NATIVA LATAM 2027

Latin American Summit on Nature & Adventure Tourism

A gathering that brings together business opportunities, inspiration, education, sustainability and immersive destination experiences.

APRIL 23, 24 & 25 2027

Iguazú, Misiones ARGENTINA

Organized by: AAETAV

AAETAV
ASOCIACIÓN ARGENTINA DE ECOTURISMO Y TURISMO AVENTURA



Argentina

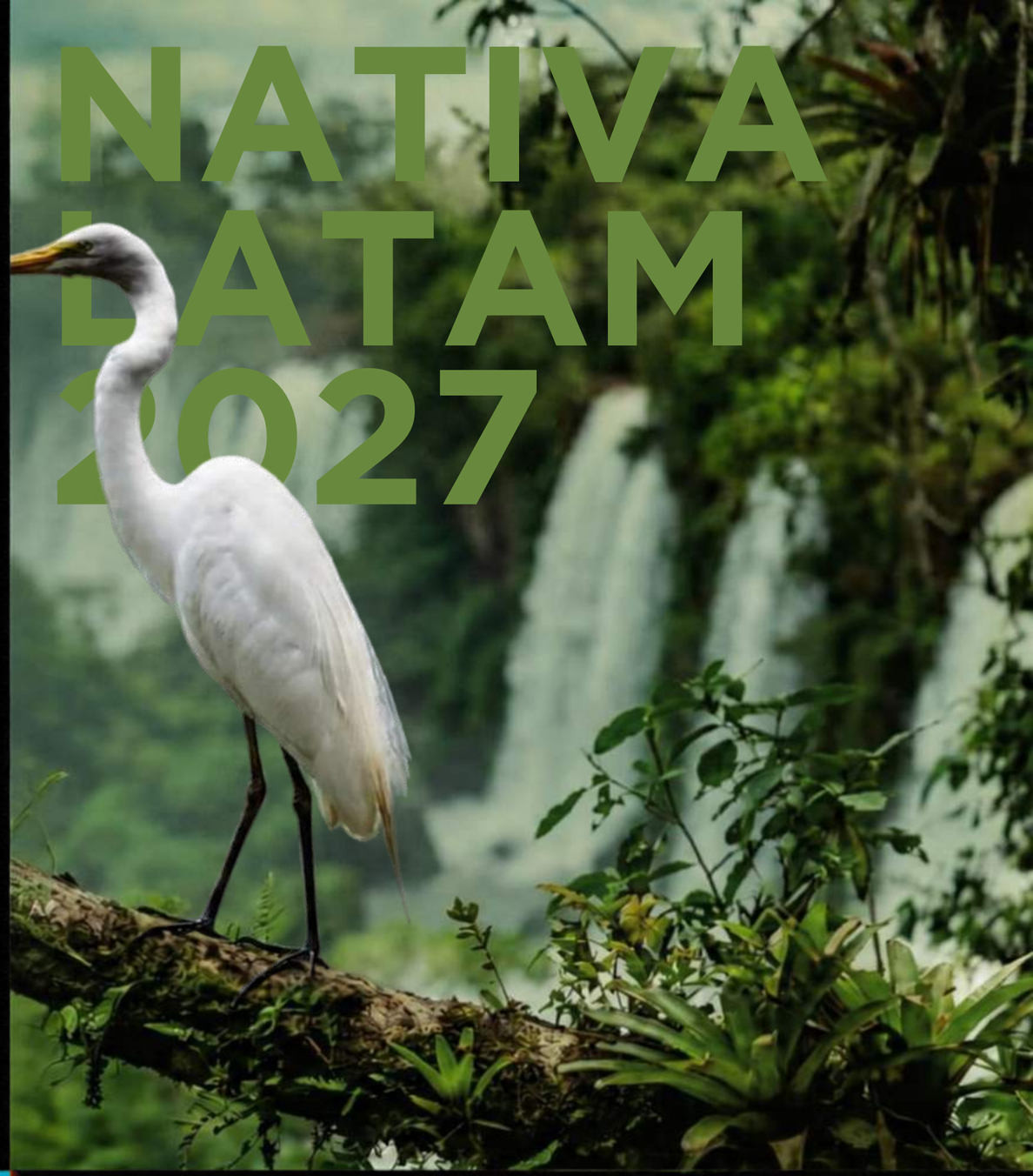
NATIVA LATAM

MADZEN

Introduction

NATIVA LATAM 2027 will be the leading regional gathering for nature and adventure tourism in Latin America. The event is designed to bring together delegations from across the region within a dynamic business and development ecosystem focused on nature and adventure tourism.

- Three intensive days of business, networking, and industry programming: April 23, 24, and 25, 2027
- Pre- and post-Summit activities
- B2B business platform with curated meeting agendas
- Keynotes, panels, interviews, and networking opportunities
- FAM Trips and Press Trips
- Regional and International Sponsorship Program
- Local Forum — networking around Argentine tourism products, connecting DMCs, DMOs, and Tour Operators



AAETAV

Goals

1. **Position Argentina as a regional hub for nature and adventure tourism.**
2. **Strengthen Argentina's international positioning as a regional host**
3. **Drive business opportunities, strategic connections, and international visibility**
4. **Connect Latin American markets** through an integrated regional ecosystem
5. **Advance sustainability, innovation, and professionalization across the sector**
6. **Strengthen regional promotion through a modern, collaborative, data-driven agenda.**
7. **Professionalize operators and destinations.**
8. **Strengthen regional governance.**
9. **Advance sustainable tourism as a public policy priority.**

AAETAV
ASOCIACIÓN ARGENTINA DE TURISMO DE AVENTURA Y NATURALEZA





Target Audience

700 participants

Attendance is by invitation only and subject to capacity.

- **National and international buyers and sellers**
- Organizations, destinations, and associations
- **Specialized Media and Influencers**
- Host destination stakeholders









Format

Pre-Summit

- General accreditation
- Curated destination experiences and activities, subject to availability
- Welcome Reception

Days 1 - 3 - Summit

- Content program: keynotes, panels, and interviews
- Networking opportunities
- Partner destination activations: hosted lunches, coffee meetups, and entertainment events
- Local Forum

Post-Summit

- FAM Trips for Buyers
- Press Trips for International Media



Content Pillars

- International keynote addresses on nature, adventure, conservation, and sustainability
- Trend panels: evolving traveler behavior, emerging markets, and global trends
- Applied innovation: technology, digitalization, and tools to enhance nature-based experiences
- Regenerative tourism and sustainable destination management across destinations, protected areas, and local communities
- LATAM success stories: replicable models, lessons learned, and regional best practices













Content dimensions

- Protected area strategies: conservation, governance, carrying capacity, and risk management.
- Safety and adventure standards: protocols, certifications, and international regulations
- Adventure business development: marketing, product development, and public-private partnerships.
- Nature as an economic driver: economic impact, investment, employment, and regional development.



Local Forum

Objective:

Connect trends, tools, and business opportunities in nature and adventure tourism with local service providers, institutions, and stakeholders. Foster networking and business connections around Argentine tourism products.

Audience:

Nature and adventure tourism providers, parks and protected areas, NGOs, public-sector organizations, community-based tourism initiatives, DMCs, DMOs, and tour operators.

Content & Format:

ntroductory discussions · Practical workshops · Local case studies · Regional networking

1–2 days, running in parallel with the Summit · Complimentary access upon registration · Integrated with the Summit's B2B meeting activities

Value for the destination: Local professional development · Knowledge exchange · Stronger regional engagement · Participation in a major regional tourism event





Audience Profile

BUYERS

- Adventure · Nature & Wildlife · Sustainable Tourism · Premium & Boutique · OTAs & Specialized Wholesalers

SELLERS

- DMCs · Parks & Protected Areas · Tour Operators · Lodges & Accommodation Providers · Environmental NGOs

MEDIA AND CREATORS

- Specialized Media · Outdoor Influencers · Photographers & Documentary Filmmakers

LOCAL FORUM (Host Destination)

- Local Tourism Providers · Institutions · Community-Based Tourism Initiatives







Meeting Agenda

- Platform to build and manage a personalized meeting schedule
- Access to buyer and seller profiles
- mart matchmaking based on interests, business objectives, and areas of focus
- One-on-one B2B meetings and networking opportunities
- Full event agenda and activity schedule







BUYERS

What does your participation include?

B2B MEETINGS

Access to curated B2B meetings with smart matchmaking based on business interests and objectives.

- Access to seller profiles and contact information
- Inclusion in the official Buyers Directory

CONTENT

Full access to the Summit’s keynotes, panels, interviews, and talks throughout the three-day program.

ACCREDITATION

Accreditation for 1 representative per company.

ARRIVAL & DEPATURE TRANSFERS

Transfers on Friday, April 23 and Sunday, April 25.

REFRESHMENTS & COFFEE BREAKS

Refreshments and coffee breaks provided throughout the event.







BUYERS

What does your participation include?

LUNCHES & DINNERS

3 lunches and 2 dinners/cocktail events during the Summit:

- Friday, April 23: Lunch and dinner
- Saturday, April 24: Lunch and dinner
- Sunday, April 25: Lunch
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NETWORKING & EXPERIENCES

Participation in networking activities throughout the Summit, plus access to arrival-day pre-tours, subject to availability and limited capacity.

ACCOMMODATION

Accommodation for the nights of Friday, April 23 and Saturday, April 24.

EXCLUSIVE BENEFITS

Access to exclusive benefits and discounts from official event partners, including airfare, accommodation, and dining.







BUYERS

What is not included?

AIRFARE

Travel to Iguazú, whether domestic or international, is the participant's responsibility.

LOCAL TRANSPORTATION

Transportation for activities outside the official Summit program, including pre- and post-Summit activities, is the participant's responsibility. Event-related transportation is included as specified in the official program.

GENERAL EXPENSES

Unscheduled meals, personal expenses, and any additional consumption beyond the refreshments provided as part of the event are not included.

PROCESS

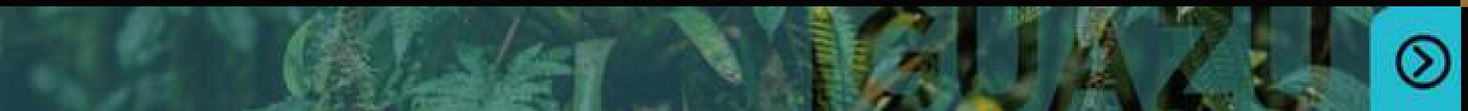
1. ONLINE APPLICATION
Complete the application form through the following **LINK**

2. **PROFILE VALIDATION**
Your profile will be reviewed by the Organizing Committee based on decision-making authority, market segment, and purchasing potential. A virtual interview may be scheduled for profiles requiring further strategic assessment.

3. APPROVAL & CONFIRMATION
Once your profile has been approved, you will receive an email with payment instructions and the corresponding invoice to confirm your participation.

4. **ONBOARDING & LOGISTICS**
Access seller profiles and event information, along with coordination of accommodation and transfer arrangements.





HOST DESTINATION

MISIONES GOBIERNO | Ministerio de Turismo

VISIT iguazu .travel

ORGANIZE BY

AAETAV
ASOCIACIÓN ARGENTINA DE ECOTURISMO Y TURISMO AVENTURA

WITH THE SUPPORT OF

CAT 60 Años

Secretaría de Turismo y Ambiente
Jefatura de Gabinete de Ministros

FAEVYT

PARTNER

Aerolíneas Argentinas

Con la colaboración de

ONU Turismo





NATIVA LATAM

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2027





