

Mar del Plata

te hace
feliz



turismomardelplata.gob.ar
mardelplata.gob.ar



DESARROLLO
PRODUCTIVO Y
MODERNIZACIÓN
MGP

TURISMO
MGP

HACIENDO
JUNTOS

Surface: 1.460,74 km²

Coast: 47 km

Population: 750.332

Distances

Buenos Aires: 414 km

Bahía Blanca: 461 km

Rosario: 720 km

Córdoba: 1.117 km

Ushuaia: 2.900 km

Easy Access:

By plane 50 minutes from Buenos Aires

By bus: 5 hours from Buenos Aires

By train: 6 hours from Buenos Aires





Climate:

Average temperature: 14 °C / 57.2 °F (Summer 25 °C / 77 °F)

Average relative humidity: 78,33 %

Annual rainfall: 1.162,1 mm

Iconic tourist destination in Argentina

Strategic location

Easy access

Countryside, Sea and Sierras: Tandil, Balcarce, Mar Chiquita

#2019 STRATEGIC PLAN

PRODUCTS

Sun and Beaches



Urban



Events



SMART TOURISM DESTINATION



Accessibility



Governance



Innovation



Sustainability

#TOURIST FACILITIES



486
HOTEL
ACCOMMODATION
52.000
GUESTS



766
RESTAURANTS
77.000
GUESTS



80
BEACH
RESORTS



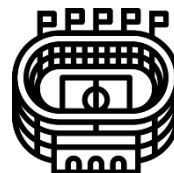
109
RECREATIONAL
ESTABLISHMENTS
67
CINEMAS AND
THEATERS



NON-HOTEL
ACCOMMODATION
320.000
GUESTS



EVENT
HALLS
45.000 M²



SPORTS
VENUES

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#CLASSIC



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#INNOVATIVE



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#INCLUSIVE



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#ACCESSIBLE



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#SPORTS



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#GASTRONOMIC



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#EDUCATIONAL



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#CULTURAL



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#APPEALING



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#PRODUCTIVE

Gross Geographic Product: \$ 23.826 millions

Current Prices in Pesos

Primary Sector 8,3%

Fishing 4,5% Agriculture 3,1%

Secondary Sector 29,5%

Manufacturing Industry 18,4% Construction 9,6%

Tertiary Sector 62,2%

Commerce – Reparation services 19,2% Education 9,0%

- **Main fishing port in Argentina**
- **First fruit and vegetable belt in the country**
- **The food industry account for half the industrial GDP**
(75% from the fishing industry)
- **210-hectare industrial park, 62 enterprises (growing number)**
- **The metalworking sector represents 12% of the General Pueyrredon industrial added value (includes fracking equipment factories, trucks, hospital supplies, etc.).**
- **Traditional Textile Industry**
- **One of the main Information Technology hubs in the country: more than 5000 professionals related to the software, design, audiovisual and videogame sectors.**
- **Mar del Plata hosts the only Class A Film Festival in America and the biggest Design Festival in Latin America (Trimarchi)**

INDUSTRIAL PARK

Location

It is located on Route 88, only 9 kilometers from the city centre. It is connected with other cities and transport terminals (train station, airport and port).

Growth

It is the fifth biggest park in the country with a Surface of 210 hectares and 62 enterprises.

Lot availability (lots with different surfaces and the right dimensions for any requirement)

Tax exemptions

Quality of life: A priceless opportunity with a maximum benefit: the chance of living in one of the most attractive cities in the country, praised for its human scale, natural environment and comfortable lifestyle.

SUSTAINABLE INDUSTRIAL PARK PROJECT

- Energy self-sufficiency
- Unified services (effluent and waste treatment)
- Efficient use of water

CREATIVE HUB

Construction of a 4500m² building aim at strengthening the audiovisual, design, creative, IT and communication industries.

- Business incubator to help creative industries.
- Research and Transference Labs
- Microbusiness establishment

CREATIVE AND TECH INDUSTRY ECOSYSTEM

Promoting IT infrastructure to produce skilled human resources with new profiles adapted to the new economy.



FOOD INDUSTRY DISTRICT

To strengthen and develop competitiveness of the regional food industry through the geographic position, logistics, human resources and installed capacity.

LOCAL DEVELOPMENT

Adding value to rural production by promoting the regional economy and the production chain.



Import/Export Leader in the Region

Container port and air cargo terminal

Programa de fomento de la logística internacional por puerto y aeropuerto de Mar del Plata.

Program to foment international logistics (Mar del Plata port and airport)

The aim is to position the city as an import/export leader in the region.

#CONNECTIVITY

ARRIVALS 2018

8.355.934



COMMERCIAL
FLIGHTS
3237
2018



GLOBAL
SEAT
OCCUPANCY
80,6%
2018



222.685
VISITORS

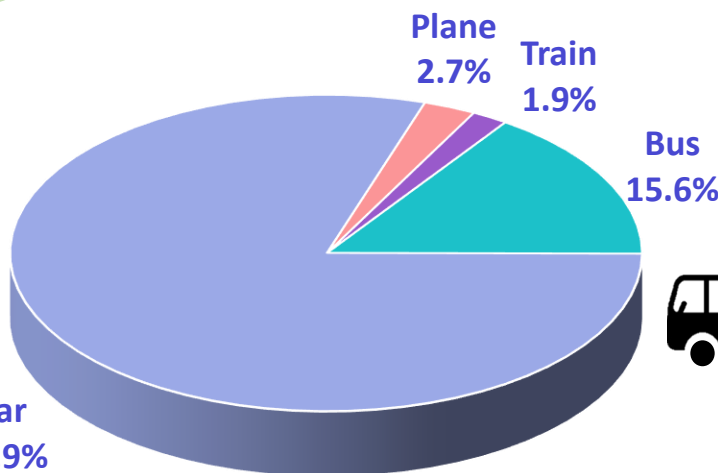
155.383
VISITORS

1.299.786
VISITORS



6.678.080
VISITORS

Car
79.9%



#CONNECTIVITY

ARGENTINA

AEROLÍNEAS ARGENTINAS - AUSTRAL

- AEP - MDQ
- EZE - MDQ
- BHI - MDQ
- COR - MDQ
- TUC - MDQ
- MDZ - MDQ
- ROS - MDQ

With connection

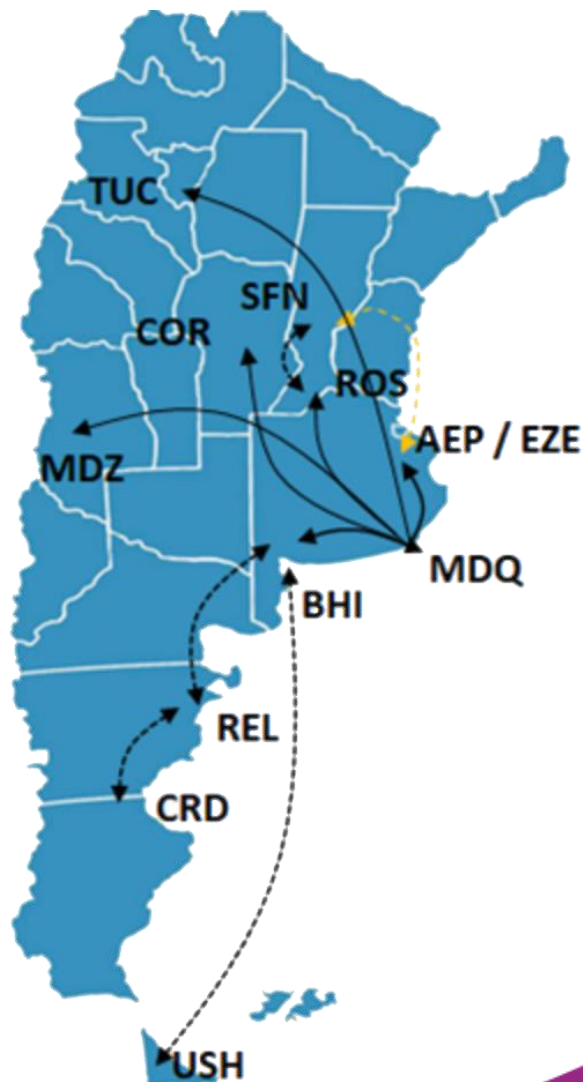
- REL - CRD - USH

AVIANCA

- AEP - MDQ

With connection

- SFN - ROS



PASSENGERS

↑ 118,3%
2016 - 2018

COMMERCIAL FLIGHTS

↑ 160,6%
2016 - 2018

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EM
TUR

Ente Municipal
de Turismo
Mar del Plata.



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