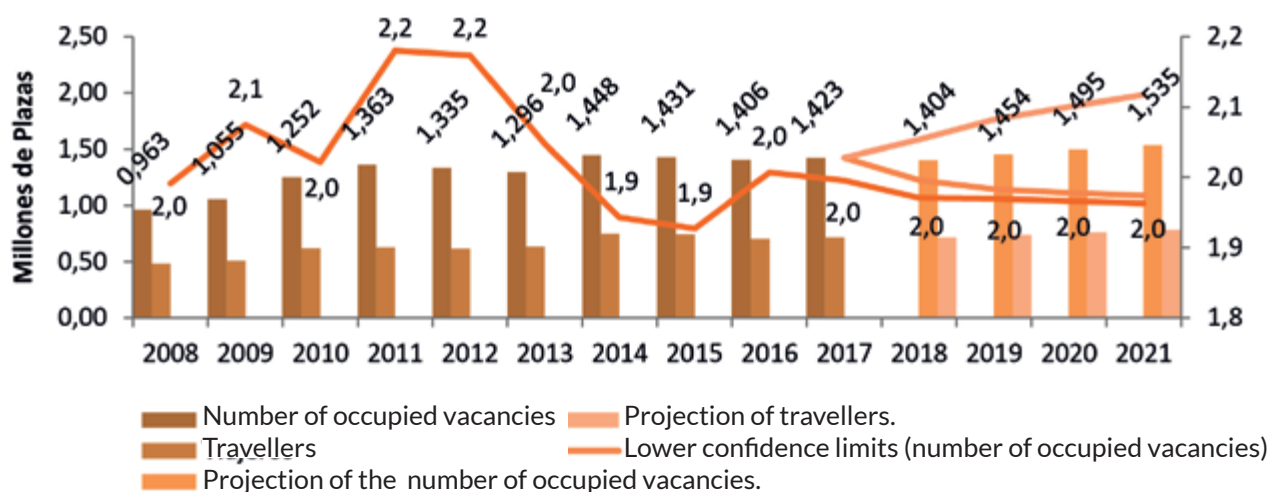
the indicators commonly used to monitor the behavior of the sector.

Tendencies and total projections of travelers Salta City



Source: IERAL based on data from the National Institute of Statistics and Census, Hotel Occupancy Survey, City of Salta, Argentina.

Trends and projections of the number of places occupied



Source: IERAL based on data from the National Institute of Statistics and Census, Hotel Occupancy Survey, City of Salta, Argentina.

Destination in constant growth

Between 2008 and 2017, the City of Salta increased the total number of travelers by 47%, generating an increase in the number of occupied rooms and the number of occupied spaces of 32% and 48% respectively.

It is estimated that the total number of travelers will grow an average of 3% per year during the period 2019 - 2021, managing to accumulate 10% more passengers by 2021. It is also estimated that the number of occupied rooms and the number of occupied spaces they will follow a pattern of similar behavior, accumulating a growth of 7.5% and 9.3% respectively until 2021.

COMPETITIVE ADVANTAGES OF THE PROVINCE OF SALTA IN RELATION TO THE ARGENTINE NORTH

- In Salta, the per capita economic contribution of tourism is higher than the national and regional average.
- In the regional context, Salta leads the ranking of visitors, with a share slightly higher than Tucumán and more than doubling the weight of Santiago del Estero, Catamarca and Jujuy.
- Salta has the largest share in the composition of expenses incurred in the region by tourists who do not reside in the province.
- The average stay of tourists heading to Salta is 5.7 nights, higher than the average observed in the rest of the North (4.9 nights) and in the rest of the country (5.3 nights), and the same It is observed when considering the average stay of tourists coming from other provinces (7.0, 6.5 and 6.3 nights respectively).
- The use of paid accommodations (50%) is more widespread than in the rest of the North (36%) and in the rest of the country (43%), especially due to the high participation of hotels and similar accommodations.
- The growth of the number of overnight stays in Salta between 2007 and 2015 has been much higher than the rest of the northern region and the total country.
- Salta leads the ranking of knowledge about the destination's offer.
- It is the most valued destination in: Prices, Roads (routes and accesses), and Adventure Tourism / Climbing.
- It is very well recognized by: Quality of Tourist Services / Infrastructure and Variety of things / Activities to do.
- In Service Rating, Salta is the only destination that performs better than the average of the destinations in all the attributes at the country level (Transportation / Access, Accommodation, Gastronomy, Information, Hygiene, Security). Likewise, it achieves the best qualifications in Gastronomy.

8 Source: MCTyD, Salta, Argentina, Estudio del Mercado Turístico Nacional para la Provincia de Salta - Macroconsulting, año 2017.



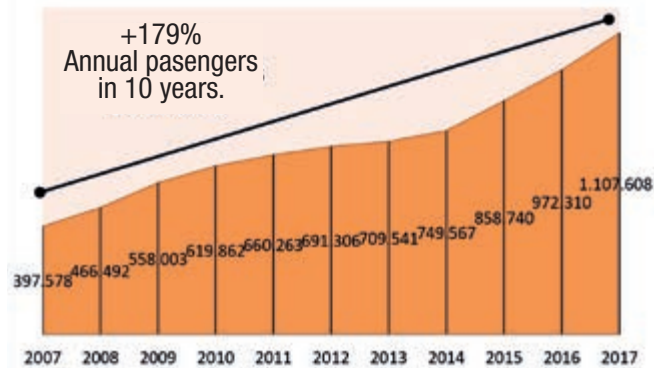
CONNECTIVITY

The airport of the City of Salta is positioned as a strategic point and a potential airport hub in the northern region, due to its national and international connection.

The growth in the movement of passengers and aircraft in recent years has been constant. Data for the year 2017 position it as the 4th airport in movement of passengers, aircraft and international traffic in the interior of the country and the 1st in the northern region.

In addition to the international airport, Salta has active aerodromes for small aircraft in the towns of Cachi, Cafayate, Oran, Tartagal, Santa Victoria Este and Salta City.

Evolution in the annual passenger movement of Salta Airport.

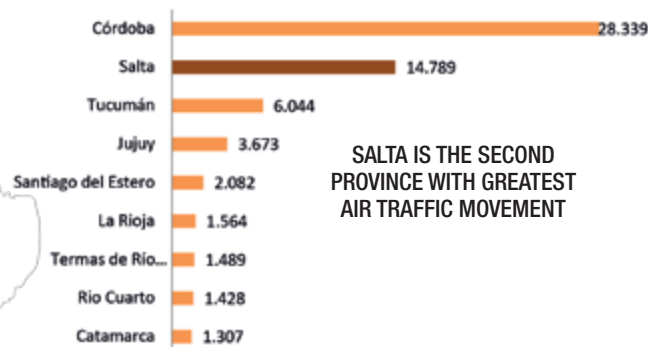


Source: Yearbook 2017 - EANA

Projections of the air connectivity of the Province of Salta at the end of 2018.



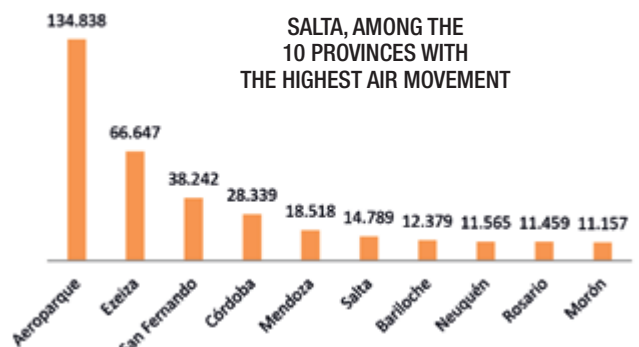
Aircraft movements, Northern Region of Argentina (landings + takeoffs)



SALTA IS THE SECOND PROVINCE WITH GREATEST AIR TRAFFIC MOVEMENT

Source: Yearbook 2017 - EANA

Aircraft movements (landings + takeoffs)



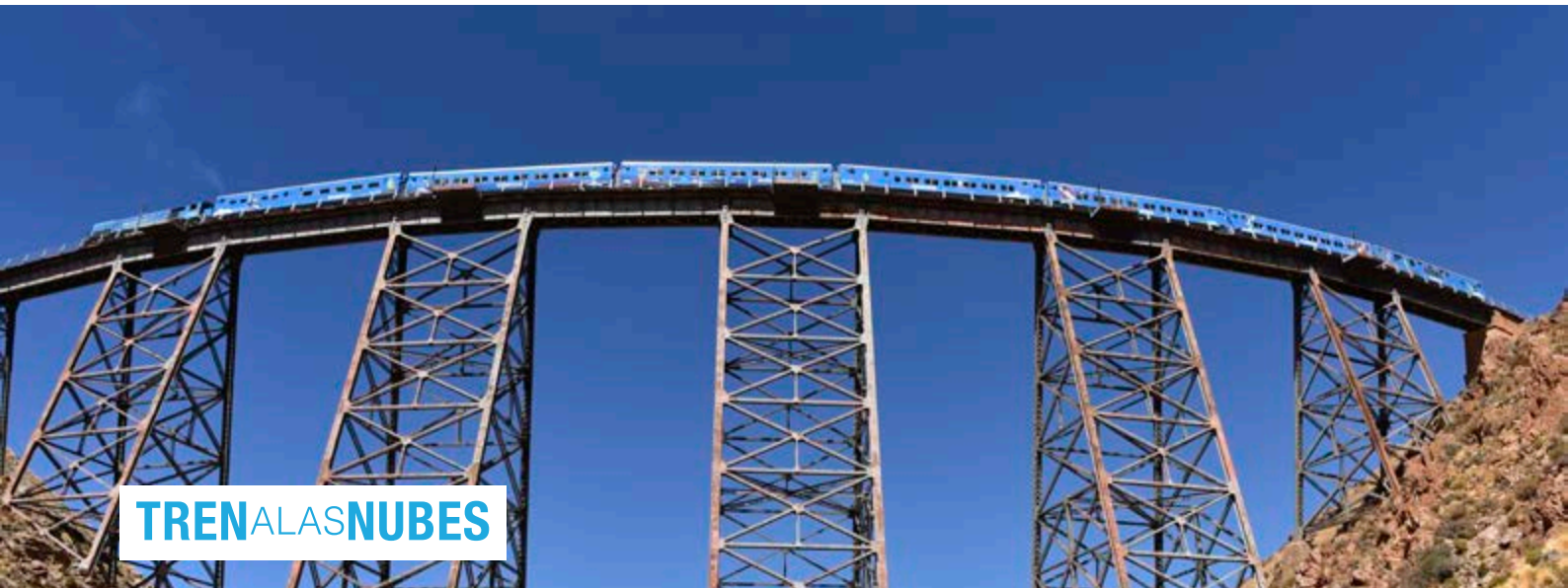
SALTA, AMONG THE 10 PROVINCES WITH THE HIGHEST AIR MOVEMENT

Source: Yearbook 2017 - EANA

TOURIST ICONS

Salta is characterized by a high tourist potential, linked to a great natural wealth and landscape diversity. This has allowed Salta to develop and position varied tourism products and experiences. The Inca legacy manifests itself in the Archaeological High Mountain Museum, one of the most visited

museums in Argentina; the height vineyards have allowed Salta to position itself as the second wine tourism destination in the country; and the monumental work of the "Train to the Clouds", one of the highest in the world, is recognized throughout the world.



TREN ALAS NUBES




MUSEO GÜEMES




teleférico **SAN BERNARDO**



Salta
RUTA DEL VINO
ARGENTINA



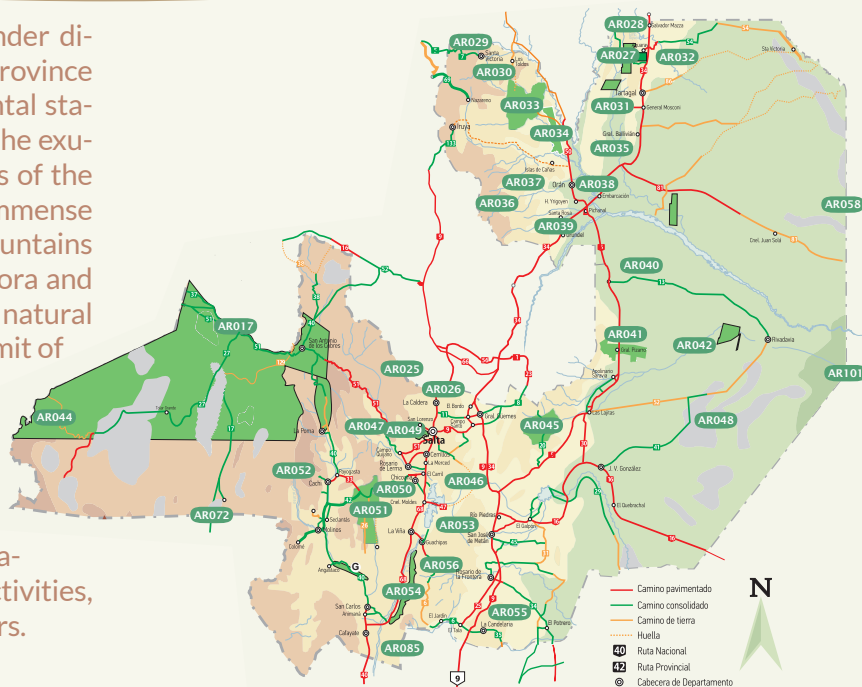

MAAM
SALTA

NATURE TOURISM

SALTA HAS:

- 3 Parks and 2 National Reserves.
- 22 Provincial Protected Areas.
- 36 IBAS (Important Bird and Biodiversity Areas).
 - 661 species of birds (65% of the total species of Argentina).
- Water mirrors.

Salta has 3,976,450 hectares protected under different categories, being the Argentine province with the largest area with that environmental status. It offers varied scenarios that go from the exuberant mountain forests to the arid deserts of the Puna; also stand out their colorful valleys, immense salt flats, volcanoes and snow-capped mountains of the Andes mountain range. The native flora and fauna are very well represented in their natural areas. In 2017 Salta hosted the World Summit of Adventure Tourism (SUMMIT 2017), making it an important showcase of the offer inside Argentina. Among the activities that the province offers to those who visit it are horseback riding, trekking, 4x4 excursions, rafting, cycling, mountain biking, photographic cruises, mountaineering, nautical activities, hunting and sustainable fishing among others.



AR017 Olaroz-Cauchari (compartida con Jujuy)
 AR025 Cerro Negro de San Antonio (compartida con Jujuy)
 AR026 La Cornisa (compartida con Jujuy)
 AR027 Reserva Provincial Acambuco
 AR028 Itiyuro-Tuyunti
 AR029 Sierra de Santa Victoria
 AR030 Santa Victoria, Cañani y Cayotal
 AR031 Río Seco
 AR032 Chaco de Tartagal
 AR033 Parque Nacional Baritú y Reserva Nacional Nogalar de Los Toldos
 AR034 Parque Provincial Laguna Pintascayoc
 AR035 La Porcelana

AR036 Sierra de Zenta
 AR037 Fincas Santiago y San Andrés
 AR038 Abra Grande
 AR039 Río Santa María
 AR040 Lomas de Olmedo
 AR041 Chaguaral (asimila AR043, R.N. Pizarro)
 AR042 Bañados del Quirquincho (R.P. Los Palmares)
 AR044 Socompa-Lullailaco (R.P. Los Andes)
 AR045 Parque Nacional El Rey
 AR046 Cañón del Juramento (ex Palomitas y Ebro)
 AR047 Quebrada del Toro
 AR048 Salta Forestal

AR049 Finca Las Costas / Córdón Lesser
 AR050 Cuesta del Obispo
 AR051 Parque Nacional Los Cardones
 AR052 Luracatao y Valles Calchaquies
 AR053 Sierra de Metán
 AR054 Reserva Provincial Quebrada de Las Conchas
 AR055 Sierra La Candelaria (Rosario de La Frontera)
 AR056 Sierras de Carahuasi
 AR058 El Cantor - Los Leones (compartida con Formosa)
 AR072 Salar del Hombre Muerto (compartida con Catamarca)
 AR085 Cumbres Calchaquies (compartida con Tucumán)
 AR101 Río Bermejito (compartida con Chaco)

TOURISM OF MEETINGS

Salta leads the region as the venue for meetings and congresses and is positioned as the **3rd host city in number of meetings in the country**. It also has the **Convention Center of Salta**, the most modern and largest in northern Argentina, which adds to an offer for events composed of more than 30 rooms and complexes. The **Salta Convention & Visitor Bureau**, created by different companies related to the tourism industry, promotes Salta as the ideal destination for the organization of congresses.

Number of meetings in Salta



Source: Economic Observatory of Tourism of Meetings of the Argentine Republic. Yearbook 2017.

Meeting Tourism Data in Argentina

Argentina is the 2nd country in Latin America in number of international congresses, concentrating 17% of the meetings in Latin America.

- Average stay of tourists attending meetings and congresses: 3.29 national days / 5.68 international.
- Average cost of tourists attending meetings and congresses: \$ 1,889 / \$ 3,995.

Ranking of events by cities

CABA	24%
Córdoba	9%
Salta	7%
Mendoza	6%
Mar del Plata	6%
Rosario	5%
Santa Fe	3%
Tucumán	3%
Paraná	3%
Jujuy	2%
(Otras)	-33%

Ranking of events by Provinces

CABA	24%
Buenos Aires	9%
Córdoba	7%
Santa Fe	6%
Salta	6%
Mendoza	5%
Entre Ríos	3%
Tucumán	3%
Jujuy	3%
Chaco	2%
(Otras)	-33%

3° (366 eventos)
among 296 locations

5° (425 eventos)
among 24 provincial
destinations of Argentina



RELIGIOUS TOURISM



In Salta, the spirituality and devotion of its people is distinctive. The rich calendar of more than 100 patron and religious festivals, pilgrimages and other manifestations of faith, is complemented by the ancient religious patrimony conformed by churches, chapels, convents and museums of sacred art, etc.

The Procession of the Lord and the Virgin of the Miracle is the most important act of faith, summo-

ning more than 600,000 people each September. Also Saturday to Saturday more than 8,000 pilgrims arrive to the city to visit the Shrine of the Immaculate Mother of the Eucharistic Heart of Jesus, also popularly known as "Virgen del Cerro" Sanctuary. On holidays, nearly 50,000 worshipers congregate.

The Province of Salta has several religious historical circuits of great affluence and renown nationwide.



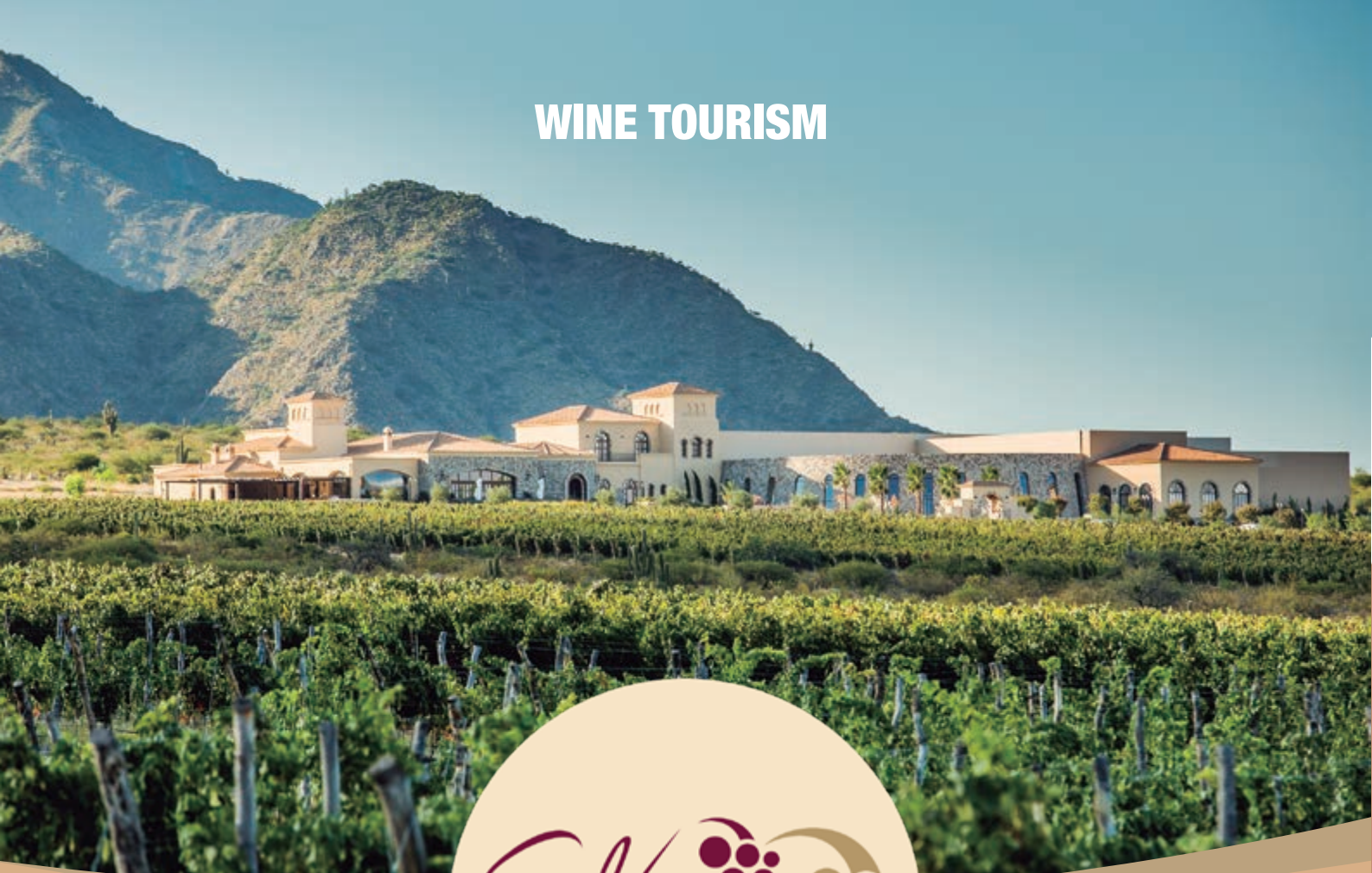
GASTRONOMIC TOURISM



Gastronomy represents the greatest cultural expression of a people. Salta is a province rich in recipes, products, flavors and stories that are expressed in a diverse and colorful gastronomic heritage, with emblematic dishes and recipes for which it is valued and recognized through

throughout the country. The study of national demand showed that 56% associated SALTA with "typical and regional foods". That is why Salta leads the valuation in "Gastronomy" (Value Brand Analysis of Salta) when compared to other provinces.

WINE TOURISM



The Calchaquí Valleys are a high-altitude wine oasis. That's where the Salta Wine Route takes place, which includes more than 60 providers, including wineries, hotels, travel agencies, producers and gastronomy. The height of the vineyards (which rise from 1,600 to 3,100 meters above sea level), the Torrontés, the Vine and Wine Museum and a calendar of thematic events have positioned Salta as the second wine tourism destination in Argentina.

In the last decade, 286% grew the number of wineries that produce in the province, reaching 43 establishments, of which 30 are open to tourism. In addition, the cultivated area grew by 28%, doubling the national average. 99% of the grapes produced are for fine varietal wines, the only index in the country. Salta exports 1.5 million liters to 30 countries, representing almost 10% of the total country.

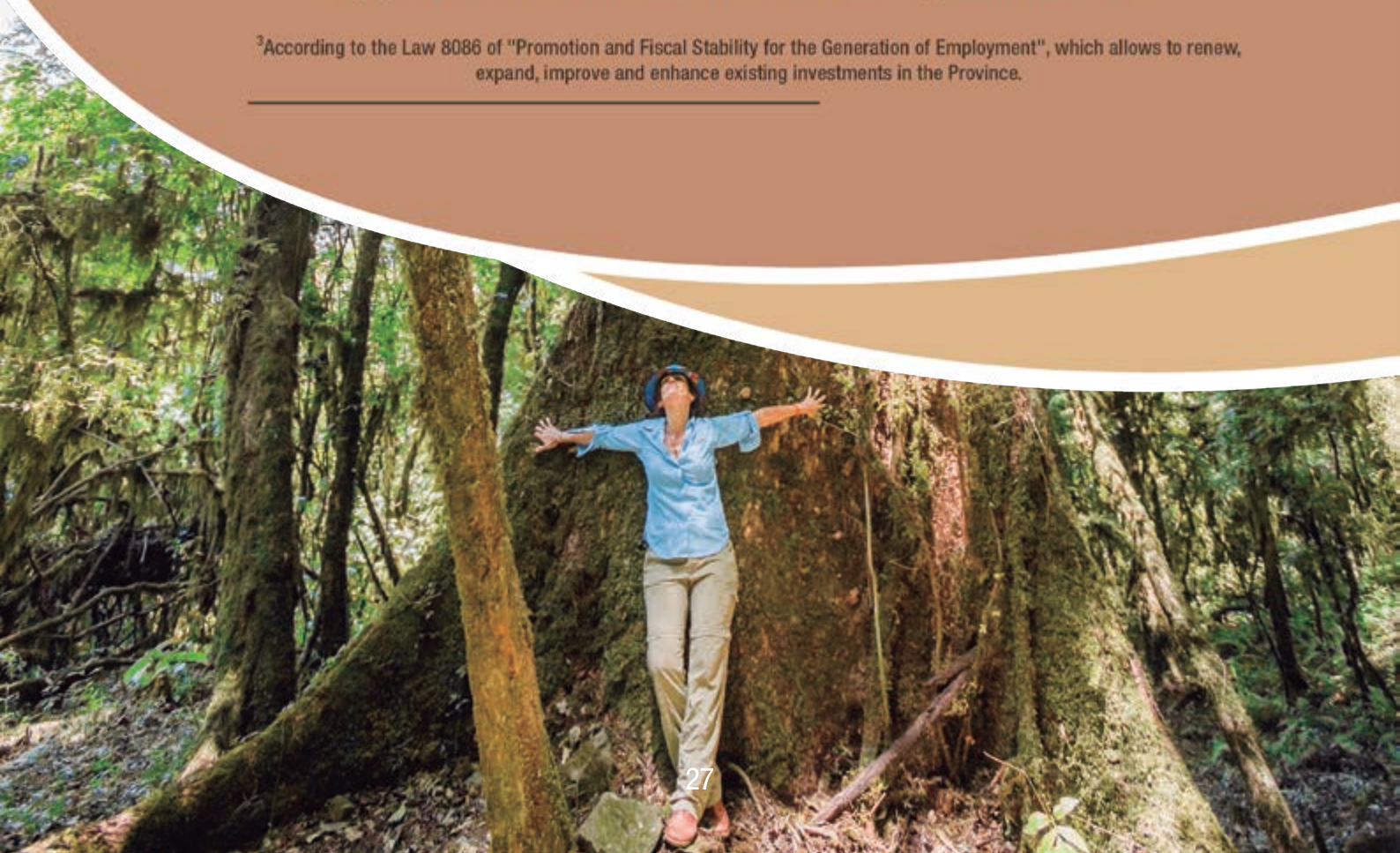




MAIN INVESTMENT OPPORTUNITIES IN THE PROVINCE OF SALTA

- Water park.
- Lodge in the yungas.
- Tourist service of lacustrine navigation.
 - Boutique hotels.
 - Salta Convention Center Hotel.
 - Convention Center in Cafayate.
- Reform, physical extension or services, equipment and / or modernization of existing tourist services³.

³According to the Law 8086 of "Promotion and Fiscal Stability for the Generation of Employment", which allows to renew, expand, improve and enhance existing investments in the Province.



WATER PARK

Objective:

Expand the offer of recreational activities. Promote the landscapes and the natural heritage of the locality. Serve as a complement to the gastronomic and hotel sectors.

Description:

The project includes the creation of a state-of-the-art water park, which provides a range of activities and attractions that revolve around the aquatic world. Maintaining a commitment to the natural and cultural resources involved, among other factors.

Value Added Concept:

The regions of the North of Salta and the Center South Valley, with their high temperatures and hot springs, are the ideal places for the implementation of projects involving aquatic activities.

The project aims to, not only meet local demand, but also a growing demand from the tourism sector for recreational activities and recreational spaces for families.

Observations

- **Estimated investment:** from USD 950,000. By stages.
- **Impact:** regional development. Generates positive externality in the area.
- The estimated amount does not include the cost of acquiring the land



LODGE IN THE YUNGAS

Objective:

The objective of the project is to diversify the accommodation category and to expand the number of seats available in order to respond to a growing demand for the product.

Description:

The project proposes the incorporation of pre-established lodging services under the concept of ecological luxury establishments, immersed in an environment of Yungas.

The lodges are a type of accommodation usually made up of several independent units, built and decorated with local materials and arranged to facilitate the meeting of the guest with nature. They promote sustainability and care for the environment. They became popular within the segment of fishermen and hunters, but are currently being built for a wider demand of visitors seeking tranquility and luxury in natural environments. Observers of flora and fauna, photographic safaris, etc.

Observations

- **Estimated investment:** from USD 450,000.
- **Regional impact.** Generates positive externality in the area.
- The estimated amount does not include the costs of acquiring or renting the land.
- **Suggested place of location:** North Region.

TOURIST SERVICE OF LAKE NAVIGATION

Objective:

Expand the offer of recreational activities. Promotes the landscapes and the natural heritage of the locality. Serve as a complement to the gastronomic and hotel sectors.

Description:

The lake created by the Cabra Corral dam allows various uses, among which recreational walks are one to promote.

To make it concrete, adequate boats and the construction of piers, docks and / or moorings are required, preferably in places that have some existing service and in points of interest for tours.

Value Added Concept:

The service is not currently exploited or disseminated in its entirety.

Observations

- **Estimated investment:** from USD 175,000.
- **Impact:** local development. Generates positive externalities in the area.
- The estimated amount does not include the acquisition or rental of the property.



BOUTIQUE HOTELS

Objective:

The purpose of the project is to provide the services demanded by the new needs that the tourism market requires in the different localities of the Province of Salta.

Description:

The construction of boutique hotels of no more than 20 rooms, which are faithful to the architecture of the area, do not oppose the natural environment, maintain a sense of aesthetics and technological vanguard, ensure the visitor an authentic and comfortable experience, with outstanding gastronomy and personalized attention and incorporate technologies and practices that collaborate with energy savings.

Value Added Concept:

The project can be carried out in each of the regions of the Province of Salta. Each of these regions have unique characteristics that distinguish them from the others. The biodiversity that the province has, the sustained growth of the tourism sector for more than two decades and the active participation of the Government of the Province of Salta to strengthen the sector, make the developments of this type of business are feasible to be carried out in much of the territory

Observations

- **Estimated investment:** from USD 950,000.
- **Impact:** local development. Generates positive externality in the area.
- The estimated amount does not include the costs of acquiring the land.



SALTA CONVENTION CENTER HOTEL

Objective:

The objective of the project is to diversify the accommodation category. Expand the number of seats available in order to respond to a growing demand for meetings tourism.

Description:

The construction of a superior category hotel is proposed in the annexes to the Convention Center of the City of Salta.

The property, which currently only houses the building of the Convention Center, allows to project a series of proposals beyond the Center's own premises, with the aim of achieving a better touristic use of the surrounding property.

Value Added Concept:

The Province of Salta managed to develop and promote investments in infrastructure and services that allow us to continue consolidating the destination as an excellent place for congresses and conventions of different magnitude. The Province of Salta is analyzed by specialists of the sector as one of the leading Argentine destinations in meeting tourism. Salta occupies the 3rd position by locations within the range of Meetings Tourism, and closed 2017 with more than 400 events.

Observations

- **Land:** The land is owned by the Province of Salta and will be granted as a loan to the interested investor. It is estimated an investment that goes from USD 1,500,000.
- **Location:** Convention Center Place of the City of Salta, Argentina.



CONVENTION CENTER IN CAFAYATE⁹

Objective:

Generate a Center for events, meetings, congresses and conventions in the city of Cafayate, Valles Calchaqui, focused on capturing regional events.

Description:

The construction of a convention center is proposed, with a capacity of approximately 500 people. It is proposed a sustainable and ecological construction that achieves a good integration with the environment.

Value Added Concept:

The city of Cafayate, with 11,785 inhabitants, has become the service center of the Calchaquí Valley region. Its importance lies not only in the tourist activity, but also in the production and the wine industry. It is currently the second tourist plaza of the Province of Salta, with more than 75 tourist accommodations. Within the main tourist destinations of the province, Cafayate has a greater concentration of hotel and similar accommodation places (65%).

Observations

- **Estimated investment:** from USD 250,000.
- **Impact:** local development. Generates positive externality in the area.
- The estimated amount does not include the cost of acquiring the land.

REFORM, PHYSICAL OR SERVICES EXTENSION, REEQUIPMENT AND / OR MODERNIZATION OF EXISTING TOURIST SERVICES.

Objective:

Encourage the development of a more competitive quality tourism offer by supporting the reform, expansion and / or modernization of actual tourism businesses.

Description:

The project seeks to promote the modernization, reform, physical expansion or services and / or re-equipment of the various tourist services that are provided throughout the provincial territory (accommodation, gastronomy, transport, adventure tourism, nature tourism, meeting tourism, wine tourism, among others). Likewise, it seeks to encourage the realization of investments in undertakings of production of electric power or of caloric undertakings from the use of renewable sources of energy throughout the provincial territory.

Note: The estimated investment amounts do not include the acquisition and / or rental costs of the property or premises as appropriate. The cost of construction per square meter and the minimum wages of workers in the construction sector, UOCRA 2018 (Union of Construction Workers of the Argentine Republic), were taken into account for its construction, for standard investment projects in the tourism sector.

⁹ Source: Law 8086 of "Promotion and Fiscal Stability for the Generation of Employment" that allows to renew, expand, improve and enhance existing investments in the Province of Salta.

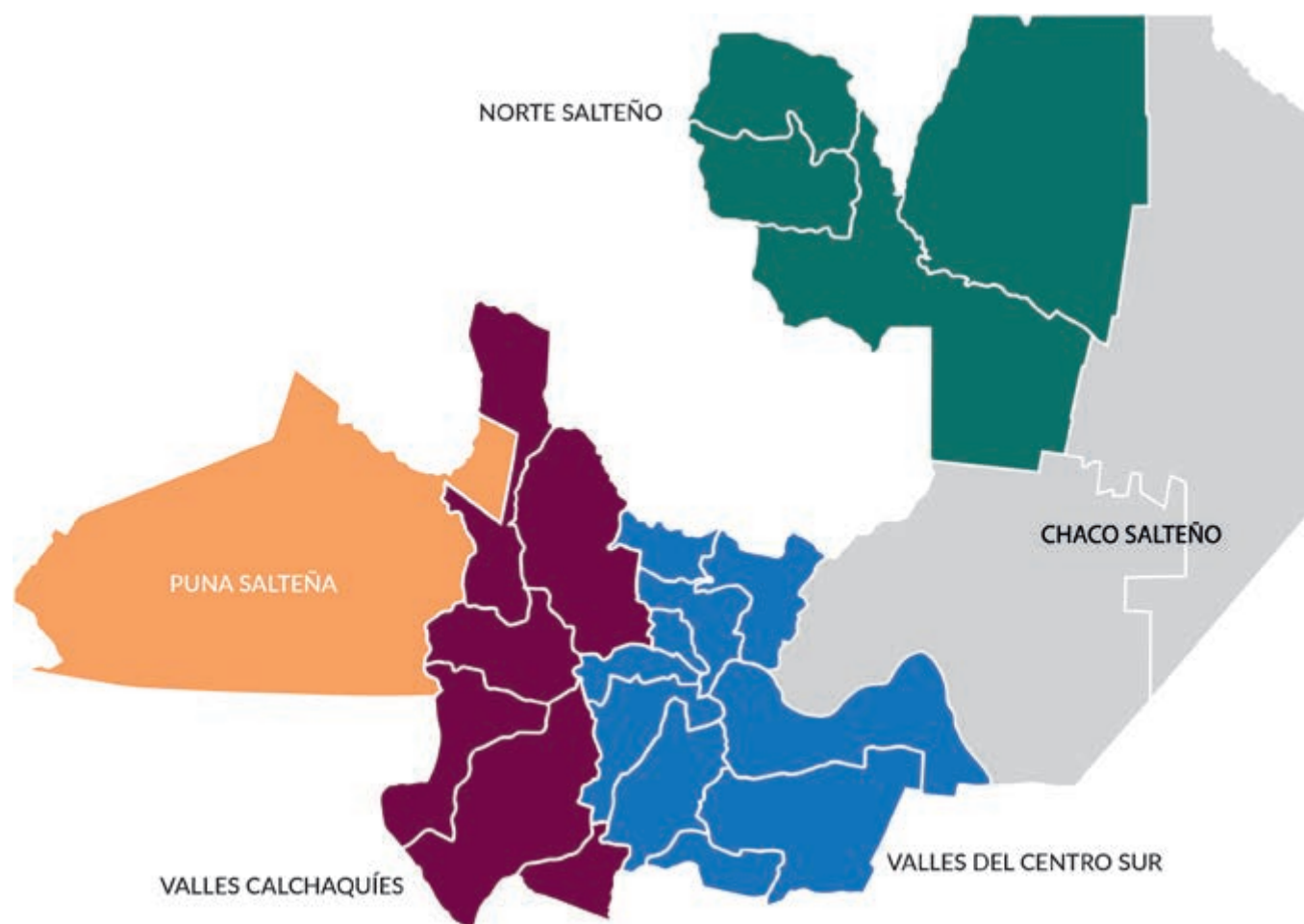


MAIN OPPORTUNITIES FOR INVESTMENT BY REGION

- **CALCHAQUI VALLEY.**
- **VALLEY OF THE SOUTH CENTER.**
 - **PUNA SALTA.**
 - **NORTH OF SALTA.**



MAIN INVESTMENT OPPORTUNITIES PER REGION



For the elaboration of the menu of investment opportunities, the province of Salta was zoned by regions. They were defined taking into account mainly the natural similarities with those that count each of the departments that make up each region.

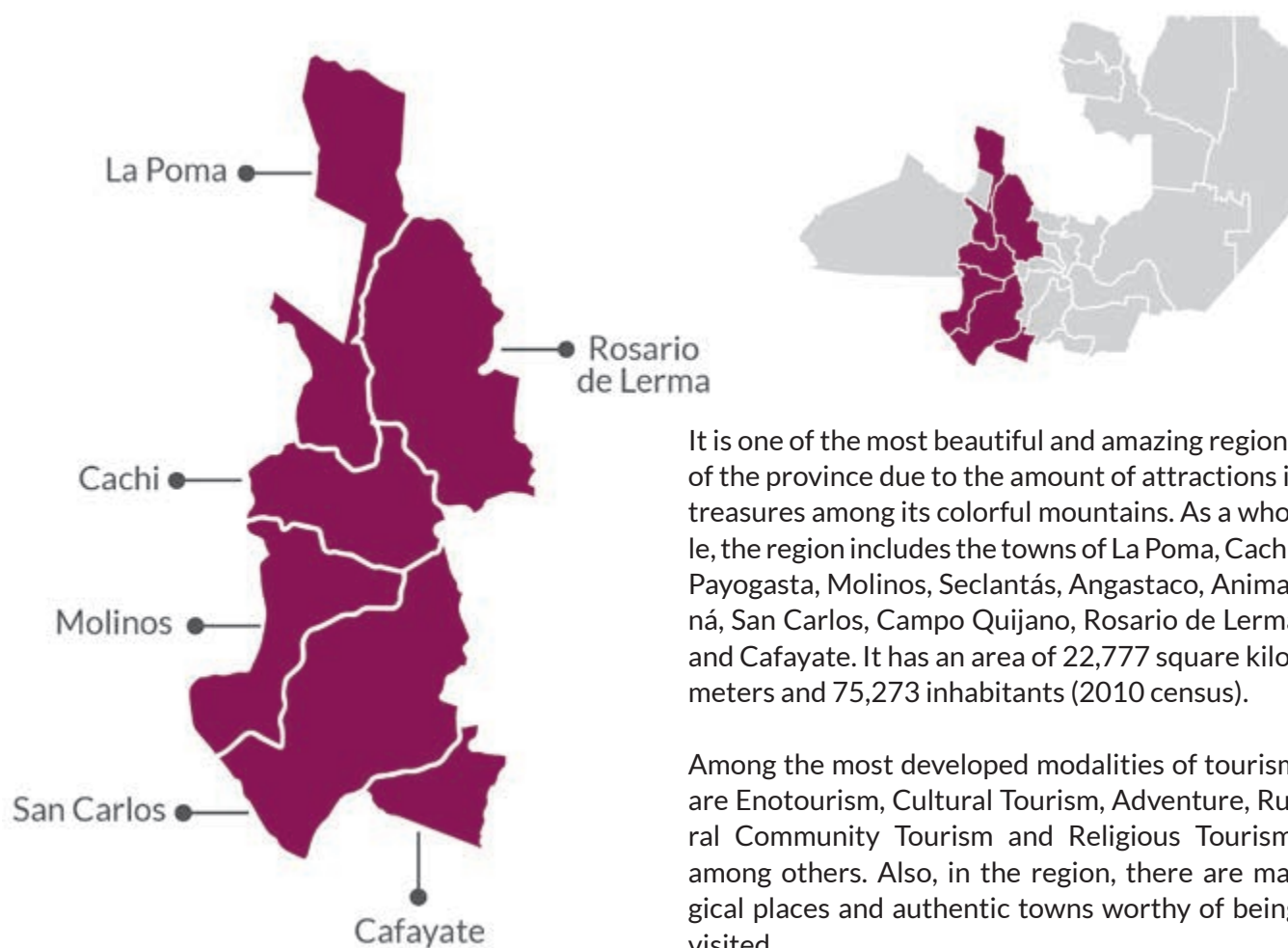
In such a way that four central areas were defined where tourist activities take place in the province.

The regions of the Puna Salteña (**REGION PUNA SALTEÑA**), Valles Calchaquí (**CALCHAQUI VALLEY REGION**), Valles del Centro Sur (**VALLEYS OF THE SOUTH CENTER**) and Norte Salteño (**SALTA NORTH REGION**) are defined in this way.

Below is a brief description of the departments that make up each of the regions, as well as the main tourist indicators of each of these regions.



CALCHAQUI VALLEY REGION



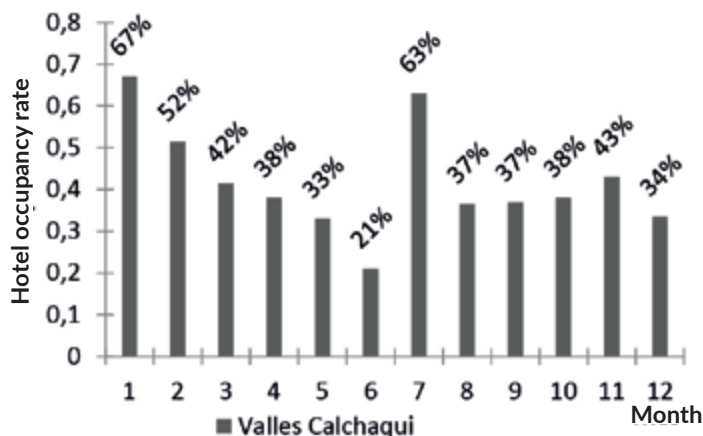
It is one of the most beautiful and amazing regions of the province due to the amount of attractions it treasures among its colorful mountains. As a whole, the region includes the towns of La Poma, Cachi, Payogasta, Molinos, Seclantás, Angastaco, Animáná, San Carlos, Campo Quijano, Rosario de Lerma and Cafayate. It has an area of 22,777 square kilometers and 75,273 inhabitants (2010 census).

Among the most developed modalities of tourism are Enotourism, Cultural Tourism, Adventure, Rural Community Tourism and Religious Tourism, among others. Also, in the region, there are magical places and authentic towns worthy of being visited.



MAIN TOURIST INDICATORS

Room occupancy rate. Valles Calchaqui Region

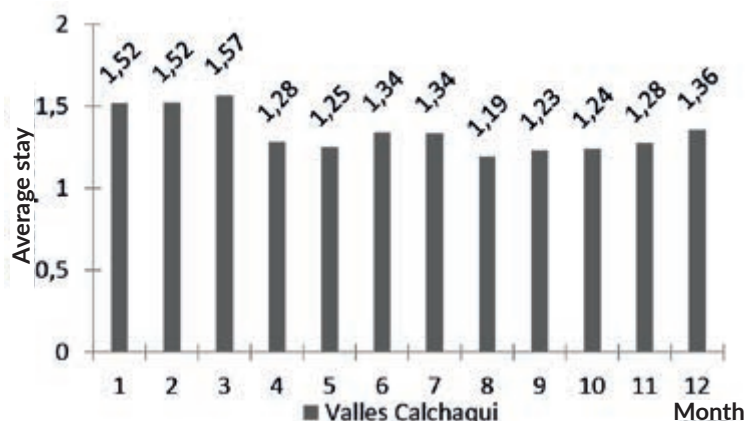


Source: MCTyD, Salta, Argentina, 2016 Statistical Yearbook.

During 2016, the hotel occupancy rate in the Calchaqui Valleys maintained an average annual level of 42%, placing their maximum points of occupied rooms over the total available in the months of January and July, and their minimum in the months of June and December.

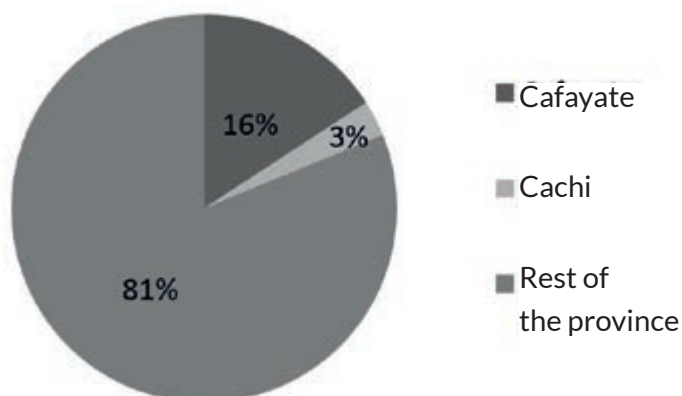
The average annual stay recorded during that year was 1.34 days per traveler. With maximums between the months of January and March and its minimum in the month of August.

Overnight stays hotel and parahotel. Valles Calchaqui Region



Source: MCTyD, Salta, Argentina, 2016 Statistical Yearbook..

Participation of the region in the total of tourists. % of arrivals to the locality

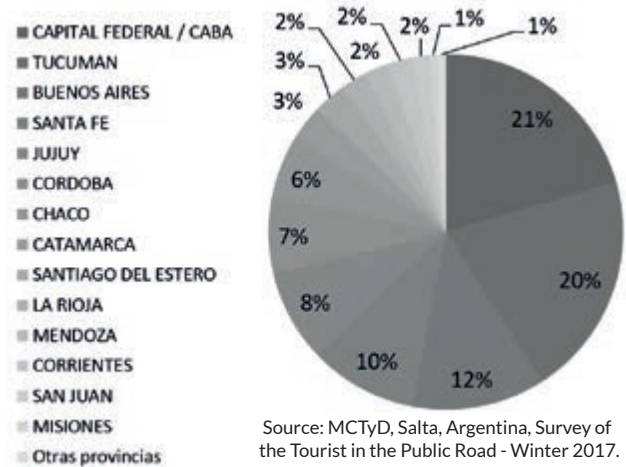


Source: MCTyD, Salta, Argentina, 2016 Statistical Yearbook.

The participation of the region of the Calchaqui Valley, can be estimated from the count of the travelers that visit the cities of Cafayate and Cachi. The participation of the region in the total number of travelers received by the Province of Salta is close to 19%.

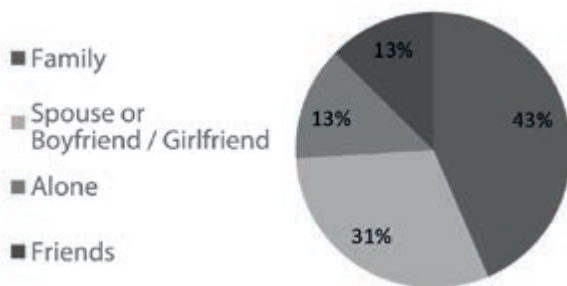
About 70% of national tourists from other provinces of Argentina, who arrived in the region of the Calchaqui Valley, came mainly from the Federal Capital, Tucumán, Buenos Aires, Santa Fe and Jujuy. It should be noted that of the total number of tourists who arrived in the region during the winter period of 2017, 39% came from other locations in Salta, 50% from other provinces in Argentina and 10% from other countries.

Origin



Source: MCTyD, Salta, Argentina, Survey of the Tourist in the Public Road - Winter 2017.

Travel Group



Source: MCTyD, Salta, Argentina, Survey of the Tourist in the Public Road - Winter 2017.

The 43% of the national tourists that visit the region arrived together with their family, 31% made trips as a couple or boyfriends, and 13% with friends. Of those who arrived in the region, 70% had secondary school studies or higher, 55% came by private car, with main reasons for holidays, leisure or recreation (81%), and opted for walks, visits to museums, experiences linked to the world of wine and folk clubs.

Visitor Profile

Reason for trip: Holidays, leisure, recreation or recreation	81%
Activities that they carry out	
Walk around the town	97%
Experiences linked to the world of wine	57%
Folk Club	59%
Museum visits	69%
Means of transport they use	
Private car	55%
Regular bus	34%
Level of study reached. High school or higher	70%

Source: MCTyD, Salta, Argentina, Survey of the Tourist in the Public Road - Winter 2017.



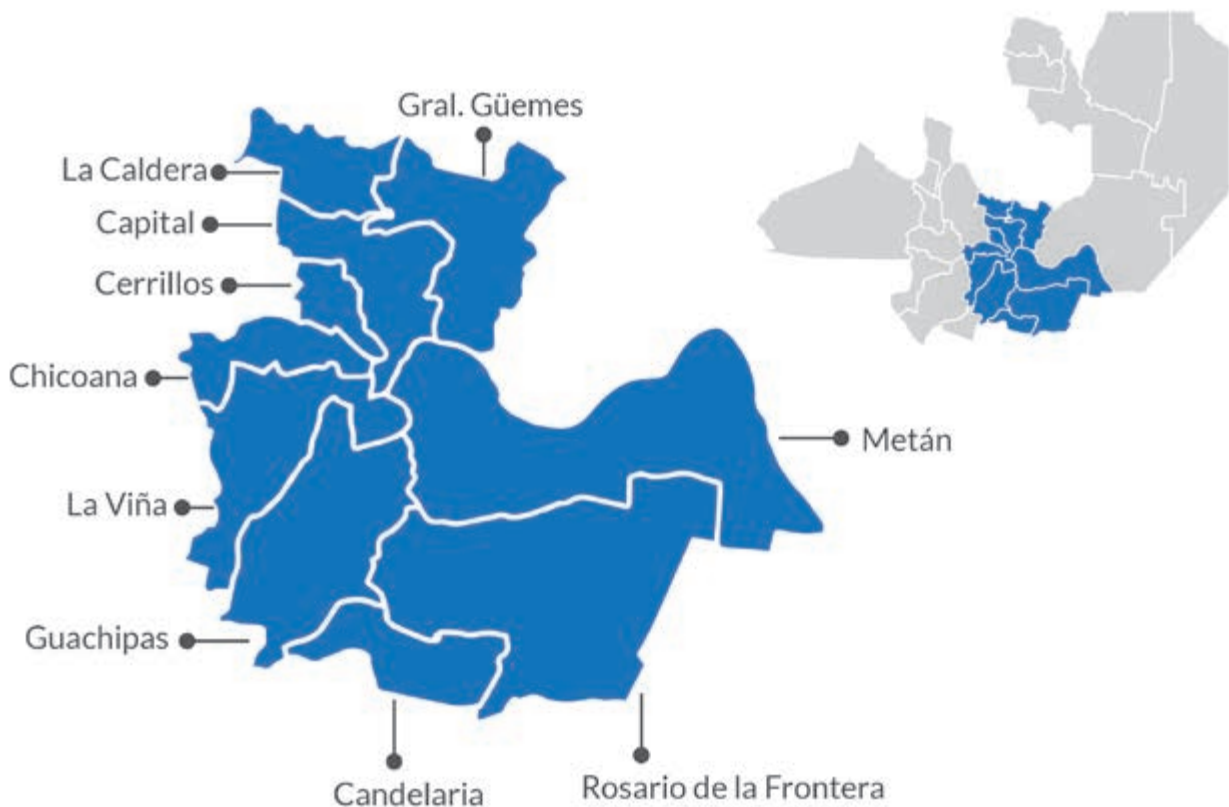
10 The estimates in US dollars were made taking into account the quotation of this currency in Argentina, according to data of the month of July of the Central Bank of the Argentine Republic in the year 2017

INVESTMENT OPPORTUNITIES

- Boutique Hotels.
- Cabins.
- Thematic Hotels.
- Hostels.
- High Altitud Glamping.
- Reform, physical extension or services, equipment and / or modernization of existing Tourist Services.
- Peñas Folklóricas.
- Gastronomic establishments that diversify the offer.
- Bar / Cafeteria.
- Tea Houses.
- Artisan ice cream shop.
- Rural complexes
- Horseback riding
- Hiking and trekking.
- Handicrafts / Craft Experiences Tour.
- Mountaineering.
- Itinerant Astronomical Observatory.
- Cafayate Convention Center.
- Related Services
(Tourist Bus, Inter-Urban Remis, Laundries, Mechanical Workshops, among others).



VALLEYS OF THE SOUTH CENTER



This valley is the home of the City of Salta; city that has a marked Hispanic physiognomy that stands out from the rest of the cities of the country and make it one of the provincial capitals with greater identity and religious tradition, although with an active cultural and nocturnal life. The City of Salta is an important venue for meetings tourism.

The towns that surround the province capital are characterized by agricultural production, especially the cultivation of tobacco, its “Gaucha” traditions and the beautiful mountains that surround it. Given its characteristics, it is one of the regions where Rural Tourism and Adventure has prospered to a greater extent. In turn, the Cabra Corral Dam is consti-

tuted as the main mirror of water and Rosario de la Frontera as the thermal pole of the Province.

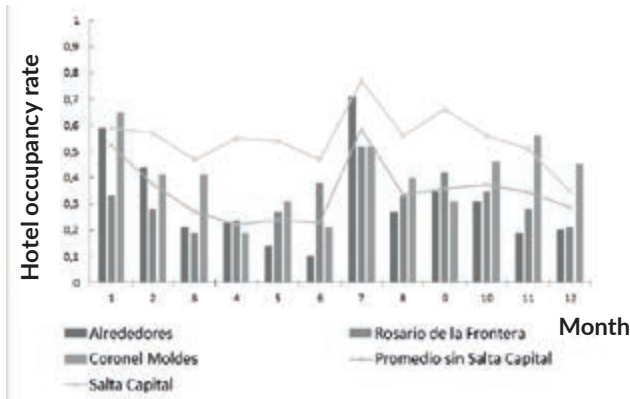
The region includes the towns of La Caldera, Vaqueros, Salta City, San Lorenzo Village, Cerrillos, La Merced, Chicoana, El Carril, Coronel Moldes, La Viña, Guachipas, El Jardín, El Tala, La Candelaria, Campo Santo, El Bordo, General Güemes, El Galpón, San José de Metán, Río Piedra, El Potrero and Rosario de la Frontera. This area, as a whole, has a total of 23,603 square kilometers and 733,271 inhabitants (2010 census).

The tourist modalities of this region are related to Religious Tourism, Cultural Tourism, Adventure Tourism, Rural Tourism and Thermal Tourism.



MAIN TOURIST INDICATORS

Room occupancy rate. Valleys of the south center

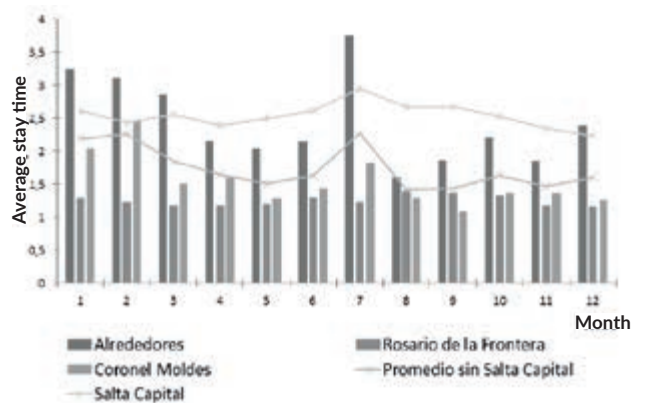


Source: MCTyD, Salta, Argentina, 2016 Statistical Yearbook.

The annual average of the hotel occupancy rate of Salta Capital was 55% annually, while that of the surroundings was 31%, Rosario de la Frontera was 32% and Coronel Moldes was 43%. The maximum peaks of the indicator are observed for, Salta Capital and surroundings in the month of July with 77% and 71% of hotel occupancy respectively, while for Coronel Moldes the maximum observable occurs during the month of January with 65% occupancy.

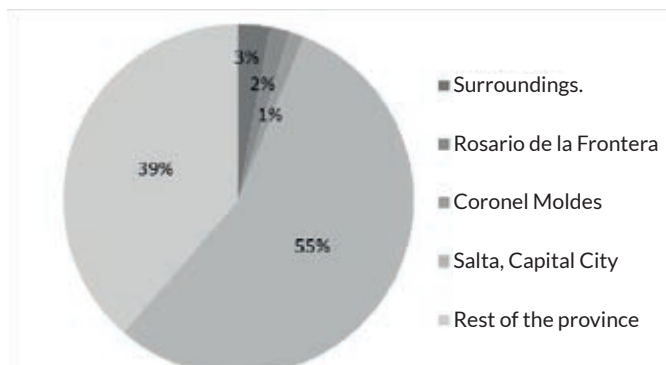
Overnight stays hotel and parahotel. Valleys of the south center

The average annual stay at 2016 was positioned in 2.54 days for Salta Capital (maximum in July with 2.95 days and minimum in December with 2.24 days) and for surroundings it was 2.43 days (maximum in July with 3.77 days and minimum in August with 1.6 days).



Source: MCTyD, Salta, Argentina, 2016 Statistical Yearbook.

Participation of the region in the total of tourists. % of arrivals to the locality



Source: MCTyD, Salta, Argentina, 2016 Statistical Yearbook.

55% of the total of national travelers who visited the Province of Salta, arrived at the capital of Salta, and if we add to the rest of the localities, the region of the Valley of the South Center, concentrated 61% of the total of tourists that visited the province.

TOURIST PROFILE - SALTA CITY

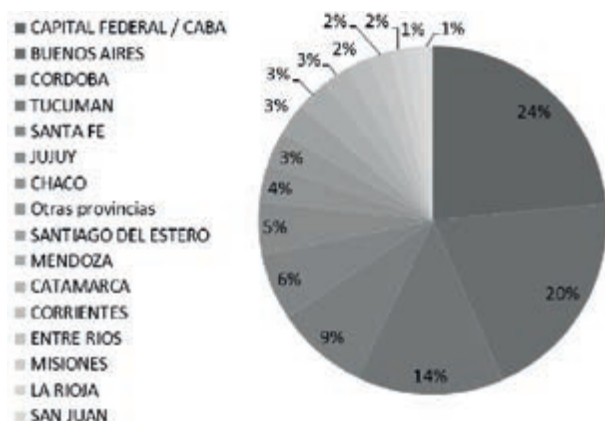
The average daily expenditure per tourist made during the month of July of the year 2017 was USD 78.74 in the City of Salta

Daily spending by tourists. Valley of the south center in USD

Localidad	Gasto Diario por Turista (Invierno 2017)
Salta Capital	USD 78,74

Source: MCTyD, Salta, Argentina, Survey of the Tourist in the Public Road - Winter 2017.

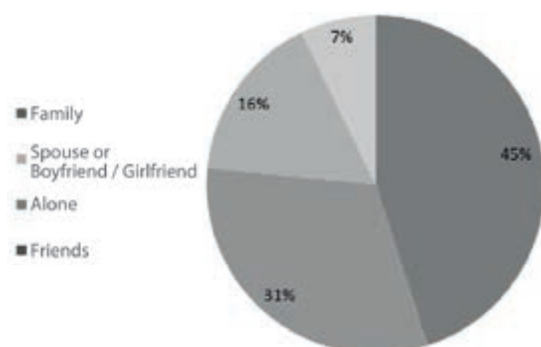
Origin



Source: MCTyD, Salta, Argentina, Survey of the Tourist in the Public Road - Winter 2017.

Of the total of travelers from other provinces of Argentina, who arrived to the capital of the Province of Salta, about 70% come from the Federal Capital, Buenos Aires, Tucumán and Santa Fe. It should be noted that, of the total number of tourists who arrived the city during the winter period of 2017, 9% came from other localities of Salta, 86% from other provinces of Argentina and 5% from other countries.

Travel Group

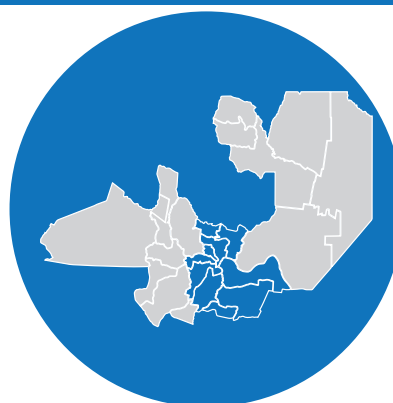


Fuente: MCTyD, Salta, Argentina, encuesta al Turista en la Vía Pública - Invierno 2017.

45% of national tourists who visited the capital of Salta arrived with their family, 31% made trips as a couple or boyfriends, and 16% individually. Of those who arrived to the town, 70% had High school or higher education, 43% arrived by private car, with main reasons for holidays, leisure or recreation (79%), mainly developing activities such as visits to museums, church, historic buildings, craft fairs and Folk Clubs.

Visitor Profile

Reason for trip: Holidays, leisure, recreation or recreation	79%
Activities that they carry out	
Walk around the town	97%
Folk Club	80%
Museum visits	80%
Means of transport they use...	
Private car	43%
Regular bus	24%
Level of study reached. High school or higher	70%



8 The estimates in US dollars were made taking into account the quotation of this currency in Argentina, according to data of the month of July of the Central Bank of the Argentine Republic in the year 2017.

TOURIST PROFILE - WITHOUT CITY OF SALTA

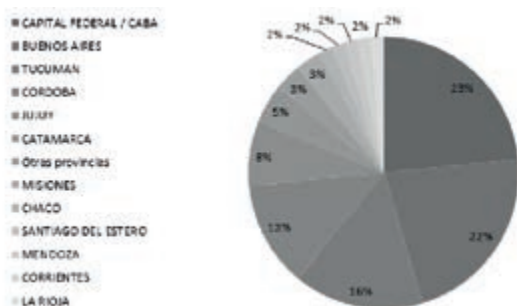
Daily spending by tourists. Valley of the south center En USD

Localidad	Gasto Diario por Turista (Invierno 2017)
Coronel Moldes	USD 107,82
San Lorenzo	USD 89,62
Rosario de la Frontera	USD 65,36
Chicoana	USD 39

Source: MCTyD, Salta, Argentina, Survey of the Tourist in the Public Road - Winter 2017.

The average daily expenditure per tourist made during July of 2017 was USD 107.82 in Coronel Moldes, USD 89.62 in San Lorenzo, USD 65.36 in Rosario de la Frontera and USD 39.00 in Chicoana.

Origin

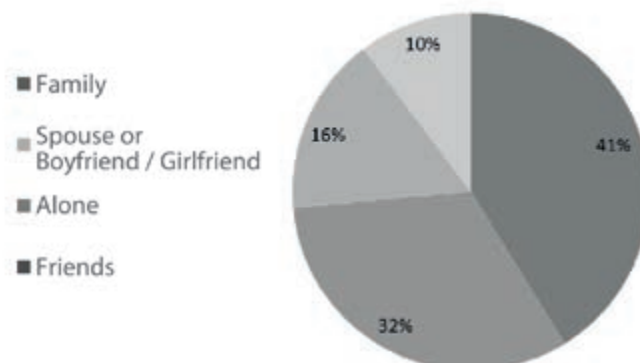


Source: MCTyD, Salta, Argentina, Survey of the Tourist in the Public Road - Winter 2017.

Of the total of travelers from other provinces of Argentina, who arrived in the region, 70% come from the Federal Capital, Buenos Aires, Tucumán and Córdoba. It should be noted that of the total number of tourists who arrived in the region during the winter period of 2017, 38% came from other locations in Salta, 47% from other provinces in Argentina and 15% from other countries.

41% of the national tourists who visited the region arrived together with their family, 32% made trips as a couple or boyfriends, and 16% individually. Of those who arrived in the region, 70% had secondary education or higher, 63% arrived by private car, with main reasons for holidays, leisure or recreation (79%).

Travel Group



Source: MCTyD, Salta, Argentina, Survey of the Tourist in the Public Road - Winter 2017.

Visitor Profile

Reason for trip: Holidays, leisure, recreation or recreation	79%
Activities that they carry out	
Walk around the town	96%
Folk Club	47%
Museum visits	55%
Means of transport they use	
Private car	63%
Regular bus	26%
Level of study reached. High school or higher	70%

Source: MCTyD, Salta, Argentina, Survey of the Tourist in the Public Road - Winter 2017.

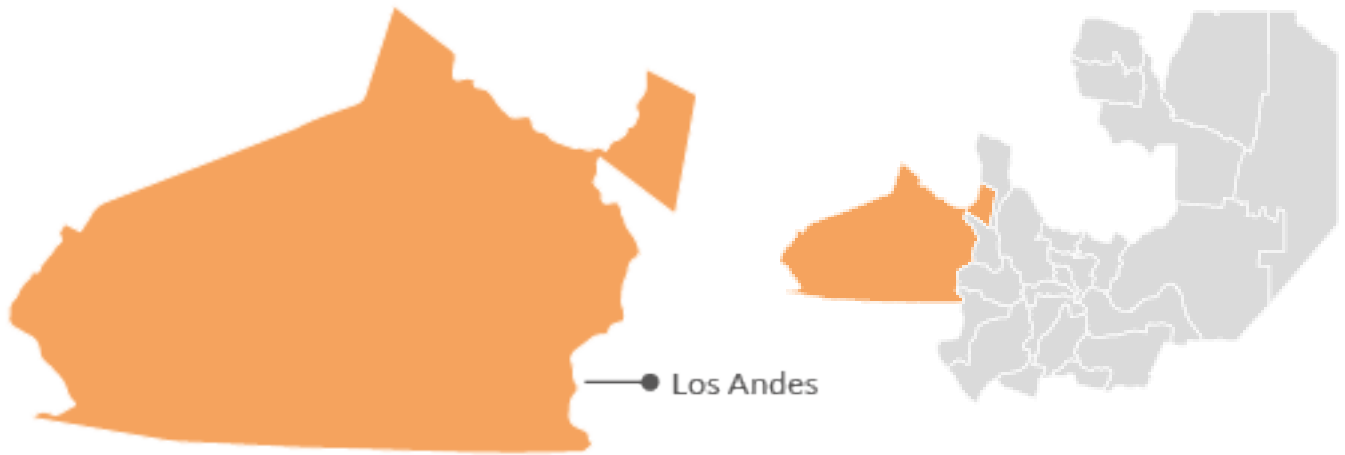
⁹ The estimates in US dollars were made taking into account the quotation of this currency in Argentina, according to data of the month of July of the Central Bank of the Argentine Republic in the year 2017.

INVESTMENT OPPORTUNITIES

- Boutique Hotels.
- Salta Convention Center Hotel.
- Cabins.
- Campsites.
- Spa and Wellness Center.
- Rural Hostels.
- Thematic Hotels.
- Reform, physical extension or services, equipment and / or modernization of existing Tourist Services.
- Folk Club.
- Gastronomic establishments that diversify the offer.
- Bar / Cafeteria.
- Tea Houses.
- Artisan ice cream shop.
- Gastronomic markets.
- Rural complexes
- Adventure Parks.
- Horseback riding
- Hiking and Trekking.
- Handicrafts / Craft Experiences Tour.
- Cycling.
- Excursions in 4x4 or quads.
- Water Park.
- Related Services
(Local Remisera, Laundry, Cadetería, among others).



PUNA REGION



This region, on the western boundary of the province and at the foot of the Andes mountain range, is a high plateau located 3,000 meters above sea level, comprising the towns of San Antonio de los Cobres and Tolar Grande. It offers mountainous peaks with eternal snows, volcanoes, extensive salt surfaces, abandoned and exploited mines, lagoons full of pink flamingos and vicuñas camouflaged in the landscape.

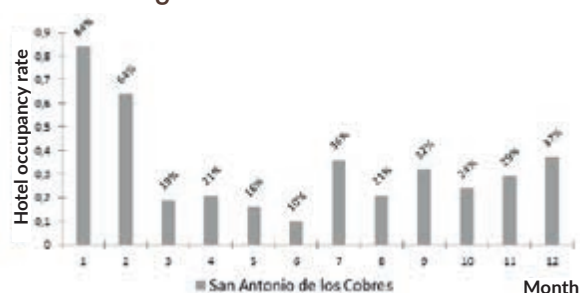
This is where the Train to the Clouds "Tren a las Nubes" runs, which reaches up to 4,200 meters. As a whole, the region has a total area of 25,636 square kilometers and 6,050 inhabitants (2010 census). In this region you can practice Adventure Tourism, Mountain Tourism, Bird Watching, Community Rural Tourism, Cultural Tourism, among other modalities.



MAIN TOURIST INDICATORS

During 2016, the hotel occupancy rate in the Puna Region maintained an average annual level of 32.75%, placing its maximum points of occupied rooms over the total available in the months of January and February, and their minimum in the months of May and June.

Room occupancy rate.
Región Puna Salteña. in %



Source: MCTyD, Salta, Argentina, 2016 Statistical Yearbook..

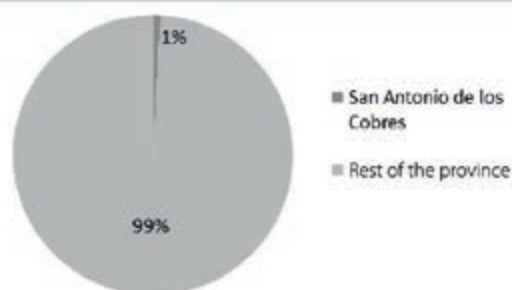
Overnight stays hotel and parahotel.
Región Puna Salteña.



Source: MCTyD, Salta, Argentina, 2016 Statistical Yearbook..

The average annual stay recorded during said year was 1.3 days per traveler. With maximums in the month of October and its minimum in the month of January.

Participation of the region in the total of tourists. % of arrivals to the locality



Source: MCTyD, Salta, Argentina, 2016 Statistical Yearbook..

The participation of the Puna Salteña Region can be estimated from the count of travelers visiting the town of San Antonio de los Cobres. The participation of the region in the total number of passengers perceived by the Province of Salta is close to 1%.

Daily spending by tourists.
Región Puna Salteña. in USD

Area	Daily expense per tourist (Winter season 2017)
San Antonio de los Cobres	USD 65,58.

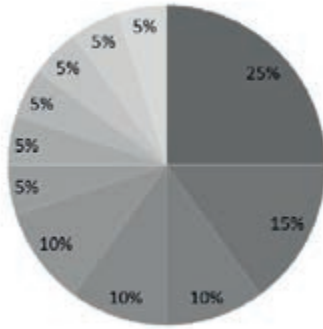
Source: MCTyD, Salta, Argentina, Survey of the Tourist in the Public Road - Winter 2017.

The average daily expenditure for tourists who arrived in San Antonio de los Cobres during the month of July 2017 was USD 65.58.

The estimates in US dollars were made taking into account the quotation of this currency in Argentina, according to data of the month of July of the Central Bank of the Argentine Republic in the year 2017.

Origin

- CAPITAL FEDERAL / CABA
- BUENOS AIRES
- CORDOBA
- TUCUMAN
- SANTA FE
- JUJUY
- CHACO
- CATAMARCA
- SANTIAGO DEL ESTERO
- CORRIENTES
- ENTRE RIOS



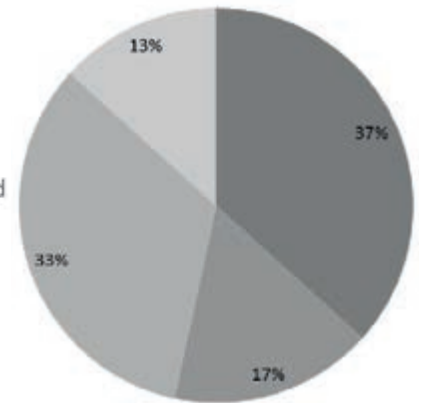
Source: MCTyD, Salta, Argentina, Survey of the Tourist in the Public Road - Winter 2017.

70% of tourists from other provinces of Argentina who arrived in the Puna Salteña Region, came mainly from the Federal Capital, Buenos Aires, Córdoba, Tucumán and Santa Fe. It should be noted that of the total number of tourists who arrived at the winter period of 2017, 13% came from other locations in Salta, 67% from other provinces in Argentina and 20% from other countries.

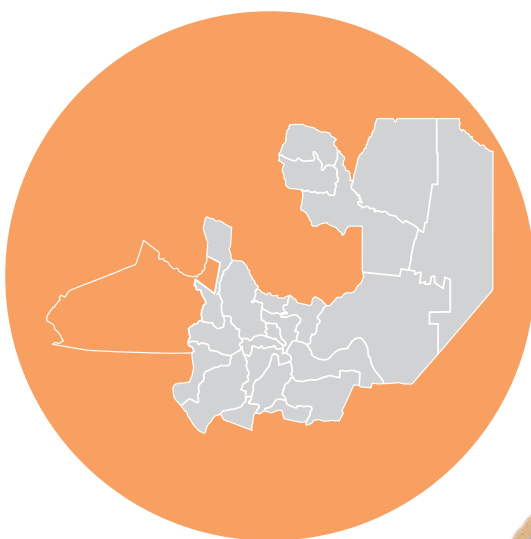
37% of the national tourists who visited the region arrived with their family, 33% made trips in a particular way, and 17% as a couple or boy / girlfriend. Of those who arrived in the region, 70% had secondary education level or higher, 45% arrived by private car, with main reasons for holidays, leisure or recreation (68%). The Train to the Clouds transported 27,620 people in 2017, of which 22% were foreigners.

Travel Group

- Family
- Spouse or Boyfriend / Girlfriend
- Alone
- Friends



Source: MCTyD, Salta, Argentina, Survey of the Tourist in the Public Road - Winter 2017.



INVESTMENT OPPORTUNITIES

- Boutique Hotels.
- Cabins.
- Thematic Hotels.
- Hostels.
- Reform, physical extension or services, equipment and / or modernization of existing Tourist Services.
- High Altitude Glamping.
- Folk Club.
- Gastronomic establishments that diversify the offer.
- Bar / Cafeteria
- Tea Houses.
- Hiking and Trekking.
- Handicrafts / Craft Experiences Tour.
- Mountaineering.
- Excursions in 4x4 or quads.
- Related Services (laundry, workshop for the automotive, among others).



SALTA NORTH REGION



The most of the Salta North Region is covered by a subtropical jungle known as Yungas, where the towns of Los Toldos, Isla de Cañas, Colonia Santa Rosa, Hipólito Yrigoyen, Pichanal, San Ramón de la Nueva Orán, Urundel, Aguaray, Embarcación, General Ballivián, General Mosconi, Professor Salvador Mazza and Tartagal are settled.

To the northwest of the Province of Salta, where the heights above sea level exceed 4,000 meters,

the region is home to the towns of Nazareno, Santa Victoria Oeste and Iruya.

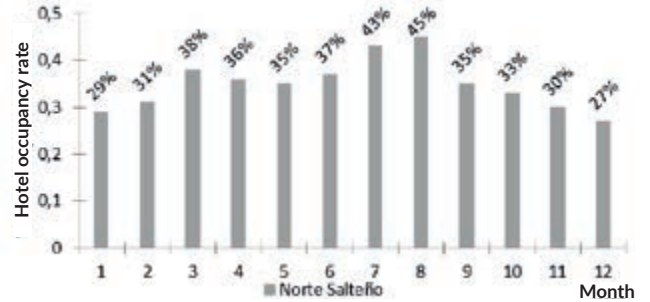
As a whole, the region has a total area of 35,576 square kilometers and 312,079 inhabitants (2010 census). In this region you can make Adventure Tourism, Rural Community Tourism, Bird Observation and Photographic Safaris among other modalities.



MAIN TOURIST INDICATORS

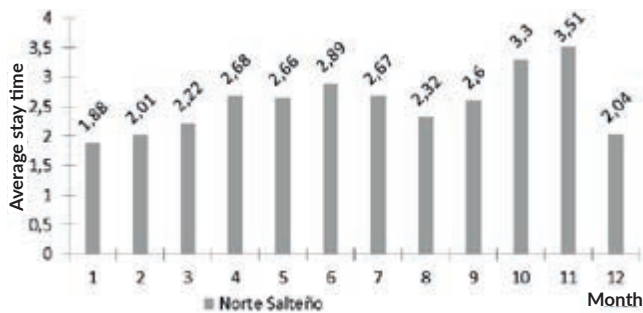
During 2016, the hotel occupancy rate in the Northern Region of Salta maintained an average annual level of 34.9%, placing its maximum points of occupied rooms over the total available in the months of July and August, and their minimums in the months of December and January.

Room occupancy rate. Salta North Region



Source: MCTyD, Salta, Argentina, 2016 Statistical Yearbook..

Overnight stays hotel and parahotel. Salta North Region.



Source: MCTyD, Salta, Argentina, 2016 Statistical Yearbook..

The average annual stay recorded during that year was 2.56 days per traveler. With its maximum between the months of October and November and, its minimum in the month of January.

The participation of the North Region can be estimated from the count of the travelers who visit the towns of San Ramón de la Nueva Orán and Tartagal. The participation of the region in the total number of travelers perceived by the Province of Salta is close to 10%.

Participation of the region in the total of tourists. % of arrivals to the locality



Source: MCTyD, Salta, Argentina, 2016 Statistical Yearbook..

INVESTMENT OPPORTUNITIES

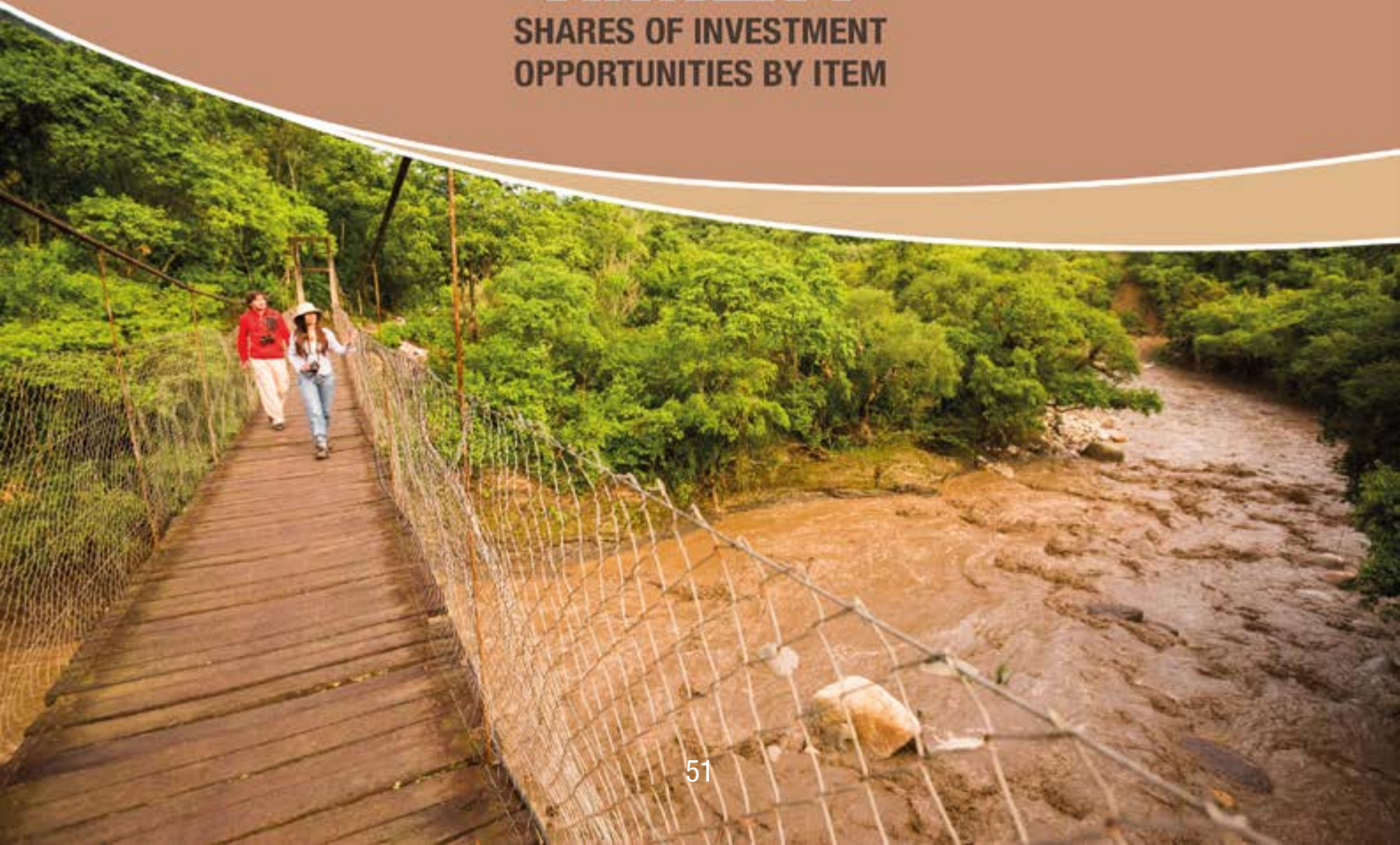
- Boutique Hotel
- Cabins
- Campsites.
- Thematic Hotels.
- Peñas Folklóricas.
- Gastronomic establishments that diversify the offer.
- Bar / Confectionery.
- Tea Houses.
- Artisan ice cream shop.
- Gastronomic markets.
- Rural complexes
- Adventure Parks.
- Horseback riding
- Hiking and Trekking.
- Handicrafts / Craft Experiences Tour.
- Cycling.
- Water Park.
- Glamping in the Yungas.
- Orchid, Ophidiary and Butterfly.
- Reform, physical expansion or services, re-equipment and / or modernization of existing tourist services.





ANNEX I

SHARES OF INVESTMENT
OPPORTUNITIES BY ITEM



ACCOMMODATION SERVICES



COTTAGES COMPLEX

OBJECTIVE

The project aims to diversify the hotel offer. Expand the number of rooms available in order to respond to a growing demand for the product.

DESCRIPTION

The project contemplates the creation of tourist cottages in different points of the Province of Salta, which can go from the arid zones of the Puna Salteña, to the jungle environment of the North Region, the valleys zones of the Valles Calchaqui Region and the zone of large pluvial concentrations of the Region of the Valleys of the South Center.

Whereas a cottage is a house built in a natural or rural environment, with materials that are generally from the area; the cabins provide, unlike other types of housing such as buildings, accommodation that does not significantly alter the space, but tend to coexist with it. In general, its location is usually located in the middle of nature, although depending on its infrastructure, this can vary.

VALUE ADDED CONCEPT

It is a type of accommodation highly valued by families and / or groups of friends, which constitute an important segment among visitors to Salta.

The different tourist regions of Salta offer possibilities for the development of this type of undertakings.

OBSERVATIONS

- **Estimated investment:** from USD 500,000.
- **Impact:** local development. Generates positive externality in the area
- The estimated amount of investment does not include the costs of acquisition and / or rental of the property.

SPA CENTERS AND WELL-BEING

OBJECTIVE

The project aims to diversify the supply of services in the region and respond to an increasing demand for the product.

DESCRIPTION

Wellness Tourism is one in which the client seeks an improvement of their physical or mental condition.

The project includes the creation of a spa-style establishment, modern, with a swimming pool and away from the city.

It seeks to offer a service for all those who need to find their inner calm, relieve the symptoms caused by stress and anxiety, learn relaxation techniques and meditation that can be easily integrated into their lives or improve their health conditions.

This location stands out in this type of business, gi-

ven that what is sought is to provide a relaxation service, it must be located in places where you breathe a natural, relaxed and as far as possible away from large cities.

VALUE ADDED CONCEPT

By definition of the project, the region of the Valleys of the South Center is the one that performs the best for the development of this type of enterprise.

OBSERVATIONS

- **Estimated investment:** from USD 1,500,000.
- **Impact: regional impact.** Generates positive externality in the area.
- The estimated investment amount does not include the acquisition and / or rental costs of the property.

THEMATIC HOTEL

OBJECTIVE

The project aims to diversify the hotel offer. Expand the number of available places and respond to a growing demand for the product.

DESCRIPTION

The construction of a hotel, or reconversion of existing accommodations to the proposed modality is considered. It is suggested to set them according to the region where the site is generated or located. In such a way that, for the region of the Calchaqui Valley it is feasible to adopt, among others, topics related to the geological processes, Santamarian culture and the valorization of the old houses. In the region of the Valleys of the South Center use a gaucho rural setting (Suggested site of placement: General Güemes). In the Puna region it is possible to opt for a setting related to life in the Andes or Pastor Puneño. While, in North Salteño, it is possible to opt for thematizations referring to oil or the yungas, among others.

VALUE ADDED CONCEPT

The thematization of accommodation is one of the trends that has been developed by tourism and leisure companies that seek to satisfy an increasingly demanding demand.

These hotels try to take advantage of the positioning of different products or unique attractions of the places, such as history, wine, or in the case of Magical Places, the unique attraction that characterizes each locality (poncho, tamale, rock art, etc.).

OBSERVATIONS

- **Estimated investment:** from USD 850,000
- **Impact:** local development. Generates positive externality in the area
- The estimated investment amount does not include the acquisition and / or rental costs of the property. It was made taking into account the construction of a new establishment (not reconversion).

CAMPINGS

OBJECTIVE

The project aims to diversify the services offered in the different locations of the Province of Salta.

DESCRIPTION

The project contemplates the creation of a modern space that provides a quality service in the field of camping, in the locality that is developed.

A camping, is an open-air venture, which seeks to provide an experience close to nature, usually next to a water course or a forest, among other locations. The biggest attraction of a campsite is the enjoyment of the landscape, which can offer to those who use the service and its facilities, and there may also be recreational activities of different kinds.

VALUE ADDED CONCEPT:

At present, there is an offer of the service, but it does not cover the totality of the standards required by the various visitors who come, mainly, to the localities of the provincial interior.

It is a typology of services highly valued by families and / or groups of friends, which constitute an important segment among visitors to Salta.

OBSERVATIONS

Estimated investment: according to the planned proposal.

HIGH ALTITUDE GLAMPING

OBJECTIVE

The objective of the project is to diversify the accommodation category. Expand the number of seats available. To respond to a growing demand for the product.

DESCRIPTION

The word glamping comes from the combination of glamor and camping. It is a new offer of accommodation proposed by campsites. Basically, it means a charming camping style with high comfort services in a relatively simple accommodation and usually in contact with nature.

Suggested places of sites related to the high altitude: San Antonio de los Cobres, Tolar Grande and / or Cachi. Due to its location (more than 3,500 meters above sea level), the site should focus on enhancing the experience in high altitude environments and minimizing weather perceptions.

OBSERVATIONS

- **Estimated investment:** from USD 800,000.
- **Regional impact.** Generates positive externality in the area.
- The estimated investment amount does not include the costs of acquiring and / or renting the land.

HOSTERÍAS

OBJECTIVE

The objective of the project is to diversify the accommodation category. Expand the number of seats available. To respond to a growing demand for the product.

DESCRIPTION

The construction of new hostels is proposed, which remain faithful to the architecture of the area, do not oppose the natural environment, maintain a sense of aesthetics and technological vanguard, ensure the visitor an authentic and comfortable experience, and incorporate technologies that collaborate with energy savings.

A hosteria is a tourist establishment where lodging and food are offered to those who pay for the service. Developing mainly in a rural or traditional environment. In general, hostels have a less formal atmosphere than hotels and are often looked after by their owners.

OBSERVATIONS

- **Estimated investment:** investment according to the planned proposal.
- **Impact:** local development. Generates positive externalities in the area.

GASTRONOMIC SERVICES



FOLK CLUB (PEÑAS FOLKLÓRICAS)

OBJECTIVE

Objective: Generate spaces that promote the development of artists, encourage the preservation of the culture and traditions of the region.

DESCRIPTION

The project proposes the construction of folkloric clubs that foresee the incorporation of folkloric ballets, live bands and local wines during the operability of the same. Have a predefined space to make participants of the national folklore and the conditioning of the establishment to the conditions of the architecture of the place.

This investment can be made in the different tourist localities of the province, especially in those that have an offer of interesting accommodation, which ensures the presence of overnight tourists.

VALUE ADDED CONCEPT

One of the most recurrent requests from travelers is the presence of night activities, highlighting this type of business as one of the main.

OBSERVATIONS

- **Estimated investment:** from USD 100,000.
- **Impact:** local development. Generates positive externality in the area
- The estimated amount does not take into account the acquisition and / or rental costs of the premises.

GASTRONOMIC ESTABLISHMENTS THAT DIVERSIFY THE OFFER

OBJECTIVE

Provide the market of the different locations of the Province of Salta with a wider variety of products.

DESCRIPTION

The project foresees the creation of establishments that combine the modern with the own style of each locality, provide a quality service and prioritize the use of local products.

The gastronomic activity in Salta, allows you to choose from a wide variety of products, which are adapted to the different tastes, profiles, needs and expectations of tourists within the same destination.

New trends related to vegetarian or vegan food are opportunities to diversify the gastronomic offer. Like adding nocturnal proposals, situation very required by tourists.

VALUE ADDED CONCEPT

The project seeks to expand the existing gastronomic offer with new ventures and / or modernizing current ones under a concept that revalues authentic gastronomy, incorporates local products and takes advantage of regional products, seeking to generate new proposals in the different localities.

OBSERVATIONS

- **Estimated investment:** from USD 75,000.
- **Impact:** local development. Generates positive externality in the area.
- The estimated investment amount does not take into account the acquisition and / or rental costs of the premises.

BAR / CAFETERIA

OBJECTIVE

Provide the market with a wider variety of products. Generate an attraction for those who transit through the different locations of the Province of Salta. Promote spaces for youth meeting and distraction.

DESCRIPTION

The project contemplates the creation of a modern space that provides a quality service in the locality that is developed.

VALUE ADDED CONCEPT

At present, there is an offer of the service, but it does not cover the totality of the standards required by the various visitors who come, mainly, to the localities of the provincial interior.

This type of services are very required in all the localities that have a relevant number of hotel beds.

OBSERVATIONS

- **Estimated investment:** from USD 75,000.
- Suitable for franchises.
- The estimated investment amount does not include the acquisition and / or rental costs of the premises.

TEA HOUSE

OBJECTIVE

Provide the market of the different locations of the Province of Salta with a wider variety of products.

DESCRIPTION

The project foresees the creation of an establishment that combines the traditional with the modern, provides a quality service, prioritizes the bromatological aspect, has a variety of breakfasts and snacks, and makes use of the fruits of the area.

VALUE ADDED CONCEPT

The Province of Salta has a great variety of peaceful and traditional spaces distributed throughout its territory. This, added to the growing tourist demand, enhances the investment alternatives that consider offering a service of these characteristics within an exuberant natural environment.

OBSERVATIONS

- **Estimated investment:** from USD 50,000.
- **Impact:** local development. Generates positive externality in the area.
- The estimated amount of investment, does not consider the costs of acquisition and / or rental of the premises.

ARTISAN ICE CREAMS

OBJECTIVE

Provide the market of the different locations of the Province of Salta with a wider variety of products.

VALUE ADDED CONCEPT

Artisanal ice creams are those made with natural ingredients, selected by the artisan personally and directly. They are made daily and sold in a very short period of time. They may contain dairy products, creams, fresh fruits, nuts, sugars, eggs, chocolates, coconut, etc.

It is the product itself that defines the flavor; that is to say, it is not an ice cream with taste to ..., but

an ice cream of ... In short, it is a genuine product. In small productions, without storage. No chemical binders or artificial colors are used.

OBSERVATIONS

- **Estimated investment:** from USD 50,000.
- **Impact:** local development. Generates positive externality in the area.
- Suitable for franchises.
- The estimated amount does not consider the acquisition and / or rental costs of the premises.

GASTRONOMIC MARKETS

OBJECTIVE

Value the gastronomic markets of the different localities of the Province of Salta.

DESCRIPTION

The search for unique gastronomic experiences is a global trend. It proposes the development of large gastronomic spaces, designed as "fairs or markets" to experience different types of food in casual environments, but well organized and acclimated.

In these spaces you can combine food stalls with spaces for drinks, local products, authentic handicrafts and / or proposals for recreational spaces. The design of the property can vary and accommodate both local needs and demand.

OBSERVATIONS

- **Estimated investment:** according to the planned proposal.

RECREATIONAL ACTIVITIES



ADVENTURE PARK

OBJECTIVE

Expand the offer of recreational activities. Disseminate the landscapes and the natural heritage of the locality. Serve as a complement to the gastronomic and hotel sectors.

VALUE ADDED CONCEPT

The project includes the creation of an adventure park: enclosed and controlled area, where participants can make several leisure and sports circuits of increasing difficulty, in close contact with the natural environment, testing the skill and balance of the participant. Being able to develop a wide variety of activities according to the natural envi-

ronment in which it is placed, for example in the Yungas area, activities of Tibetan bridges, zip lines, balance trunks, and boarding networks among others can be carried out.

OBSERVATIONS

- **Estimated investment:** Investment according to the planned proposal.

For the design of these facilities, apart from the calculation procedures evaluated by the designer, the international safety standards must be respected.

RURAL COMPLEX

OBJECTIVE

Expand the offer of recreational activities. Disseminate the landscapes and the natural heritage of the locality. Serve as a complement to the gastronomic and hotel sectors. Explain to the tourist the production process in the agricultural establishments.

DESCRIPTION

The project includes the creation of establishments that develop activities in a rural environment, guided by trained personnel to ensure the safety of visitors.

The amplitude of the feasible activities to be carried out is as extensive as the environments in which the project is developed. In such a way that tourists can be experienced in activities such as milking cows, grazing, harvesting food, processing food (making homemade bread, simulated empanadas, etc.), popular customs, vineyard pruning, harvesting, explanation of the different varieties of wines, visit to the winery to observe the elaboration of wines and musts, vegetable reproduction

workshops (in which customers are introduced to the techniques of seeding, transplanting, staking, etc.), orchard ecological, dry flower workshop, aromatherapy workshop and natural cosmetics, craftwork (example the wicker), among others.

VALUE ADDED CONCEPT

The service is not currently exploited or disseminated in its entirety.

The locations where this type of undertakings are intended to be carried out, it is suggested that they belong to a distinctly rural environment and that they have lands conditioned for the development of tourist activity.

OBSERVATIONS

- **Estimated investment:** from USD 150,000, according to the planned proposal.
- **Impact: local development.** Regional impact. Generates positive externality in the area.
- The estimated amount does not include the costs of acquiring and / or renting the land.

EXCURSIONS IN 4WD TRUCK AND/OR QUADRICYCLE

OBJECTIVE

Expand the offer of recreational activities. Disseminate the landscapes and the natural heritage of the different localities of the Province of Salta. Serve as a complement to the gastronomic and hotel sectors.

DESCRIPTION

The project includes the offer of guided tours services in 4x4 and / or quads that promote the generation of quality circuits, offering safety, comfort, personalized service for users of the service and respect for natural and archaeological resources, operating mainly on footpaths or existing routes. In the provincial protected areas, the "Off Road" modality is not authorized.

VALUE ADDED CONCEPT

The activity is feasible to be carried out throughout a large part of the provincial territory. This is due to the fact that the Province of Salta has a great variety of tourist circuits, some of which are not yet exploited in their entirety; as it happens for example in the region of the Puna, where the emprendimiento can be incorporated to the circuits of: Lullaillaco Volca-

no, Quehuar Volcano, La Polvorilla Viaduct, Salinas Grandes, Termas de Pompeya among others.

OBSERVATIONS

- **Estimated investment:** investment according to the planned proposal.

GUIDED HORSEBACK RIDING

OBJECTIVE

Expand the offer of recreational activities. Disseminate the landscapes and the natural heritage of the locality. Serve as a complement to the gastronomic and hotel sectors.

DESCRIPTION

The project includes the offer of the service of guided excursions on horseback, that promote the generation of quality circuits, the offer of security, comfort, personalized attention for the users of the

service and respect for the natural and archaeological resources.

VALUE ADDED CONCEPT

Throughout its entire territory, the Province of Salta has circuits not fully exploited by this type of tourism.

OBSERVATIONS

- **Estimated investment:** from USD 10,000, according to the planned proposal.

CYCLING

OBJECTIVE

Expand the offer of recreational activities. Disseminate the landscapes and the natural heritage of the locality. Serve as a complement to the gastronomic and hotel sectors.

DESCRIPTION

The project includes the offer of the bicycle tour service, which promotes the generation of quality circuits, the offer of security, comfort, personalized service for users of the service and respect for natu-

ral and archaeological resources.

VALUE ADDED CONCEPT

Throughout its entire territory, the Province of Salta has circuits not fully exploited by this type of tourism.

OBSERVATIONS

- **Estimated investment:** from USD 7,500, according to the planned proposal.

HIKING, TREKKING & MOUNTAINING

OBJECTIVE

Expand the offer of recreational activities. Disseminate the landscapes and the natural heritage of the locality. Serve as a complement to the gastronomic and hotel sectors.

DESCRIPTION

The project includes the offer of hiking, trekking and mountaineering services, which promotes the generation of quality circuits, the offering of security, comfort, personalized attention for service users and respect for local culture, natural and archaeological resources. It is possible to incorporate as services complementary to these activities the services

of glampings and lodge for stops, porter services and other services that tend to improve the user experience.

VALUE ADDED CONCEPT

Throughout its entire territory, the Province of Salta has circuits not fully exploited by this type of tourism.

OBSERVATIONS

- **Estimated investment:** from USD 5,000, according to the modality chosen.

RELATED SERVICES



RELATED SERVICES

OBJECTIVES

Provide the market of the different locations of the Province of Salta with the necessary complementary services, to strengthen the "Tourism Sector", and meet the wide range of needs of the different actors involved.

DESCRIPTION

It is called connected services to all those services that are necessary to guarantee the "Quality, Reliability, Sustainability and Security" of a tourist destination. Among these, you can include the services of: telephone booths, banks, shops and supermarkets, emergency services, pharmacies, mobile phone and internet coverage, transportation services, museums, interpretation centers, theaters, cinemas and galleries among others.

One of the characteristics of the related services is that the target public (on which their offer is addressed) is not composed exclusively of tourists. The service offered tends to cover a deficiency detected in a given community, facilitate the way of life, provide an answer to the new paradigms of consumption and complement the offer of products or services that make up the market, to improve its operation.

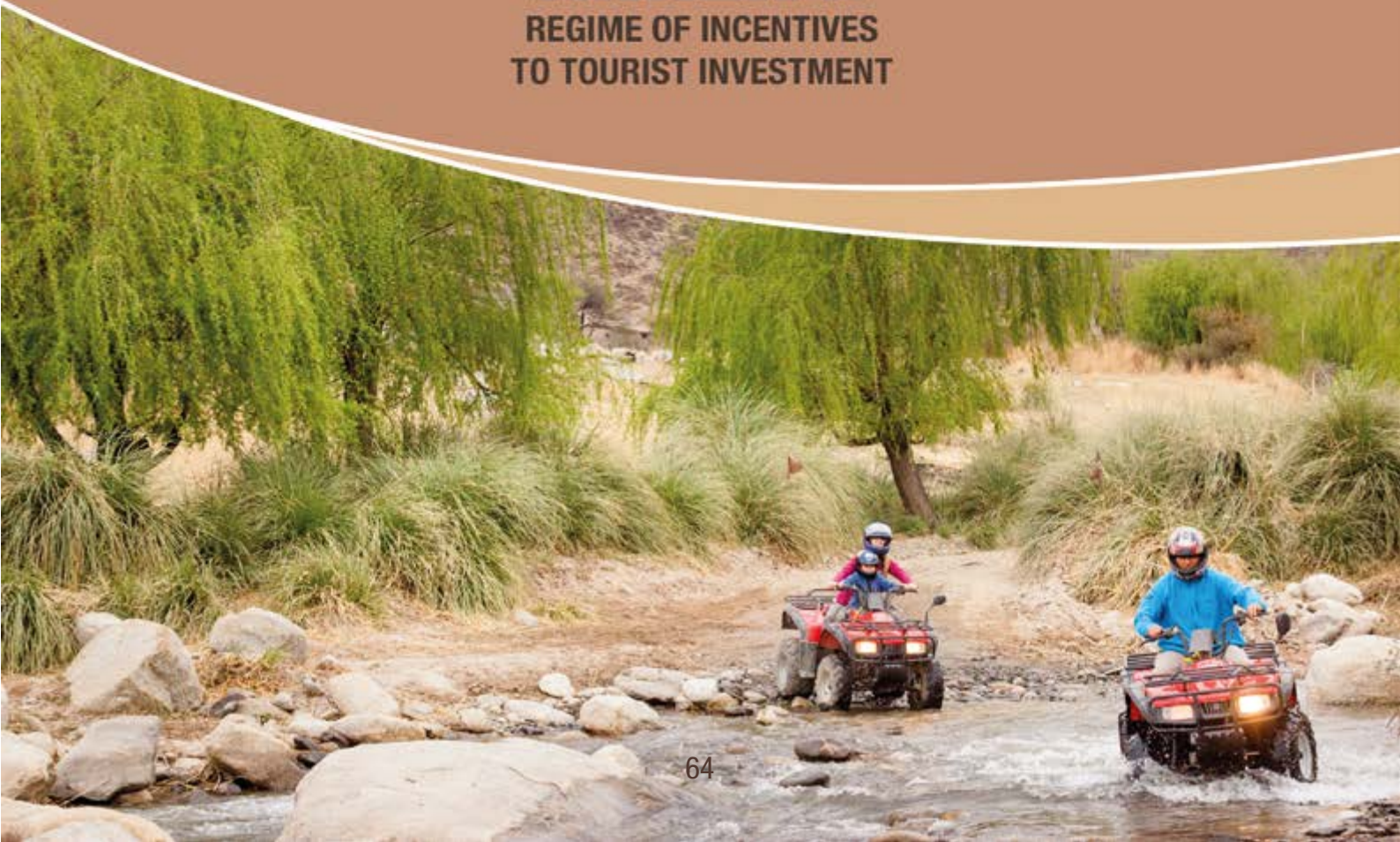
The possibilities of entering this sector are as many as the needs of the people who are part of the community.





ANNEX II

**REGIME OF INCENTIVES
TO TOURIST INVESTMENT**



Law of Promotion and Fiscal Stability for the Generation of Employment.

The law stipulates financial benefits and fiscal stability for companies based in Salta: exemption from some of the provincial taxes; Tax credit certificates for an amount of up to 40% of the investments to be made and the support of the Province for obtaining credits from banking and financial entities, public or private, among others. Legal security for businesses with 10-year fiscal stability and the Executive Power is empowered to grant subsidies of up to 5% to the productive credits offered in the Province.

It also foresees the unification of the Public Registry of Commerce with the General Inspectorate of Legal Entities: thus, and in order to speed up, the registration of companies is facilitated and the figure of simplified society is added, a non-existent tool for the establishment of commercial patrimonies. Employers and workers must go to mediation before resorting to Justice.

It also encourages local trade and purchase: int mean "Choose products from Salta" is created to encourage the production and marketing of products made in Salta. To this end, subsidies of credit card commissions will be implemented; support to commercial missions; exemption as provincial tax withholding agents, among other measures

Tax Exemption:

- Exemption of some of the existing provincial taxes or that will be created, excluding the Remuneration Rates of Services.

Other benefits:

- Assign in loan, for periods of up to twenty (20) years, or rent at the price of development, property of the Provincial State.
- Technical, administrative and economic-financial assistance through the competent agencies.
- Support of the procedures aimed at obtaining credits.
- The Micro, Small and Medium Enterprises located in the Province of Salta will enjoy fiscal stability, not being able to increase their tax burden in the provincial scope, under the terms of the National Law 27.264, extending said benefits from January 1, 2018 until December 31, 2027.
- Granting of "Tax Credit Certificates".

REGIME FOR THE PROMOTION OF TOURIST, CULTURAL, AUDIOVISUAL AND PERFORMING ARTS ACTIVITIES.

(DECREE 8086/2018)

GOALS:

- Promote the development of tourism and provincial culture, through investments that enhance and / or accelerate the realization of the goals defined in the strategic plans of the sector.
- Promote a balanced tourist and cultural development throughout the Province in order to ensure that the benefits of tourism and cultural activity are capitalized by all the inhabitants.
- Stimulate the private activity for the development, innovation, modernization and diversification of the offer, the infrastructure and the tourist services as well as the cultural ones.
- Promote the interconnection of provincial, regional and national circuits.
- Consolidate circuits that strengthen domestic tourism, cultural activities and those derived from it.
- Encourage studies, research, plans, sustainability programs and tourism innovation, educational centers linked to the tourism sector, technological innovations and any other activity that contributes to the development of tourism.
- Establish within the territory of the Province areas, activities and priority services for tourism promotion.
- Promote any activity that, in general, contributes to the development of tourism and ensures the generation of new sources of work.
- Promote the development of the audiovisual industry and the performing arts in the province.
- Promote meetings tourism, through the promotion of services linked to fairs, congresses and conventions.
- Promote the creation of spaces for culture and the development of cultural activities throughout the province.
- Generate new registered and quality jobs.

NATIONAL FINANCING LINES



Banco Nación

Línea 700 – Carlos Pellegrini

Low cost credit for MIPyMES

For facilities, Refurbishment of establishments, energy efficiency and renewable energies (and others).

Also real estate for tourist accommodation.

www.bna.com.ar/Home/CreditoCarlosPellegrini

Nación Emprende:

Is a set of actions and tools aimed at MICRO-ENTERPRISES and ENTREPRENEURS in order to finance all sectors of the economy, promoting local development, job creation, formalization of activities and financial inclusion throughout the country..

www.bna.com.ar/Empresas/NacionEmprende/Financiamientos



CONSEJO FEDERAL DE INVERSIONES

The Federal Investment Council offers financing new or existing projects that strengthen the development of regional productive activities in the areas of: Industrial, Agricultural, Mining, Tourism and Production Services.

www.creditos.cfi.org.ar/1/22/Creditos



Finances investment projects and the acquisition of movable capital assets, recordable or not, in the framework of an investment decision, destined to the different economic activities.

Sector: Industry, Mining, Agriculture, Commerce, Services and Construction.

It also includes the financing of projects of reconversion and productive modernization of the different economic sectors that improve the competitiveness in the domestic and foreign markets.

www.bice.com.ar/es



Ministerio de Producción Presidencia de la Nación

Fondo Semilla: Finance anyone who wants to obtain financing and training to start their business related to the productive activity in the areas: machinery, equipment, furniture, improvement or refurbishment of work place, expenses of certifications, patents, brands, raw material, hand of work and services of professionals.

www.produccion.gob.ar/programas/fondo-semilla

PROVINCIAL FINANCING LINES

EMPRENDE TURISMO

It is a non-refundable contributions fund (NRA) to grant donations to tourism entrepreneurs. It seeks to encourage and support the emergence or strengthening of small local tourism ventures related to the provision of tourism services and new products under development.

www.turismosalta.gov.ar/contenido/2090/programa-emprende-turismo



Incuba-Salta Tourism is a center for strengthening tourism entrepreneurs whose purpose is: business development by providing professional technical assistance to new entrepreneurs and / or entrepreneurs who require support and advice to improve their tourism service through the Preparation and implementation of a Business Plan.

www.turismosalta.gov.ar/contenido/102/inversiones-turisticas-salta

These are non-refundable contributions (NRAs) destined to finance projects that make visible initiatives of cultural and tourist nature throughout the Province of Salta, which seek a social impact in their environment. Projects can be presented in the following lines: Tourism, Audiovisual, Cultural Heritage, Regularization of Libraries, Visual Arts, Artisan Manifestations, Cultural Industries and Regional Integration.

www.fondociudadano.gob.ar



MARCO REGULATORIO

National Regulation:

- Law 25,997 National of Argentine Tourism.

Provincial Regulation:

- Law 7.045 Provincial Tourism.
- Provincial Decree No. 2,461 / 00 of the Tourism Law 7,045.
- Active Tourism / Adventure Regulation.
- Regulation for the authorization of car rental companies.
- Provincial Registry of Tourism Guides.
- Regulation of Accommodations.
- Regulation of Rural Community Tourism.
- Wine Tourism Registry.

To download laws and regulations:





DOWNLOAD THE COMPLETE GUIDE
OF INVESTMENT OPPORTUNITIES
IN THE TOURISM SECTOR




MINISTRY OF CULTURE, TOURISM AND SPORTS OF SALTA
SECRETARIAT OF TOURISM - UNDERSECRETARIAT OF DEVELOPMENT AND COMPETITIVENESS

Buenos Aires 93
(A4400FDA) Salta Capital - Argentina

Tel: +54 0387 4310950 / 640
competitividad@turismosalta.gov.ar

www.turismosalta.gov.ar

 Visit Salta

 Saltaturismo

 VisitSalta