



BEST OF PATAGONIA (BOP)

BOP is the collection of the most exclusive hotels and cruises of the Southern Cone.

Born in 2001 after an initiative of the Alvear Palace Hotel that proposed other leading hotels of the region to join forces to jointly develop the international market's luxury segment; offering an incomparable travel experience, which combines remote and astonishing regions full of mystery, catered to the luxury discerning traveler. At the very beginning, this group of leading companies featured exclusively properties located in Buenos Aires and the Argentine Patagonia. However, as time went by, BOP was gaining more respect and prestige, incorporating more members and widening its borders, being Inkaterra the first one to be part of BOP out of the original region and thus turning into a more integrated alliance of the most representative areas of South America. Each member has distinguished qualities and outstanding features that make them unique and unrepeatably. They are leaders in the industry and icons of the region where they are located.

