



Information Note

21-Jul-17



1. THE WORKSHOP

The Workshop jointly organized by the **UNWTO Secretariat** and the **Tourism Entity of Buenos Aires** will be held in the framework of the UNWTO – WTCF City Tourism Performance Research.

UNWTO in collaboration with the **World Tourism Cities Federation** (WTCF), launched this initiative to showcase good practices on “tourism performance” in several urban destinations. The Workshop will mainly discuss and present the results of the research carried out in the urban destinations in the Region of the Americas (Buenos Aires and Bogotá). It will also create a platform to give recommendations to those cities on the selected key performance areas and to give general indications to all cities on how they can improve their future implementation of tourism development.

Mr. Glenn Cauwenberghs Programme for Destination Management & Quality World Tourism Organization (UNWTO) <u>Address:</u> Calle del Poeta Joan Maragall, 42, 28020 Madrid Tel: +34 91 567 82 28 Fax: +34 91 571 37 33 gcauwenberghs@unwto.org	Ms. Sofia Pelaia Institutional Relations Tourism Entity Autonomous city of Buenos Aires <u>Address:</u> Avenida Martin García 346 CABA, Buenos Aires, Argentina Tel: +54 11 2851-8061 Office: +5411 5030-9200 Extension: 2147 sofiapelaia@gmail.com
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1.1. Venue, dates and structure of the Workshop

The Workshop will be held in the “**Palacio Lezama**”, Buenos Aires, Argentina on 26 September 2017.

It will start with the opening ceremony attended by the authorities from the **Ministry of Tourism of Argentina**, representatives from **UNWTO** and the **Tourism Entity of Buenos Aires**. Afterwards the responsible directors (UNWTO & WTCF) of the project will make an introduction of the research and present details about the methodology that was applied for the field studies.

The first session will consist out of a **general presentation about urban tourism** in Argentina and the rest of Latin America, followed by **presentations** focusing on the results of **Buenos Aires** and **Bogotá** by the tourism experts who conducted the research in those two cities.

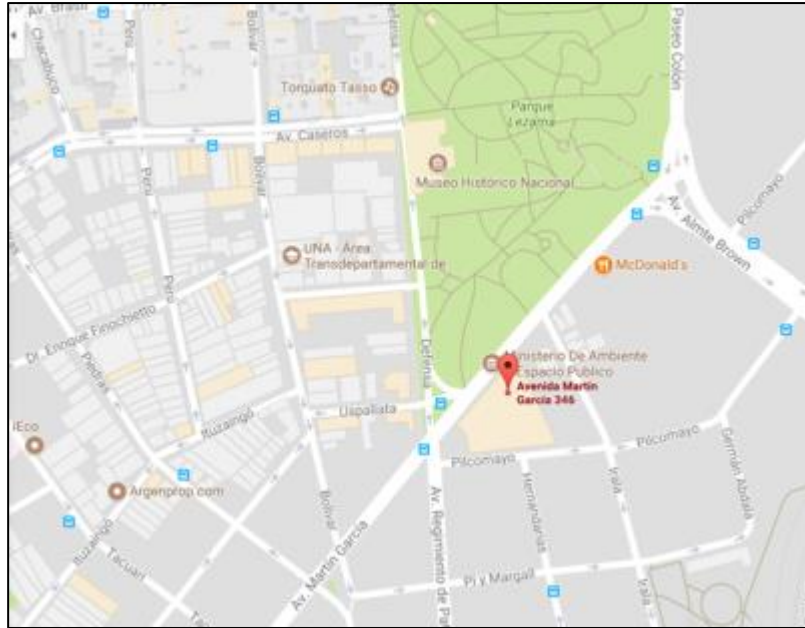
The afternoon session will be dedicated to a **break out session** in which the participants will be divided in several groups and discuss recent topics moderated by the two tourism experts. The topics and questions will be related to urban tourism and will serve as a guideline for the group discussions. After having worked on the different topics a person from each group will present the conclusions of the discussions in group.

During the last session the tourism experts will give **recommendations** to the cities based on the research conducted, followed by the **conclusions** delivered by UNWTO and the **closing** of the Workshop.

Venue:

Palacio Lezama

Avenida Martín García 346
Auditorio PB
(In front of Plaza Lezama)



Note: The venue has a magnetic ring, which is an electronic device installed for people who are suffering from hearing loss and is designed especially for those who have a hearing aid.

1.2. Website

The participants can find the most updated version information on the official website of the event: <http://destination.unwto.org/event/technical-workshop-unwto-wtcf-city-tourism-performance-research-0>

The delegates can access all of the relevant information, including information about the experts, the workshop venue, accommodation options and the online registration form.

1.3. Online registration

The delegates are kindly requested to register through the website of the workshop: <http://destination.unwto.org/webform/registration-workshop-buenos-aires-registro-taller-buenos-aires-0>.

The registration and webpage will be used as platform to continually provide updated information. Please register before **4 September 2017** and note that registration for the workshop is mandatory

1.4. Access to the venue of the workshop, registration and badges

The registration desk will be located in the lobby of the Palacio Lezama and will be open from 8:00 a.m. Participants who have registered online will be able to pick up their badges, which they should be carried during the Workshop. Please present your ID / Passport and confirmation e-mail to collect your badge at the counter.

1.5. Working languages

The working documents for the Workshop will be available in English and Spanish. Simultaneous translation will be provided in both languages during the entire day. After the Workshop the presentations will be available on the website as soon as possible.

2. ACCOMODATION

Participants attending the event may benefit from discount rates at selected hotels. All hotels were selected for their location and services. In order to benefit from the rates provided below it is recommended to make the reservation **before 22 August 2017.**

2.1. Reservation conditions

Participants are kindly asked to contact the hotel directly to make a reservation. They will be required to indicate that they participate in the Workshop organized jointly with the Tourism Entity of Buenos Aires and the World Tourism Organization (UNWTO). The participants will be responsible for their own accommodation.

2.2. Hoteles

HOTEL HILTON 5*

Promotional rate: [Category Deluxe](#) 222 US Dollars + VAT (21%) – without breakfast

Included: Fitness area with exclusive access to the equipment room, outdoor heated swimming pool, solarium, hydromassage and steam bath.

WICIF is not included, the rates for Wifi per day are indicated below:

1 day USD 15,35 + VAT

2 day USD 21,33 + VAT

3 day USD 24,53 + VAT

Address:	Phone:	E-mail:
Calle Macacha Gümes 351, Puerto Madero	+54 4891-0000	Paula.Tranier@hilton.com

HOTEL ALVEAR 5*

Promotional rate: [Category Palace Premier](#) 250 US Dollars + VAT (21%)

Rooms with King sized bed or two Twin sized beds, decorated in Empire style and Luis XVI. An integrated environment with work desk.

Included: Breakfast buffet, WiFi connection. The services of the Alvear Spa & Fitness Center (ludic pool, sauna, pressure shower, gym and kinesis). Fruit basket on the day of arrival and use of the Business Center.

Address:	Phone:	E-mail:
Avenida Alvear 1891, Recoleta	+54 4808-2100	diego.pompa@alvear.com.ar

HOTEL PULITZER 4* (boutique hotel)

Promotional rate: [Standard room](#): 95 US Dollars + VAT (21%)
 [Superior room](#): 130 US Dollars + VAT (21%)

Included: Breakfast buffet, Wifi connection and access to the gym.

Address:	Phone:	E-mail:
Maipú 907, Recoleta	+54 4316-0800	revenue@hotelpulitzer.com.ar

EUROBUILDING HOTEL 4*

Promotional rate: [Single or Double](#) 105 US Dollars + VAT (21%)

Included: Breakfast buffet, Wifi connection, access to the gym, solarium, sauna and jacuzzi.

Address:	Phone:	E-mail:
Lima 187, Monserrat	+54 4316-0800	porecchio@eurobuilding.com.ve

NH CRILLÓN 4*

Promotional rate: [Standard room](#): 90 US Dollars + VAT (21%)

Included: Breakfast buffet in the hotel restaurant, Wi-Fi, access to the fitness center, sauna and swimming pool.

Address:	Phone:	E-mail:
Avenida Santa Fé 796, Plaza San Martín	+54 4316-0800	reservas.mercosur@nh-hotels.com

3. SOCIAL PROGRAMME AND TECHNICAL VISIT

On the occasion of the Workshop, the host will invite to a social event on Tuesday, 26 September 2017 and a technical visit on Wednesday, 27 September 2017.

The following table shows the itinerary of the post-workshop activities. You can only attend the social event with an invitation. We kindly ask every invitee to register **before 28 August 2017**. Information and invitation will be sent later.

Note: Please note that the social event and the technical visit are on invitation only. We kindly ask the invitees to register online though the registration for the social events which will be available shortly on the website.

TIME	DETAILS
Tuesday, 26 September 2017	
20:00	Dinner and social event (only on invitation)
Wednesday, 27 September 2017	Buenos Aires visit (only on invitation)
08:30	Pickup of the participants at the hotel
10:30	Guided visit to the Colon theatre
12:15	City tour and visit to the new planetarium
14:00	Lunch

After the lunch the social programme of the Workshop will come to an end. Participants interested have the possibility to take part in free touristic activities offered by the Tourism Entity of Buenos Aires.

To request more information and to register in these activities, please contact Mrs. Soraya Chaina, sorayachaina@buenosaires.gob.ar

4. BUENOS AIRES & ARGENTINA

4.1. Country profile

Argentina is the second largest country in Latin America and one of the most important economies in the region. The country has a federal republican representative form of government, consisting out of 23 autonomous provincial states and as federal capital the City of Buenos Aires.

The current political-administrative center, Buenos Aires has also been the main stage of the historical facts that marked the national tradition. Different groups of immigrants and cultures converged over the years to transform it today into a pluralistic and diverse city with a varied offer of tourist attractions.

This characteristic is also common to the whole country, from the Iguazu Falls in the Northeast to the Perito Moreno Glacier in the South, passing through the Pampas plain; the innumerable natural landscapes makes it a privileged natural destination.

4.2. City profile

The Autonomous City of Buenos Aires is the capital of Buenos Aires, located in the banks of the Rio de la Plata, in the eastern center of the Argentine Republic and is one of the 24 federal entities.

4.3. Main tourist destination highlights

In Buenos Aires, all the neighborhoods are examples of the wonderful diversity of the city with their autochthonous characteristics. We recommend not to miss visiting the following:

- **San Telmo:** The olders neighborhood of Buenos Aires charatarized by its colonial buildings and its bohemian spirit. The heart of this district is the Dorrego square, with old cafes, bars and antiques fairs with objects of all kinds (books and magazines, clothes, coins, ornaments and the most varied collectibles).



- **La Boca:** Its typical postcards are the houses ("conventillos") whose front sides are composed out of coloured planks. One of its busiest attractions is Caminito, a street-museum where you breathe tango, long recognized as one of the most photographed corners of the world. Here they sell crafts and paintings and you can also visit the Boca Juniors Stadium.



- **Recoleta:** is the most elegant district of the city, characterized by the French palaces and the most distinguished shops. An absolute must is the cemetery of la Recoleta, where you can find the graves of significant figures in Argentinian history such as Evita Perón, Adolfo Bioy Casares and Facundo Quiroga. A few blocks away, in Plaza Francia you can also find an important handcraft fair during the weekends.



- **Palermo:** is the most extensive neighborhood of the city combining important areas of green spaces such as the Japanese Garden, the Planetarium and the Rosedal which is considered as the most chic side of the city. Bars, graffiti and nightlife play a central role in this place of young people and transmit an exceptional vibe like you won't find in any other place.



Find more highlights in the following link: <https://turismo.buenosaires.gob.ar/es/agrupador-noticias/recorridos-autoguiados>

4.4. Gastronomy

The cuisine of Buenos Aires is based on the essence of the immigrants who populated the city in the 19th century and enriched the Creole menu with recipes from Spain, Italy, Germany and the incredible Andean cuisine of bordering countries.

The city of Buenos Aires was honored as Iberoamerican Capital of Gastronomic Culture 2017 by the Iberoamerican Academy of Gastronomy (AIG). The grills of Buenos Aires, which have the best meat in the world, serve up to 800 grams in a single dish. In Buenos Aires there are more than 70 Notable bars, which represent the importance of tradition and respect for the customs of society.

The most important gastronomy centers are located in Puerto Madero, Las Cañitas, Palermo, Recoleta and La Boca. The Patio de Los Lecheros, an attractive gastronomic proposal in the neighborhood of Caballito, was also recently inaugurated.

5. INFORMACION PRACTICA

5.1. Climate

Buenos Aires is enjoyable at all times. The average annual temperature is 18° C (64 F), with July being the coldest month with days from 0° to 12° C (32 to 53 F) and January the warmest month with temperatures ranging from 20° to over 30° C (68 A 86 F). The estimated temperature for the last week of September is 18 ° / 12 °.

5.2. Migration forms and requirements

For tourist visits to Argentina, citizens of a large number of countries do not require a visa to enter. More information at: www.migraciones.gov.ar

5.3. Languages

The official language of Argentina is Spanish.

5.4. Time

The official Argentine time (HOA) is UTC-3 throughout the year.

5.5. Official money

The official currency is the Argentine peso. There are notes of \$ 2, \$ 5, \$ 10, \$ 20, \$ 50, \$ 100, \$ 200 and \$ 500. The notes below are those in circulation, it is advisable to change money in banks or in authorized exchange houses.



It is advisable that at the time of travel check the exchange rate. On this website you can check the official exchange rate: <http://www.bna.com.ar/>

5.6. Electricity

- Tipe C: Valid for pins E and y
- Frecuency: 50 Hz
- Pins: Tipe C / I

In Argentina the voltage used is 220/240 V.



6. Emergency contacts

Firemen	100
Police	911
SAME Emergencies	107
Tourism police	5789-8913 / 4309-9700 int. 236422

6.1 Transporte

- Bus / COLECTIVOS:

They are the buses or urban buses. More than 180 lines across the entire city, identified with different line numbers.

- AIRPORTS:

- Metropolitan Aeroparque Jorge Newbery (BUE). To this airport are arriving the coastal flights and bordering countries.

- Av. Costanera Rafael Obligado s / n. Palermo. Ezeiza International Airport Ministro Pistarini (EZE) It has three terminals, from which international flights arrive and depart. Highway Tte. Gral. Riccheri km 33.5. Buenos Aires province.

The subway, or metro, is the fastest and easiest way to get around the city. The service operates regularly from Monday to Saturday from 5 a.m. to 11 p.m. and on Sundays and holidays from 8 a.m. to 10 p.m.

- SUBWAY (SUBTE):

The subway, or metro, is the fastest and easiest way to get around in the city. The service operates regularly from Monday to Saturday from 5 a.m. to 11 p.m. and on Sundays and holidays from 8 a.m. to 10 p.m.

- TREN

In the Retiro station, line Miter, you can take the train destination Tigre, which in one hour takes you to a river and island destinations.

- TAXIS:

Taxis are characterized by their black and yellow color. They can be taken directly on the street or ordered by phone (radiotaxis).

HOW TO MOVE AROUND IN THE CITY?

The SUBE is a card that is required to travel by train, buses and subways. It can be purchased at the subway stations, tourist assistance centers or at various sale points in the city.

The ArBus service links the Metropolitan Aeroparque Jorge Newbery with the Ezeiza Airport and neuralgic centers of the city of Buenos Aires.

www.arbus.com.ar

6.1. Telecomunicaciones

To call to Buenos Aires from outside the country:

- Phone: +54 11 (phone number)
- Mobile phone: +54 9 11 (phone number)

To call from inside Argentina:

- Phone: 011 (phone number)
- Mobile phone: 011 15 (phone number)

WELCOME TO BUENOS AIRES

Buenos Aires is your home. It is the traditional and the modern. An outside and inside world. It is café and mate. It is night and day. It is diversity and respect. It is where Pope Francis grew up. It is a city that can be traversed in tailor made way.

In Buenos Aires you will feel part of the city and when you leave, we hope you leave us your footprint and you take something ours with you.

