



Euromonitor
International

Booking in Argentina

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Deregulation boosts retail value growth for bookings in Argentina

Despegar.com retains its lead while recording the strongest uplift in share

PROSPECTS AND OPPORTUNITIES

The expected return of instalment payments will offer growth opportunities

Deregulation is set to create opportunities for new and smaller players

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DISCLAIMER

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