NATIVA LATAM 2027

Latin American Summit on Nature & Adventure Tourism

A gathering that brings together business opportunities, inspiration, professional development, sustainability, and immersive experiences in the region.

AAETAV
ASOCIACIÓN ARGENTINA DE ECOTURISMO Y TURISMO DE AVENTURA

April 23, 24 & 25, 2027

Iguazú, Misiones
ARGENTINA

Organized by:
AAETAV



ARGENTINA

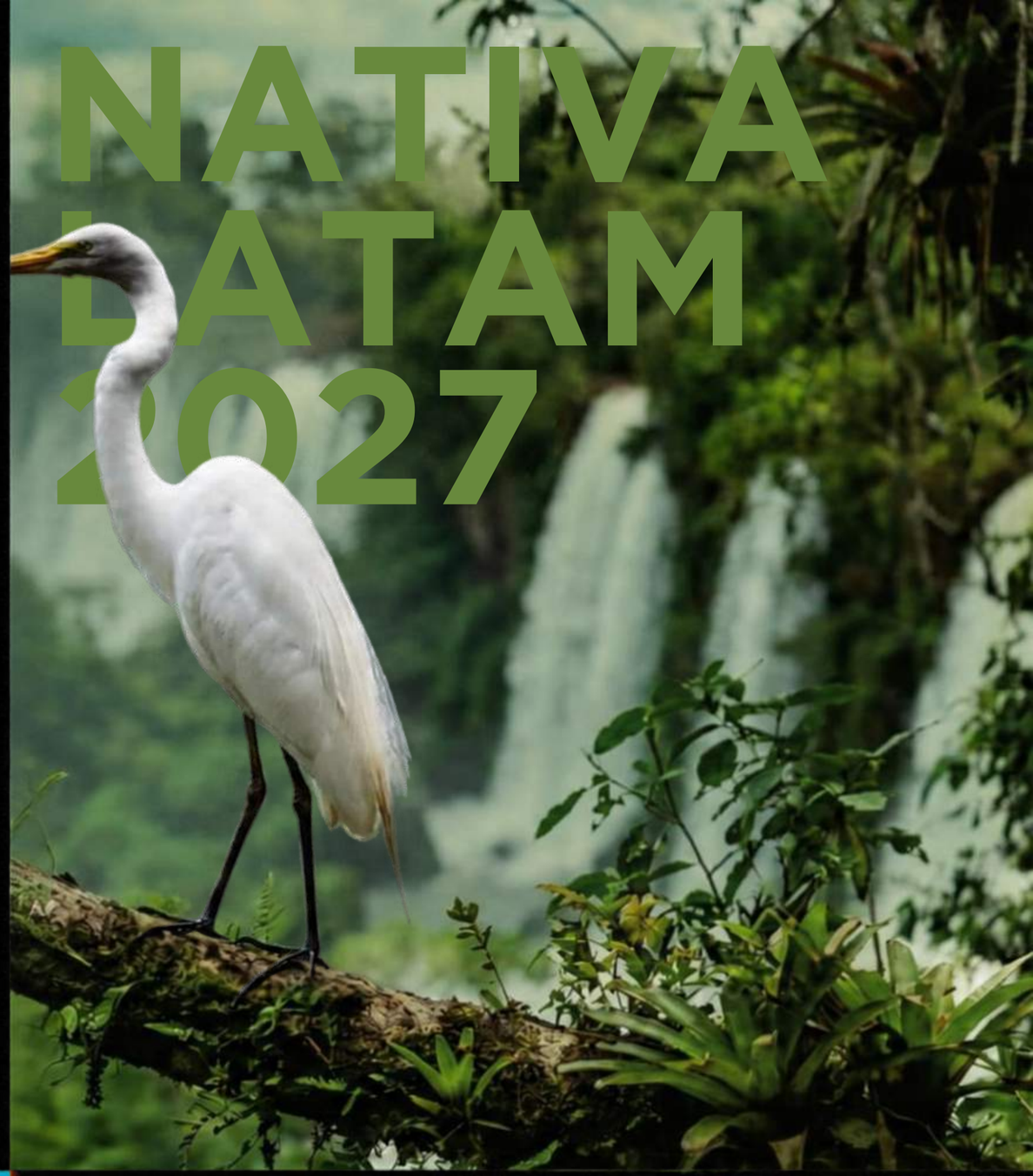
NATIVA LATAM

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 Pillars

- 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



SELLERS

What does your participation include?

HOSPITALITY & STRATEGIC LOGISTICS

CULINARY SERVICES

Coffee breaks will be provided on the designated event days and as part of the scheduled activities. Lunch and dinner will be provided according to the official event schedule.

INTERNAL TRANSFERS

Transportation between official event activities is included in the event schedule.

REGIONAL EXPERIENCES

Access to pre-tours, subject to availability and limited capacity.

NATIVA BENEFITS

Exclusive discounts on airfare, accommodation, dining, and transportation through official partners.



SELLERS

What does your participation include?

BUSINESS ECOSYSTEM & CONNECTIONS

BUSINESS ROUNDS:

Participation in networking events and strategic B2B meetings.

BUYER DIRECTORY

Access to comprehensive profiles of domestic and international buyers.

OFFICIAL PARTICIPANT DIRECTORY

Inclusion and visibility in the event's official participant directory.

ACCREDITATIONS

Accreditations for one or two representatives per company.

CONTENTS

AGENDA

Full access to the Summit's program of panels, discussions, and keynote presentations.



SELLERS

What is not included?

FLIGHT TICKETS

Participants are responsible for their own domestic or international travel to Iguazú.

TRANSFERS

Private transportation is not included in the official event program.

ACCOMMODATION

Accommodation costs, including stays at affiliated hotels, are not included.

GENERAL PER DIEM

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

PROCESS

1. APPLICATION FORM

Complete the application form to register your interest in participating as a Seller at the event.

2. PROFILE VERIFICATION

Our technical team will review your application to ensure that your proposal aligns with the Nature & Adventure focus of the event.

3. APPROVAL & CONFIRMATION

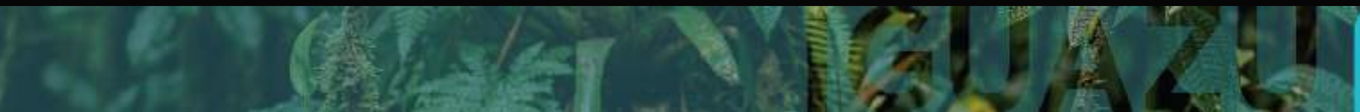
Once your profile has been approved, you will receive an email with the payment link and corresponding invoice to confirm your participation.

4. ONBOARDING

Once payment has been confirmed, you will receive access to the event details and instructions to begin preparing your proposal for national and international buyers.

APPLY TO PARTICIPATE





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

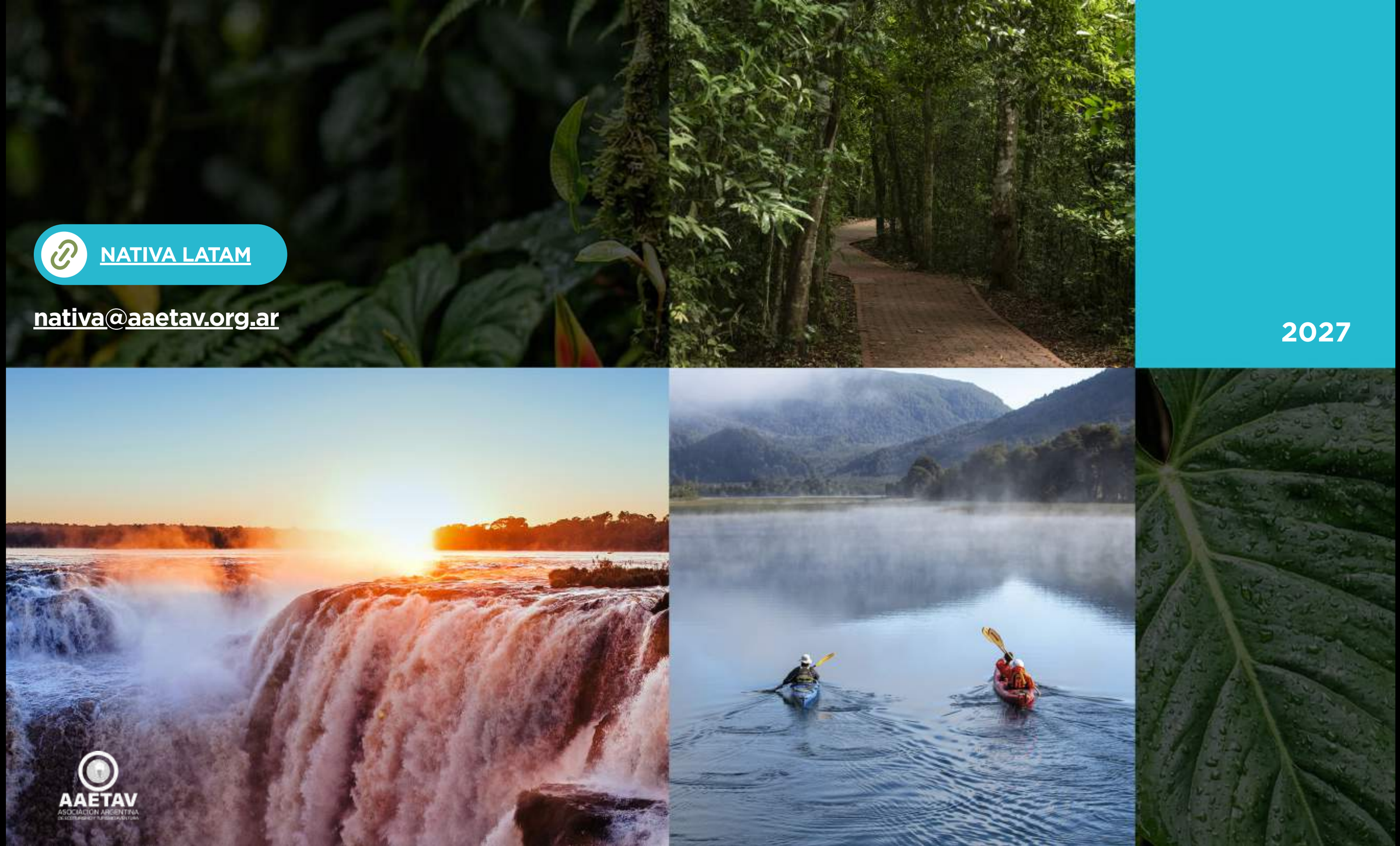
FAEVYT

PARTNER

Aerolíneas Argentinas

Con la colaboración de

ONU Turismo



NATIVA LATAM

nativa@aaetav.org.ar

2027

AAETAV
ASOCIACIÓN ARGENTINA