

AUTHENTIC  ARGENTINA



# OUR MISSION

Is our passion: Argentina. We provide **exceptional service and authentic experiences** to share the most spectacular natural and cultural wonders of **Argentina** with an emphasis in education and sustainability.

Now is the time to come discover **the world's best kept secret.**



# COMPANY PURPOSE

Authentic Argentina is a **luxury travel company** with a passion for sharing Argentina's dynamic and spectacular culture, destinations, food, and wine through **authentic experiences**.

We take you on journeys that venture deep below the surface, connecting you with local people, experiences, customs, and the real Argentine lifestyle. **We create private, tailor-made journeys** designed around the themes of:

- World Heritage destinations
- Breathtaking outdoor adventures
- Gourmet regional cuisine and wine
- Exclusive lodging
- Unprecedented insider access
- Education and sustainability



# OUR STRATEGY



Create **Argentina's best known tourism brand**



Identify and acquire additional non-leveraged **travel company partnerships internationally**



**Expand** international awareness of **Argentina's best travel destinations and attractions**



Aggressive **Online content strategy and advertising campaign**

# OUR FUTURE VISION



# OUR DIFFERENTIATION



**We offer unique and exclusive access to the secrets of Argentina that aren't accessible to the public**



**Emphasis on unique insight and education**



**Offer opportunities in spirituality, conservation, wellness, and service**



**Over 20 years of experience educating travelers**

# OUR DIFFERENTIATION



**Corporate travel experiences - retreats, conventions, and retirement experiences**



**Exclusive access to specialists and professionals in any area of the traveler's interest**



**Banking in the USA so all commissions are paid from the US and in USD**



**Multilingual management includes both US and Argentine staff to fully understand the customers needs**

# OUR DIFFERENTIATION



**Corporate offices in  
Austin, NY, Malibu,  
and Buenos Aires**



**Authentic  
Argentina private  
sailboat in Puerto  
Madero**



**Our commitment to  
sustainability and  
the environment  
with all our trips**

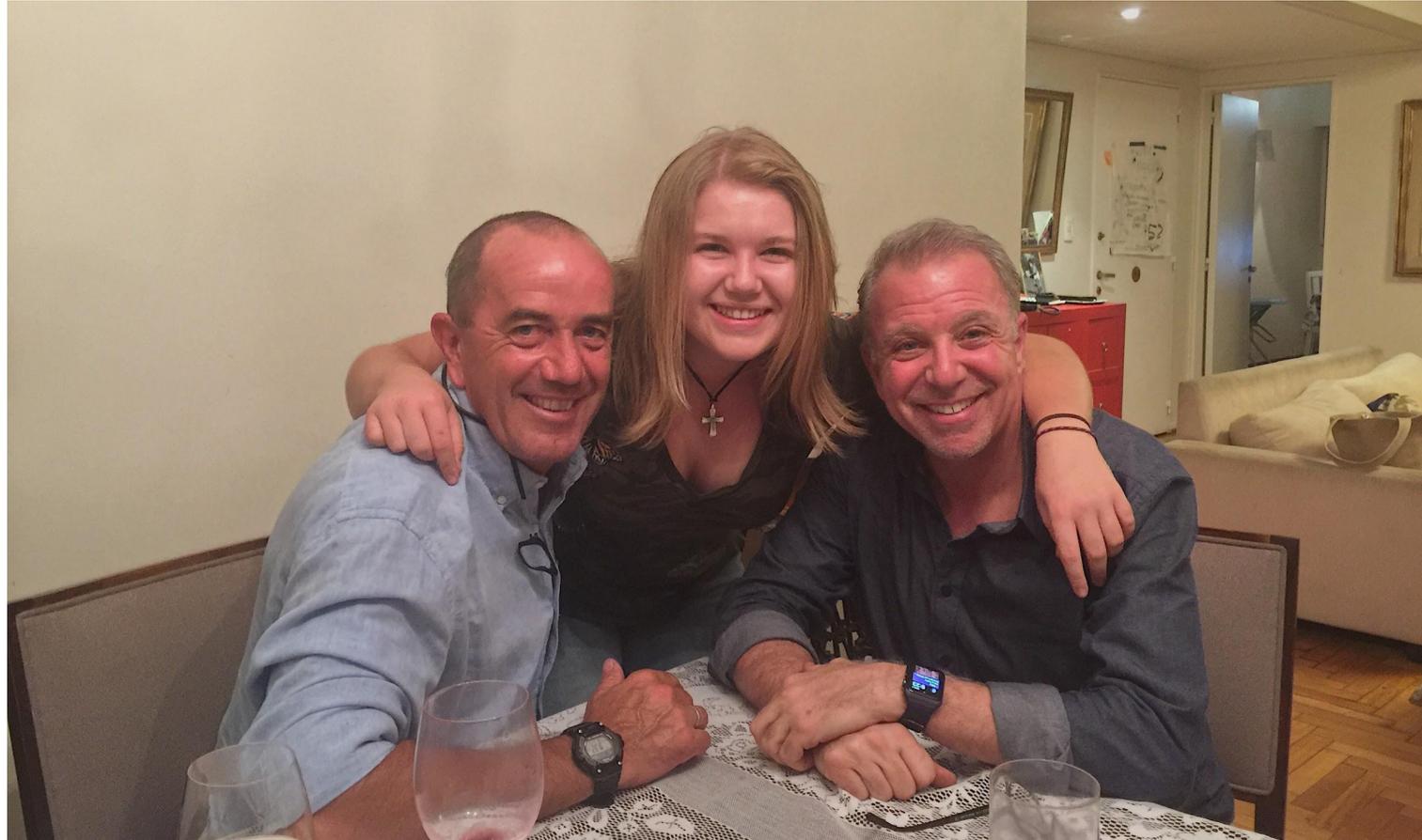


**Multilingual  
management includes  
both US and Argentine  
staff to fully understand  
the customers needs**



**Experts in culinary,  
wine, and tango  
experiences**

# THE FOUNDERS



# OUR TEAM



***Rafa Martinez de Sanzo: Founder***

Born in the south of Argentina and raised in the city of Buenos Aires, Rafa is a true authentic Argentine. He is a Malbec aficionado, master of the Argentine asado (barbeque), and a gaucho at heart. He obtained degrees in Law from the University of Buenos Aires and later from Georgetown University. He was a member of the Argentine Foreign Service for 16 years, where he was positioned in Washington DC and Los Angeles. Rafa was also the director of Pepperdine University's Buenos Aires Study Abroad program for 15 years. There, in addition to being director, he taught as a professor of International Business Law, Venture Initiation, Intercultural Communication, International Marketing, and History of Human Rights. He also led college students on educational field-trips throughout Argentina during his time as director. Now, Rafa is passionate about bringing his love for the greatness of Argentina to you through Authentic Argentina. Today, he lives in Buenos Aires with his wife, Agustina, and their three sons, Rafita, Manolo, and Paco.



***Vincent Butta: Founder***

Entrepreneur, global marketing leader, and media mogul, Vincent, was born and raised in the suburbs of New York City. He graduated from Pepperdine University in Malibu, California with a degree in advertising. During his time at Pepperdine, he studied abroad in Heidelberg, Germany, which is where he discovered his love and passion for travel and cultural experiences. Since then, he has pursued a wide range of business endeavors, ranging from helping to create Sephora, creating clothing lines for celebrities like Sarah Jessica Parker, working with top technology companies, to even hosting his own food show in Sicily. He has over 30 years of international business leadership experience in entertainment, mobile technology, SAAS, mobility, Satellite, E-Commerce, OTT platforms, consumer products, and retail. He is a visionary leader with experience in operating large, medium, and small US and global businesses. He is excited about using his past business experience and his passion for authentic travel experiences to build Authentic Argentina.

# OUR TEAM



***Jillian Butta: Founder***

Jillian is one of the co-founders of Authentic Argentina, where she typically manages the Malibu office in the US. She will be finishing her degree this year at Pepperdine University in Malibu, California in Marketing and Spanish. She studied abroad in Buenos Aires for a year with Pepperdine and also spent 3 summers in high school traveling on one-month trips to Kenya, Tanzania, Thailand, and India with a service immersion program called Adventures Cross Country. She is also a Social Media influencer and has managed social media accounts with over 100,000 followers, including an account for a popular TV show in the US.



***Silvina Braun and Dama Romero Zapiola: Travel Coordinators***

Assisting the Buenos Aires management team are Silvina “Jarro” Braun and Dama Romero Zapiola. Together, Silvina and Dama have over 20 years of experience working in the tourism industry in Argentina. They have extensive expertise in the Latin American region, but particularly in Argentina. They craft the best itineraries for our travelers, bringing them to the best kept secrets of the country.

# OUR TEAM

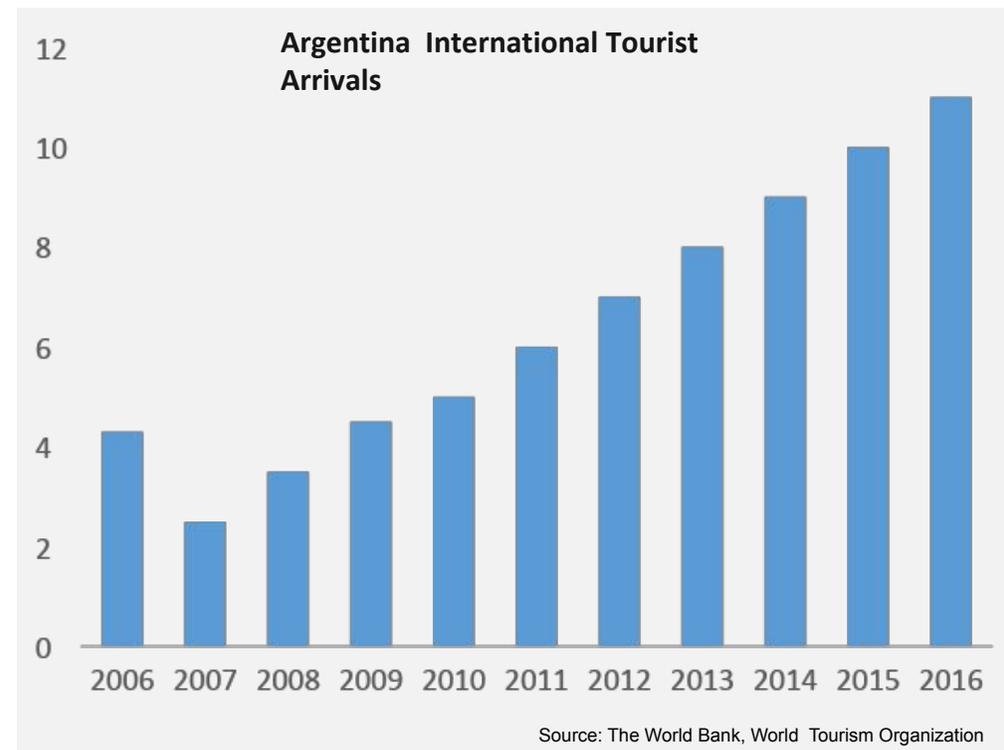
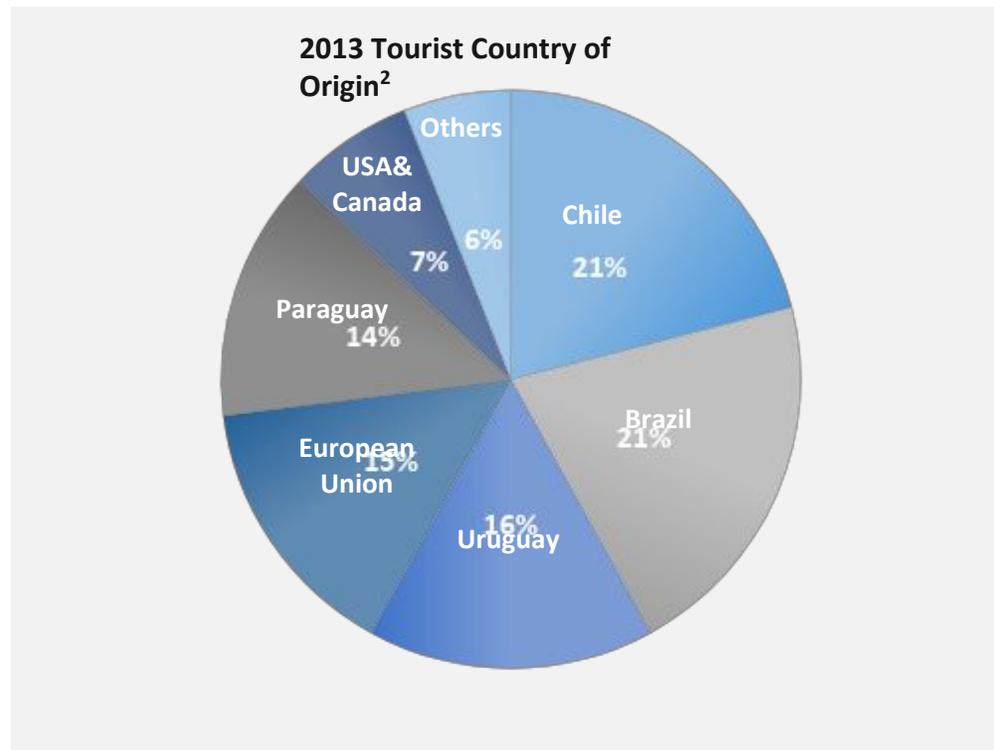


***Gerardo Sanchis Muñoz - Advisor***

Gerardo Sanchis Muñoz is an Economics professor that has been teaching to international students for 15 years. Fluent in Spanish, English and French, he has worked as a economic development specialist in more than twenty countries, in Latin America, Africa and Asia. He has been Academic Dean at Pontificia Universidad Catolica Argentina (UCA), Buenos Aires and visiting lecturer at Pepperdine University and USC in L.A., California. He earned an MPA from Harvard University, a Diplome d'ÉP from ENA, France; and a MScience in Public Policy from the University of Oxford, UK, where he holds a PRS status.

# ARGENTINA TOURISM MARKET

- The United Nations World Tourism Organization forecasts average growth of 3.3 % per year for a total of 1.8 billion international tourists by 2030
- August 2016 Tourism Report: **“More than 200K U.S. citizens visited Argentina in first half of 2016” ~18% increase YOY.**



[1\) The Bubble – Argentina News – August 2016](#)

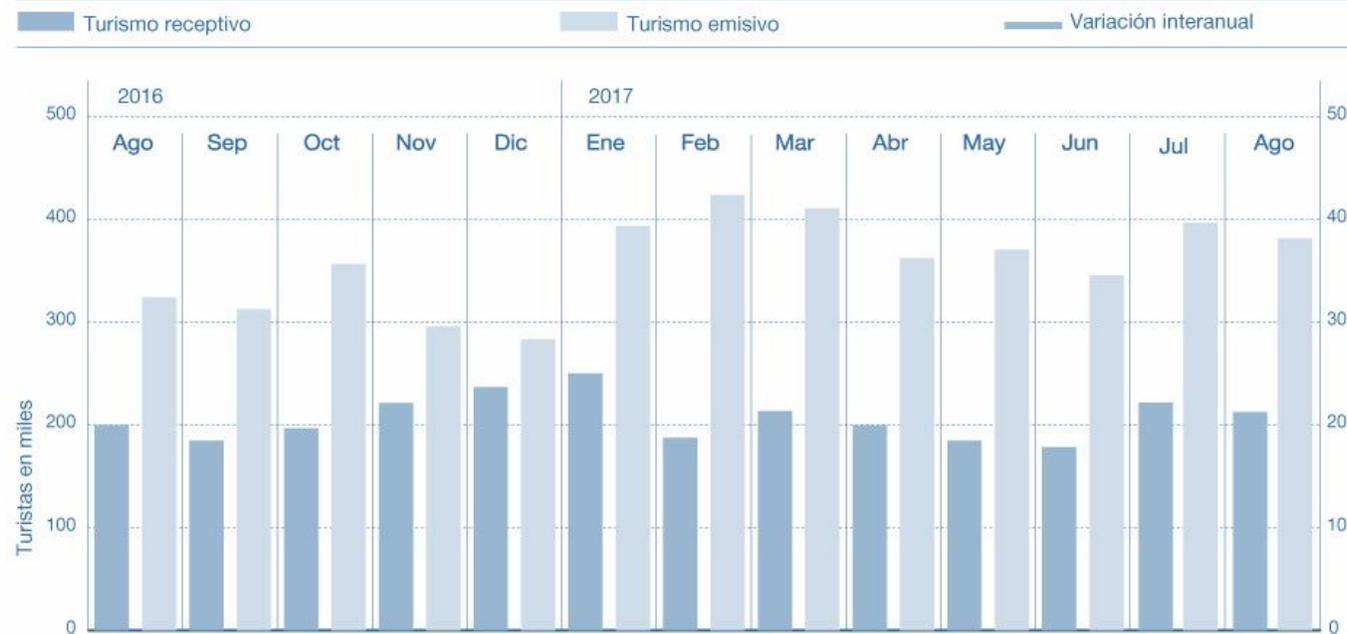
[2\) UN World Tourism Organization \(UNWTO\)](#)

# ARGENTINA

# TOURISM MARKET

## International Tourism Evolution

### August 2016-2017 & 8 months 2017



Acumulado 8 meses de 2017

5,7%

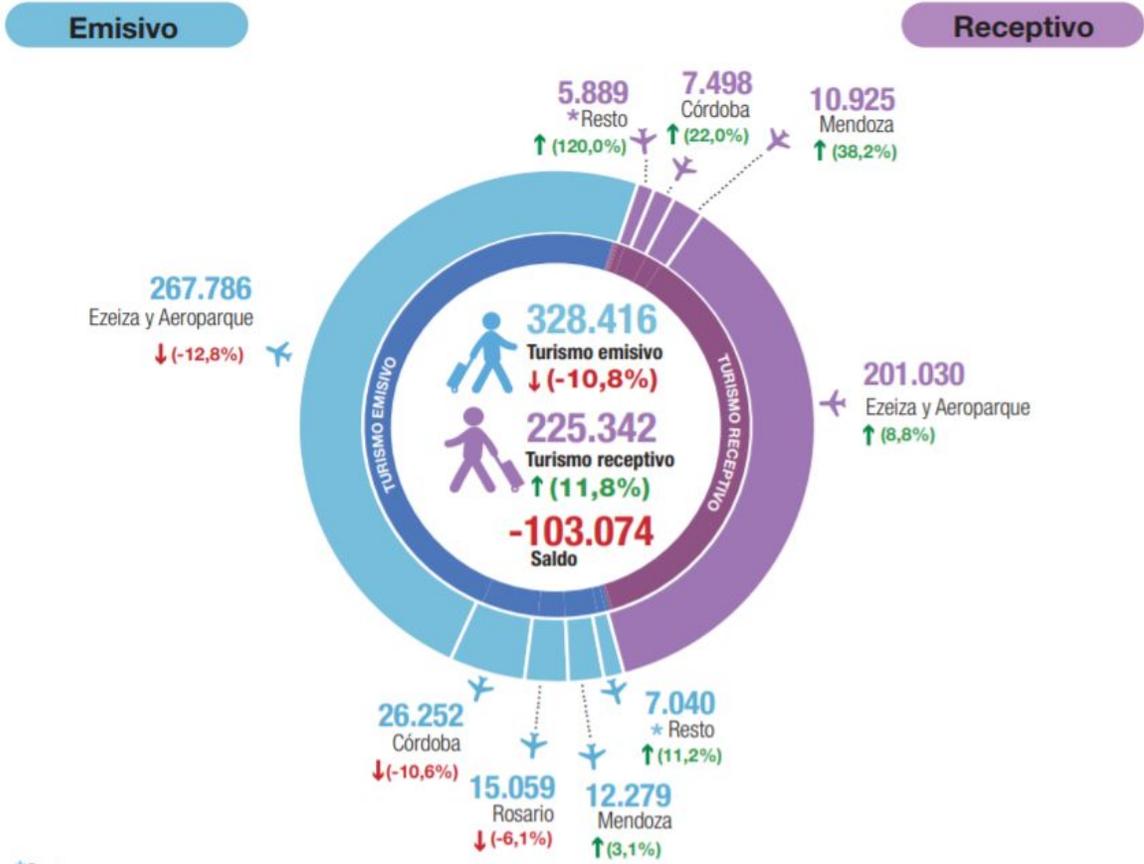
1.638,3 mil llegadas de  
turistas no residentes

3.078,7 mil salidas al  
exterior de residentes

19,0%

# ARGENTINA TOURISM MARKET

## International Tourism. Arrivals and departures from international airports. September 2018

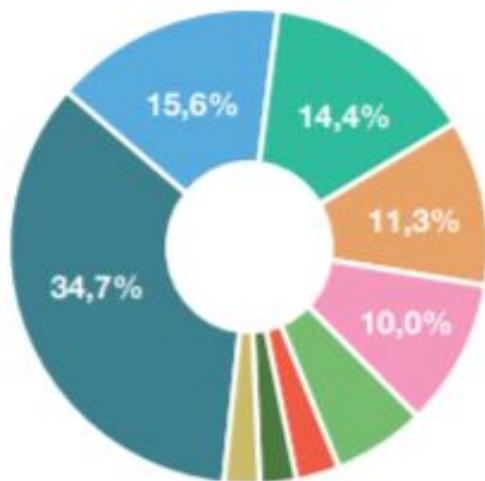


Source: INDEC Sep 2018

# ARGENTINA TOURISM MARKET

## Non residents Tourists

| País de residencia habitual | Turistas  |
|-----------------------------|-----------|
| Brasil                      | 209.073 ↑ |
| Europa                      | 94.288 ↑  |
| Resto de América            | 86.653 ↑  |
| Chile                       | 68.199 ↑  |
| Estados Unidos y Canadá     | 60.318 ↑  |
| Resto del mundo             | 37.771 ↑  |
| Paraguay                    | 17.658 ↑  |
| Bolivia                     | 14.820 ↓  |
| Uruguay                     | 14.466 ↓  |



## Total Trimester Expense







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