

URUGUAY



Ministerio
de Turismo



UruguayNatural

Motivation Luxury Summit by FLEXPO
Patagonia, Chile
2022

DISCOVER URUGUAY...

... A WELL HIDDEN TREASURE IN SOUTH AMERICA

POPULATION – 3.518.552
SURFACE – 176.215 KM2
CAPITAL - MONTEVIDEO



CONNECTIVITY



SENSORY EXPERIENCE

RELAX & ENJOY...



UruguayNatural







RELIABILITY



Uruguay



STABLE



SAFE



PREDICTABLE



Uruguay #1 in LAC



Democracy Index
(Economist Intelligence Unit, 2021)

#1



Rule of Law Index
(World Justice Project, 2021)

#1



Low corruption
(Transparency International, 2021)

#1



Social Mobility
(World Economic Forum, 2020)

#1



Civil Liberties
(Freedom House, 2021)

#1



**E-Government
Development Index**
(United Nations, 2020)

#1

#1 DEMOCRACY (Economist Intelligence Unit 2020)

A COUNTRY WITH A SOLID AND STABLE DEMOCRACY, WHERE
ALL VOICES FIND THEIR PLACE AND REPRESENTATION.



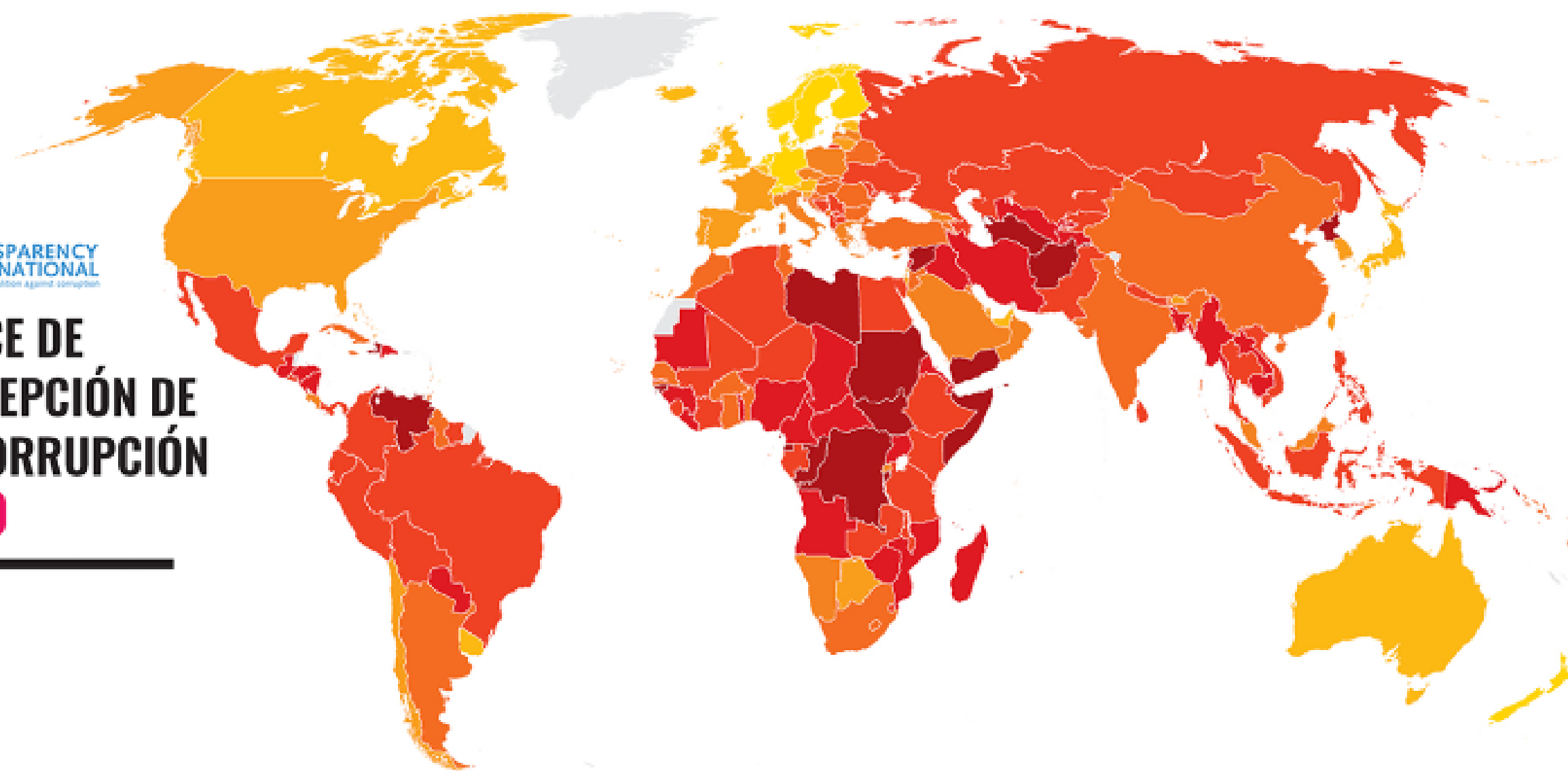
#1

LOW PERCEPTION OF CORRUPTION

(International Transparency 2020)



ÍNDICE DE
PERCEPCIÓN DE
LA CORRUPCIÓN
2020



**POR OCTAVO AÑO CONSECUTIVO URUGUAY ES EL MEJOR DE AMÉRICA LATINA EN
RANKING DE TRANSPARENCIA INTERNACIONAL**

Fecha de publicación: 29/01/2021

#1 CIVIL LIBERTY INDEX

(FREEDOM HOUSE 2020)



A large white wind turbine stands prominently in the foreground, its three blades reaching towards the top of the frame. In the background, another similar turbine is visible, slightly smaller and further away. The sky is a clear, vibrant blue with a few wispy clouds.

#1 CLEAN ENERGY IN LATIN AMERICA

#2 CLEAN ENERGY IN THE WORLD

(REN 21 2019 REPORT)

LEADER IN CLEAN ENERGY GENERATION #2 IN THE WORLD



Índice de
desempeño
ambiental

#3



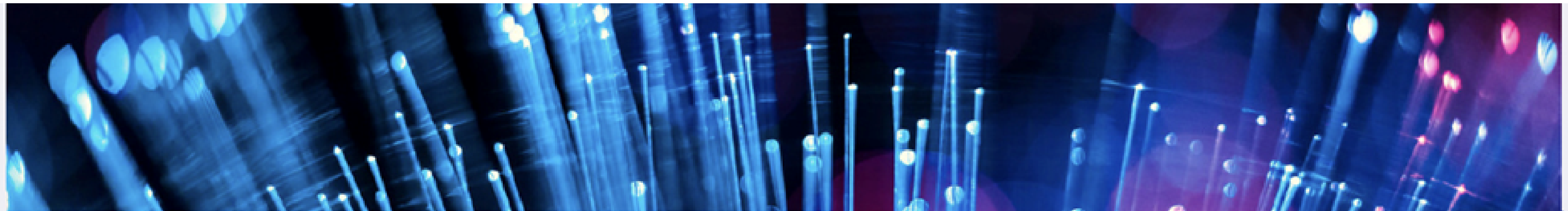
El más bajo emisor
de gases de efecto
invernadero

#6

HIDRÁULICA	56%
EÓLICA	33%
BIOMASA	6%
FOTOVOLTAICA	3%
TÉRMICA	2%

98%
renovable

LEADER IN FIBER OPTIC CONNECTIVITY



ICT Adoption 2018 – WEF



Electronic government in Latin America (UN) #7 in the world (D9)



Universal access of companies to fiber optic connection



#10 in the world of homes connected to fiber optics

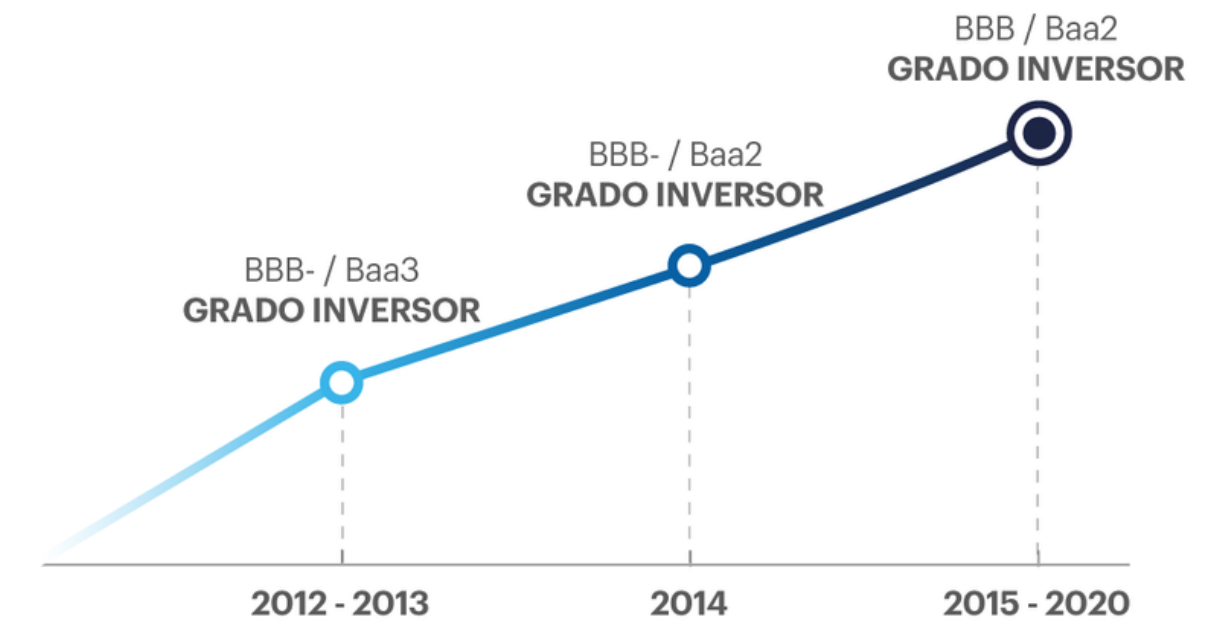


Best data center in Latin America (2016)



Submarine cable connection
Uruguay – Brazil – United States (2016)

INVESTMENT GRADE



MOODY'S

STANDARD
& POOR'S
The McGraw-Hill Companies

FitchRatings

R&I

DBRS

URUGUAY IN THE GLOBAL TOP 20 IN SECURITY TO INVEST

- Offers STABILITY in a volatile region.
- 18th SAFEST country on the planet
- SAFEST country in Latin America to invest

(EUROMONEY)



A SAFE COUNTRY

- Uruguay is among the TOP 25 countries in terms of safety and security.
- Ranks 2nd in LatinAmerica behind Chile.

(CS Global Partners 2021)



UruguayNatural



QUALITY OF LIFE

#1 MONTEVIDEO

Montevideo is the city with the best quality of life of Latin America (Mercer 2019 - 2021)

#5 URUGUAY is the safest Touristic Country - The only country Top 10 of LatinAmerica (Tourelane 2020)



LUXURY TOURISM & CORPORATE TRAVEL

A place to live unique and personalized experiences





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INTEGRATING NATURE AND HUMAN VALUE

Garzón Bridge

MACA

Atchugarry Contemporary Art Museum

GARZÓN WINERY & VINEYARDS



CASAPUEBLO



REAL DE SAN CARLOS



ENJOY Punta del Este





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L'AUBERGE Punta del Este





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HYATT CENTRIC Montevideo

HYATT CENTRIC

HOLA
MONTEVIDEO!

HYATT
CENTRIC



FURLONG Incoming Uruguay



Virtuoso's Hot 10

Uruguay es el destino de moda para el turismo de lujo de EEUU

Uruguay, Maldivas y Malta: "los tres mejores lugares para viajar este otoño"

17 agosto, 2019

- Uruguay ocupa el primer lugar entre los destinos de moda para el turismo de lujo de EEUU por sus bodegas, clima y oportunidades de aventura
- Según la red de agencias de lujo Virtuoso, las reservas para viajar a Uruguay desde EEUU aumentaron 286% respecto al año anterior
- Uruguay, Maldivas y Malta: "los tres mejores lugares para viajar este otoño" entre los turistas de lujo de EEUU

TRAVEL & URUGUAY

Uruguay – hidden treasure of Latin America

MARCH 31, 2017 BY MILICA RADOVIĆ

Uruguay is a magical country, a country of freedom. Its population is 3 million and a half of it lives in Montevideo. Situated between Argentina and Brazil, it rests on the seaside.

5 reasons to put Uruguay on your travel bucket list

by The Guru of Guru'Guay | Aug 9, 2021 | 12 comments

1. Deserted beaches for ten months of the year
2. Gaucho country – step into a kinder, gentler time
3. Friendliest wine country ever
4. It's not just the beef, stupid
5. Dressing down obligatory

BREAKING NEWS

Uruguay is among the top 25 countries in terms of safety and security

It was also ranked among the top 40 citizens worldwide, according to a ranking prepared by CS Global Partners

Newsroom Infobae
April 12, 2022

Luxury Travel Advisor LTA Ultra Summit Navigating Your Travel Business Travel Agent Central Travel Agent University

LUXURY TRAVEL ADVISOR Hotels Cruises Your Business Destinations Transport People

DESTINATIONS

Virtuoso: Uruguay Is the Hottest Travel Destination This Fall

By Adam Leposa · Aug 15, 2019 09:34am

Destination Information Luxury Travel Trends Travel Agency Networks Travel Industry Trends and Res

About Blog Covid-19 Travel Living & investing in Uruguay St

GURU'GUAY

US actor turned digital nomad finds Uruguay ideal place to settle

by The Guru of Guru'Guay | Aug 18, 2020 | 0 comments

NYC actor turned digital nomad finds Uruguay ideal place to settle

Scott Dunn Destinations Holiday ideas Inspiration Explorers kids clubs Scott Dunn Private About Us PLAN YOUR TRIP

Home > South America > Uruguay Vacations

Luxury Uruguay Holidays 2022/2023

Uruguay, located across the River Plate from Argentina, is a relatively undiscovered country with a rich colonial heritage, authentic estancia hospitality and, on its Atlantic coast, superb wild beaches and some very special accommodation options. Its gently pastoral scenery, strong traditions and delicious cuisine make Uruguay a wonderfully rewarding place to visit.

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SUITCASE DISCOVER WHAT MATTERS

PUERTO RICO HOTLISTS EXPLORE CULTURE PHOTO JOURNALS WIN PACK MAGAZINE Search SUITCASE

Why Uruguay is Top of Our 2022 Travel List

Sandwiched between Argentina and Brazil, less-explored Uruguay is at the top of our 2022 travel hit-list. Here's why it should be high on yours, too.

10 FEBRUARY, 2022

The New York Times

Why the Charms of the Uruguayan Coast Are Drawing Homeowners

In and around the town of José Ignacio, a series of upscale (yet fittingly understated) waterfront developments are underway.

BBC Sign in Home News Sport Reel Worklife Travel Future Culture Search BBC

This tiny South American nation, on the same latitude as viticulture giants Argentina and Chile, is home to family-owned bodegas producing exciting and experimental new blends.

Categoría: Noticias , 08 Agosto, 2017

Uruguay en el Top 10 de Lonely Planet

Uruguay



Como el "pequeño gran país" que somos, a los uruguayos nos enorgullece de manera especial cuando nos reconocen en alguna instancia internacional, ayudando a que más gente que quizás no sabe dónde queda Uruguay en el mapa pueda conocernos y hasta venir a visitarnos. Ese orgullo sentimos en Casas en el Este cuando vimos que nuestro país aparece en la **lista de los 10 destinos recomendados de Lonely Planet** (una de las guías de mayor referencia a nivel mundial) por su relación calidad-precio.



WINEENTHUSIAST

WINE & RATINGS

In Uruguay, A Tiny Wine Region Makes a Big Impression

BY MICHAEL SCHACHNER



MailOnline Travel News

Home | News | The Queen | U.S. | Sport | TV&Showbiz | Australia | Femall | Health | Science | Money | Video | Best Buys | Discounts

The celebrity haven nobody has heard of: Why supermodels and Hollywood stars are flocking to a fishing village in Uruguay

- Jose Ignacio is a tiny fishing village on the Atlantic coast of Uruguay - the smallest country in South America
- Stars including Shakira and Ronnie Wood have been spotted at resort alongside restaurateur Giuseppe Cipriani
- Sandy lanes, understated boutiques and casual beach bars make up the small fishing village
- The key summer dates from travel are between Christmas and Easter

YOUR BUSINESS

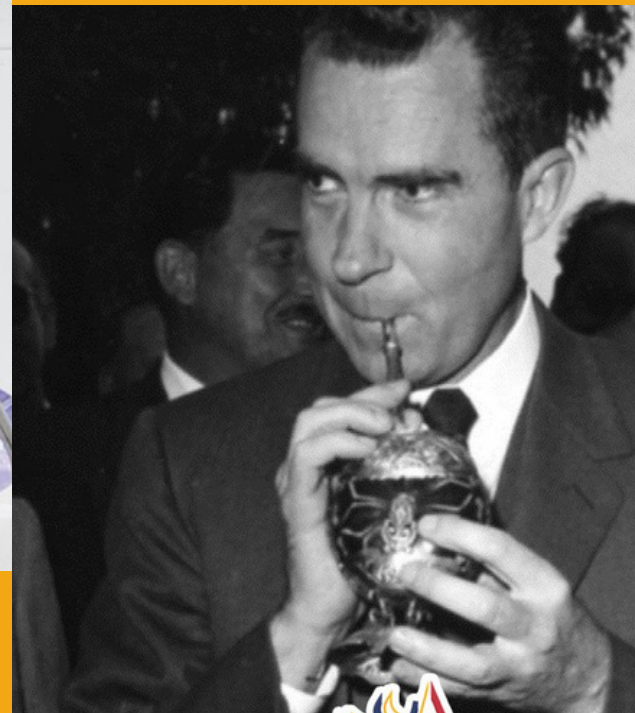
Virtuoso: Uruguay, Maldives Are the Hottest Travel Spots

URUGUAY: Precious land for Celebrities



The Rolling Stones

**USA VP
Richard Nixon**



Mark Zückerberg



Ralph Laurent



Juanes



Shakira



Ricky Martin



Elon Musk



Antonio Banderas



Keanu Reeves



Carlos Vives

The celebrity haven nobody has heard of: Why supermodels and Hollywood stars are flocking to a fishing village in Uruguay

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Pierre Casiraghi e Beatrice Borromeo, seduzione fra le onde

09 luglio 2015

Condividi 0 0 0 0 0



I di 28 Beatrice Borromeo e il fidanzato Pierre Casiraghi, figlio di Carolina di Monaco, in vacanza a Punta del Este, uno dei principali centri turistici dell'Uruguay

Rod Stewart returns to Uruguay after twenty years since his first performance in our country

Rod Stewart returns to Uruguay

The concert will take place on the 25th. February, 2014 at 9:00 p.m.



Editorial Nación Política Mundo Economía Deportes Cultura Ambiente

Atrás. Cultura y Sociedad.

Juanes conquista a Uruguay con Unplugged



22 DECEMBER 2009 AT 7:48 AM

Shakira Unwinds In Uruguay

POSTED IN [Shakira Unwinds In Uruguay](#)

« PREVIOUS

NEXT »



Las vacaciones de Anya Taylor-Joy en una playa uruguaya junto a su novio



Belated honeymoon? Newlyweds Eric and Lara Trump enjoy a romantic winter vacation in Uruguay two months after Miami wedding

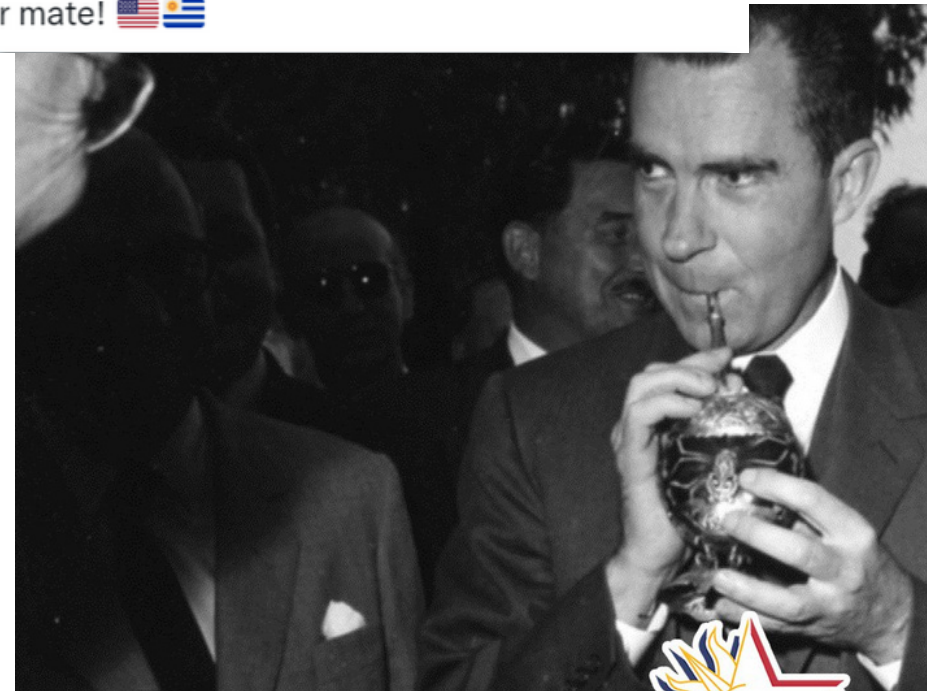
- Eric and Lara were married at the Trump-owned Mar-a-Lago club in Palm Beach, Florida on November 8
- They enjoyed a family break at the same location over New Year's
- The couple's recent trip to the exclusive resort of Punta del Este in Uruguay is believed to be their first solo getaway as man and wife



← Tweet

U.S. Embassy Uruguay
@usembassyMVD

#Celebremos150 En 1958, el entonces Vicepresidente Richard Nixon visitó Uruguay. Luis Batlle Berres le hizo probar mate! 🇺🇸 🇺🇾



Vicepresidente Richard Nixon prueba mate
Junto a Luis Batlle Berres durante su visita a Uruguay en 1958



© Jonathan Short

Síguenos en Mundo Video

El inglés Damon Albarn presentó 'The Tower of Montevideo', nuevo sencillo de su segundo disco como solista, inspirado en el Palacio Salvo, edificio icónico de la capital uruguaya.

SUBRAYADO

UTURE IS NOW | PUNTA DEL ESTE

SHOW >

SHOW

Roger Hodgson, la voz legendaria de Supertramp, regresa a Uruguay



The Uruguayan president-elect entertains King Felipe VI and thanks him for being in his oath

2/29/2020, 2:21:14 PM



The elected president of Uruguay, Luis Lacalle Pou, celebrated this Saturday the King of Spain, Felipe VI, on the occasion of his visit to Montevideo to attend his inauguration and agr



infobae

AMÉRICA MÉXICO COLOMBIA QUÉ PUEDO VER ECONÓMICO TELESHOW DEPORTES LEAMOS

Miércoles 14 de Septiembre de 2022

Últimas noticias Dólar hoy Fixture del Mundial de Qatar 2022 Rusia invade Ucrania Tendencias ESPN Newsletters

INFOBAE

Las vacaciones de Zinedine Zidane en Punta del Este

Pocas veces el jugador francés se dejó fotografiar junto a su familia. Una de ellas es ahora, cuando se mostró en las playas orientales junto a sus seres queridos

7 de Enero de 2008



L/O/C • YODONA • VIAJES • MOTOR • METRÓPOLI • PAPEL • FCINCO • ZEN

Suscríbete Iniciar sesión

EL MUNDO

España Opinión Internacional Economía Sociedad Deportes Cultura Ciencia Tecnología Tv

Empresas • Un lugar privilegiado

David Rockefeller, vacaciones de lujo en Punta del Este a los 100 años

antel Scotiabank

PRESENTAN

MALUMA

19 NOVIEMBRE ANTEL ARENA

MÚSICA

Daddy Yankee vuelve con su reggaetón a Uruguay

El 1 de abril estará cantando en el escenario de Landia.

Lunes, 27 Febrero 2017

Compartir esta noticia

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twitter

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link

LAS MÁS VIST

MEDIOSPUBLICOS.UY

PORTAL DE LOS MEDIOS PÚBLICOS DEL URUGUAY

5 CINCO 8 OCHO U URUGUAY C CULTURA B BABEL C CLÁSICA

Televisión Radio Redes Podcast VIVO TV VIVO Radios

PORTAL MEDIOS PÚBLICOS • TELEVISIÓN • CANAL 5 • CANAL 5 NOTICIAS •

La diseñadora Ágatha Ruiz de la Prada realizó un desfile en Plaza de Toros

La española, referente mundial de la moda, mostró sus últimas creaciones en Colonia

22.05.2022 | tiempo de lectura: < 1 minuto

YOUR EVENTS MATTER TO US



MICE EVENTS

- ICCA, UFI, COCAL, IAPCO Member
- Experience in more than 1400 events in the last 5 years
- Headquarter of international organizations
- International level technical equipment for face-to-face, hybrid and virtual events
- Financial support for attracting international events

MICE EVENTS

Uruguay



Montevideo



Punta del Este



51

del ranking ICCA
2019 con más de
180 países auditados

6

del ranking ICCA 2019
dentro de Latinoamérica.

70

ranking ICCA 2019
con más de 1862
ciudades auditadas.

7

del ranking ICCA 2019
dentro de Latinoamérica

267

ranking ICCA
2019 con más de
1862 ciudades

25

del ranking ICCA 2019
dentro de Latinoamérica

Cantidad
de eventos
general



60

eventos ICCA
promedio
por año

(congresos que rotan
al menos en 3 países, con
más de 50 participantes
e intercambio académico)

BENEFITS MICE EVENTS / TOURISTS

- VAT exemption for international events
- Financial support for international events
- Zero VAT on Hotels (all year)
- 9 % VAT refund on gastronomic services
- 9% VAT refund on car rentals without a driver
- Refund of 9% of VAT on the rental value of real estate for tourist purposes, provided that the rent is carried out by real estate agents residing in Uruguay
- 24% reduction in the value of gasoline in Uruguay's border cities (all year round)
- Tax Free on your purchases

MICE EVENTS 2022



MICE EVENTS 2022



SAVE THE DATE

67^A REUNIÓN DE LA COMISIÓN REGIONAL DE LA OMT PARA LAS AMÉRICAS

SEMINARIO SOBRE EL CÓDIGO
INTERNACIONAL PARA LA PROTECCIÓN
DE LOS TURISTAS

PUNTA DEL ESTE – URUGUAY – 19-20 DE MAYO DE 2022



**IMAGINE YOUR
EVENTS...**

#MADEINURUGUAY

THANK YOU.

