



*Foreign
Investment in
Mendoza, Argentina*

Market Overview

For foreign investors, the Mendoza real estate market offers a compelling and distinct opportunity within Argentina.

While Buenos Aires is known for its urban residential market, Mendoza stands out due to its unique position as a global wine tourism hub. This specialization drives a different set of market dynamics, making it a particularly attractive option for investors interested in a lifestyle-oriented asset with strong rental income potential.



Market Overview & Growth Statistics

1

Average Price

The average price for residential property in Mendoza is around \$1,200 USD per square meter.

Price Growth

2

The market has shown consistent growth in recent years. Property values have increased by 4.3% in 2025 and a total of 26% since 2020 (in USD terms). This upward trend is expected to continue, with forecasts predicting an annual appreciation of 3-7% in the coming years.



3

High Rental Yields

Mendoza's booming tourism industry has created a strong market for short-term rentals, such as those on Airbnb. The average gross rental yield in Mendoza is 6.6%, one of the highest in Argentina and significantly more than the national average. Short-term rentals can generate 40-50% higher returns than traditional long-term leases, making them a very popular investment strategy.



Vineyard and Rural Properties

This is Mendoza's defining niche with world's most renowned wineries. These properties often attract a premium price but offer high returns, especially when combined with tourism ventures like boutique hotels or vacation homes.

4



Key Factors for

*Foreign
Investors*

● *Tourism as a Driver*

Mendoza's reputation as a world-class wine destination brings in a consistent flow of both domestic and international tourists. This robust demand supports the short-term rental market and makes properties in key areas a reliable source of income.

● *Affordability*

Compared to international wine regions like Napa Valley, Mendoza offers exceptional value. The cost of a hectare of planted vineyards can be up to 50% less than in other major wine regions, providing a significant advantage for investors looking to enter the wine industry.



Top Investment Areas

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graph TD; A[Top Investment Areas] --> B[Luján de Cuyo and Maipú]; A --> C[Chacras de Coria & Uco Valley];
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Luján de Cuyo and Maipú

Wine-producing regions are the most popular areas for foreign investors, also including the city of Mendoza itself.

Chacras de Coria & Uco Valley

They're the Prime Destinations for those seeking a more premium, lifestyle-focused investment.

● *Accessible Market*

Like Buenos Aires, urban property ownership in Mendoza has minimal restrictions for foreign buyers. The process is straightforward, with the primary requirement being the acquisition of a tax ID (CDI). The reliance on cash transactions in USD remains a key feature of the market.



Summary

In essence, while the broader Argentine economy is stabilizing, the Mendoza real estate market offers a specialized and resilient investment case. Its consistent growth, high rental yields from tourism, and unique focus on the global wine industry make it a top choice for foreign investors seeking both financial returns and a world-class lifestyle.

Contact for Purchase