




SALES MANUAL 2019

SAT URUGUAY



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Map of Uruguay



URUGUAY - an overview



Uruguay – Hills and ridges of mountains interchanging with a vast fluvial network enhance the beauty of its landscape. Uruguay's seaboard, formed by La Plata River and the Atlantic Ocean, presents an endless strip of white and soft sand beaches. On the south, the landscape is similar to the Argentinian pampas and there are quite undulated plains and little hills. The most important ones are those that belong to Haedo and Grande "cuchilla". Its highest hill is Cathedral which stands 514 m (1.686 ft) over the sea level. The most important river is Uruguay, and is also used as a mean of communication. The basin of the De la Plata River is integrated by short rivers. The basin of Merin lagoon is integrated by Yaguaron, Tacuari and some other rivers. The weather is warm; there are a lot of rains all over the country. 75% of the territory is pasture. Forest is just 25% of the Uruguayan lands.

HISTORICAL BACKGROUND

The first inhabitants of what is now known as Uruguay were the indigenous Charrua Indians. The first Europeans to arrive in the territory were the Spanish explorers Juan Díaz de Solís and his party, who landed in the present-day Department of Colonia in 1516, but it was not until 1680 that an enduring settlement was established by the Portuguese.

The 16th and 17th centuries saw the introduction of livestock farming, thus establishing the basis for its future economy, after realizing that the land, climate and abundant water were ideal for such an industry. The introduction of sheep-farming in the early 17th century saw the beginnings of the wool industry, and following the introduction of bovines, trade in hides began.

Historically, the major and most productive part of the Uruguayan economy has been the pastoral sector. Cattle and sheep estancias occupy more than three-quarters of the land, providing grazing ground for over nine million cattle and twenty-three million sheep. Once the gauchos subsisted on wild cattle; in time, the establishment of estancias pushed the cattle back into the interior.

LOCATION

Uruguay is located between the meridian 53 and 57, and the parallels 30 and 35, latitude south. Her natural boundaries are with the Federative Republic of Brazil, North and Northeast, and with the Republic of Argentine, West and South, through the rivers Uruguay and La Plata, being its area 176.215 km², which shows Uruguay as a very small country in comparison to its brother neighbours. To this continental extension should be added the 125.057 km² of territorial sea.

POPULATION

Uruguay is more ethnically homogeneous than any other country in Latin America except Argentina. Unlike in many other Latin America countries, no indigenous people remain in the country. About 98% of the population is of wholly or partly European extraction. The majority of the country is of Spanish, Italian, British or French descent, but there are also small numbers with eastern European or other Slavic origins. There is also a small Jewish community; 2 per cent is made up of blacks and mulattos.

According to the latest information provided by the National Statistics Institute, the total population number reaches 3.440.157 inhabitants (2014 estimate), with a population density of 19,3 dwellers per square kilometre and an average age of 32.8. The highest concentration is given in Montevideo, with a 43% of Uruguayan citizens, which evidences its typically urban

feature. The birth rate is the lowest in South America, but there is high life expectancy, with an average of 72 years old for men and 74 for women.

ENTRY REQUIREMENTS

Citizens of EU member states, the US, Canada, Australia and New Zealand (among others) travelling as tourists do not need a visa to enter Uruguay. Visitors receive a tourist card that allows for a stay of up to 90 days. You get an automatic extension by leaving the country and re-entering. You can also obtain an extension from the National Immigration Office at Misiones 1513, at the corner of 25 de Mayo (in Montevideo's Old Town). The cost is under USD 20,00. Be prepared to wait in line.

Immigration at Montevideo's Carrasco international airport is a breeze compared to entering Argentina at Buenos Aires airport and the chaos that is passport control at Sao Paulo and Rio de Janeiro airports when two or three aircraft land in quick succession. Customs agents rarely trouble foreign visitors.

Remember that immigration officials have every right to ask you for evidence of funds to cover your stay in the country, and may also ask to see the return portion of your ticket.

CURRENCY

Peso Uruguayo (UYU; symbol \$U) = 100 centésimos. Notes are in the denominations of \$U 2,000, 1,000, 500, 200, 100, 50 and 20. Coins are in denominations of \$U 50, 10, 5, 2 and 1. Exchange rates (**September 2018**):

€1 = \$U36

£1 = \$U41

US\$1 = \$U32

Credit cards: MasterCard, Visa, American Express, and Diners Club are the most commonly used credit cards. All are widely accepted in major tourist and business destinations including Montevideo, Punta del Este and Colonia del Sacramento, but in rural areas, it's better to carry cash as many restaurants, shops etc do not accept credit cards.

ATM: ATMs marked with the green Banred or blue Redbrou logo, are reliable and available in all cities, as well as some smaller towns. These serve all major international banking networks, including Cirrus, Visa, MasterCard and Maestro.

Traveller's cheques: Traveller's Cheques can still be cashed at some banks and exchange shops in major tourist hubs. US Dollar traveller's cheques are more widely accepted than those issued in Euros or Sterling.

Currency restriction: Local currency and foreign currency may be imported and exported up to the equivalent of US\$10,000; larger amounts must be declared.

Currency exchange: Visitors are advised to buy local currency at banks and exchange shops, as hotels tend to give unfavourable rates. Inflation in Uruguay, though less severe than in other Latin American countries, leads to frequent fluctuations in the exchange rate.

DUTY FREE

The following items may be imported into Uruguay without incurring customs duty (50% of these allowances for persons younger than 18 years of age):

(a) Residents of Uruguay arriving from Argentina, Bolivia, Brazil, Chile or Paraguay (maximum once a month):

- 200 cigarettes or 25 cigars or 250g of tobacco.
- 1 lt of alcohol.
- 2 kg of food items

Total value of exempted imports is not to exceed US\$ 300 if arriving by sea or air, or US\$ 150 if arriving by land.

(b) Residents of Uruguay arriving from other countries (once a year):

- 400 cigarettes or 50 cigars or 500g of tobacco.
- 2 lt of alcohol.

- 5 kg of food items

Total value of exempted imports is not to exceed US\$ 500 if arriving by sea or air.

(c) All other nationals:

- 400 cigarettes or 50 cigars or 500g of tobacco.
- 2 lt of alcohol.
- 5 kg of food items
- Two articles of the following electrical, optical and electronic equipment: portable radio, photo camera, movie camera, movie projector, typewriter and slide projector.

Note: All plants and plant derivatives must be accompanied by a sanitary certificate.

LANGUAGE

The official language of Uruguay is Spanish. Along the northern border with Brazil, many residents also speak a hybrid of Spanish and Portuguese known as *Portuñol*. English is widely spoken in tourist resorts.

TIME DIFFERENCE

The country observes Uruguay Time (UYT) as standard time, which is 3 hours behind Coordinated Universal Time (UTC).

VOLTAGE

Electricity power is 220 volts AC, 50Hz. You can find two types of plugs: 3 large flat prongs or 2 parallel prongs.

PUBLIC HOLIDAYS

Jan 1	New Year's Day
Jan 6	The Three Wise Men Day
Mid-Feb	Carnival/Shrove Tuesday
End of Mar	Good Friday/Easter
Apr 19	Landing of the 33 Patriots
May 1	Labour Day / May Day
May 18	Battle of Las Piedras
Jun 19	José Artigas' Birthday Memorial
Jul 18	Constitution Day
Aug 25	Independence Day
Oct 12	Columbus Day
Nov 2	All Saint's Day
Dec 25	Christmas Day

OPENING HOURS

Shops open from 9:00 to 19:00 Monday – Friday and from 9:00 to 14:30 on Saturdays. Banks open from 13:00 to 17:00 Monday to Friday. Civil service offices usually open from 10:00 to 16:00, but this may vary depending on the institution.

CLIMATE

Uruguay has a temperate and seasonal climate. The temperature is higher up on the north due to the diminution of the latitude (from 35° to 30°). Because of the influence of the sea, the isotherms go up from SE to NW. In Montevideo the hottest month is January and the coldest is July, with an average difference of 12°C (54°F). The maximum temperatures are of nearly 15°C (59°F) in winter and 32°C (90°F) in summer.

The most typical winds are the North and the Pampero (from the southwest). The north wind is slightly warm and humid and determines a global increase of clouds resulting in low pressure air. The Pampero wind comes from far regions (the Pacific Ocean) and after 2 or 3

days clears the sky of clouds. The moderated winds get to 15 km/h and sometimes there are strong ones that reach 100 km/h.

Annually rains are of 1300 mm in the country. The month when there are less rainy days is December all along the country, more or less of 100 mm in Artigas and 60 mm in Rocha and Maldonado.

Foggy days are frequent in winter, mainly on the south and in the centre of the country. The media of humidity is of 70% and 75%. The foggiest month is July, the media in this month is of 80%, and the driest month is January, 65%.

Seasons in Uruguay:

Summer from 21 December to 21 March

Autumn from 21 March to 21 June

Winter from 21 June to 21 September

Spring from 21 September to 21 December

Climate Chart Montevideo

Montevideo	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. high °C/°F	28/82	28/82	26/79	22/72	19/66	15/59	15/59	16/61	18/64	20/68	24/75	27/81
Avg. low °C/°F	17/63	17/63	16/61	12/54	10/50	7/45	7/45	7/45	9/48	11/52	13/55	16/61
Avg. rainy days	8	7	10	10	10	11	10	10	9	12	8	9
Sunshine hours	9	8	8	6	5	5	5	5	7	8	8	9

Climate Chart Punta del Este

Punta d. Este	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. high °C/°F	26/79	26/79	24/75	21/70	18/64	15/59	15/59	15/59	16/61	18/64	21/70	24/75
Avg. low °C/°F	18/64	18/64	17/63	15/59	12/54	10/50	9/48	8/46	10/50	12/54	14/57	16/61
Avg. rainy days	11	11	10	9	9	10	11	10	10	10	10	9
Sunshine hours	9	8	8	6	5	4	4	5	6	8	8	9

Climate Chart Colonia del Sacramento

Colonia	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. high °C/°F	28/82	28/82	25/77	22/72	19/66	15/59	15/59	16/61	18/64	21/70	24/75	27/81
Avg. low °C/°F	19/66	19/66	17/63	14/57	11/52	9/48	8/46	8/46	10/50	13/55	15/59	17/63
Avg. rainy days	10	9	9	8	7	7	8	8	8	10	10	10
Sunshine hours	9	8	7	6	5	4	5	5	7	7	8	9

BEST TRAVEL TIME

Uruguay has an exceptionally fine temperate climate, with mild summers and winters. Summer is from December to March and is the most pleasant time, especially along the coast. Beach resorts get crowded between Christmas and February, with peak crowds during the month of January. In the interior and along the Río Uruguay, January is the hottest month, with temperatures sometimes climbing uncomfortably above 30°C (86°F). For fine weather and quieter conditions countrywide, December and March are good months to visit.

Winter and spring can get chilly due to wind and rain, but temperatures remain dependably above freezing.

WHAT TO PACK

Bring lightweight clothing in summer; medium weight clothing for winter, autumn and spring. A raincoat is advisable year-round.

VEGETATION

The predominant vegetation in Uruguay is tall prairie grass. The bluish-tinted prairies provide an extremely rich natural pasture and still retain much of their original character. On the ridges, tall grass gives way to less nutritious varieties of short bunchgrass. Forests cover about 3% of Uruguay, which has a smaller forest area than any other South American country. On the prairies, a small purple flower grows in such abundance that Uruguay sometimes is called the Purple Land. Other flowering plants are myrtle, mimosa, rosemary, and scarlet-flowered ceiba. Indigenous hardwood trees include urunday, lapacho, carob, quebracho, jacaranda, willow and acacia. Palms flourish in the southeast and in the valleys of the central region and the north. In the coastal area, pine and eucalyptus trees have been planted to halt the movement of sand. Poplar, cypress, oak, cedar, mulberry and magnolia also have been introduced.

ANIMAL KINGDOM

Pumas, rheas (American ostrich), tapirs and seals, which were relatively abundant when the Spanish first visited Uruguay, are now scarce. Deers, otters, wild hogs, foxes, wildcats, armadillos, anteaters and various rodents are the most frequently seen mammals.

Waterfowl include the swans, storks, cranes, white herons and ducks. Other birds are the vultures, burrowing owls, partridges, quails, wild turkeys, parakeets, lapwings, cardinals and hummingbirds. The principal reptiles are lizards, tortoises, rattlesnakes and a vipers called "víboras de la cruz". Alligators are found in the upper waters of the Uruguay River. Large spiders are numerous.

FOOD AND DRINK

The majority of Uruguayan restaurants are parrilladas (grill-rooms). Italian food also appears on many menus, and seafood eateries abound along the Atlantic coast. Quality of both meat and seafood is generally excellent. Table service is usual in restaurants. Cafés or bars have either table and/or counter service.

Specialities:

- Bife de chorizo (rump steak), asado de tira (short ribs) and other barbecued meats.
- Chivito (steak sandwich with accompaniments including cheese, lettuce, tomato, bacon, ham, olives and pickles).
- Morcilla dulce (sweet black sausage made from blood, orange peel and walnuts) and morcilla salada (salty sausage).
- Dulce de leche (milk sweets).
- Chajá (ball-shaped sponge cake filled with cream and jam).

Tipping: 10% when no service charge is added.

Regional drinks: Uruguayan wines are of good quality. Popular drinks include clericó (wine mixed with fruit juice) and medio y medio (half dry white wine and half champagne). Yerba mate, a bitter tea of Native American origin, is extremely popular with locals. Local spirits beverages are caña, grappa and locally distilled whisky and gin.

SOUVENIRS

Gifts: Most supermarkets have a small selection of bottles of Uruguayan wine in wooden presentation cases that should survive the trip home in your luggage (starting at about USD 15). For locally made chocolates and sweets, including candied orange peel, try Esencia

Uruguay (Sarandí and Zabala street, Old Town). Uruguayans often encourage visitors to take home a jar of their supreme caramel spread, dulce de leche.

Crafts: Best option for its sheer variety is the Mercado de los Artesanos on Plaza Libertad, a cooperative with many stalls. We also recommend La Pasionaria on Reconquista street and Juan Carlos Gómez in the Old Town, which has a hand-picked selection of excellent handicrafts, particularly ceramics.

Books: There are two unmissable antiquarian booksellers in the Old Town (see our feature, here): Librería Linardi y Risso, (Juan Carlos Gómez street corner Rincón) and Librería Oriente Occidente, (Rincón street corner Juan Carlos Gómez). On Bacacay street (also Old Town) there is a nice selection of travel and children's books, plus the odd title in English at La Lupa. They also have a small exhibition space upstairs. For art, design, photography and advertising titles – plus some books in French – try Graffiti on Río Negro street, corner San José (Centre). On Tristán Narvaja street, corner Paraguay (in Cordón neighbourhood) Montevideanos and Babilonia are two good options.

GETTING TO URUGUAY

By air

Most international flights land at Montevideo's Carrasco International Airport (Aeropuerto Internacional de Carrasco), about 24 km (15 miles) east of downtown. Nearly all Montevideo-bound flights are routed through Buenos Aires. Aerolíneas Argentinas, LAN, GOL, TAM, and Avianca run regular flights to Latin American metropolises like Buenos Aires and São Paulo, and there also is a nonstop American Airlines flight from Miami as well as direct flights to Paris and Madrid.

If you fly a strictly Argentina–Uruguay itinerary, you'll likely depart from Buenos Aires' domestic airport, the Aeroparque Jorge Newbery. Through flights on American Airlines use the capital's international airport at Ezeiza.

Service to the Aeropuerto Internacional de Punta del Este (Punta del Este International Airport) is frequent from many South American cities during the resort's December–March high season, but almost nonexistent the rest of the year.

By land

You can get to Montevideo by bus from destinations as far away as Santiago in Chile. The overnight connection from Porto Alegre (the closest big urban centre in Brazil) is practical and usually comfortable. TTL serves this route. Getting from Buenos Aires to Montevideo or Punta del Este is faster by direct catamaran or ferry/catamaran to Colonia del Sacramento, with an onward bus connection in Colonia, rather than by bus all the way. You can also catch a bus direct from Rosario in central Argentina. Leaving Montevideo, the adventurous can reach Iguacu Falls by way of a bus to Salto in the north of the country, then crossing the Uruguay River to the Argentine city of Concordia, and taking another bus from there.

By sea

Unless you are arriving on a cruise ship or you are lucky enough to have your own yacht, you will either cross the River Plate from the port of Buenos Aires or catch a slower boat from the pretty riverside town of Tigre, some 30 km north-west of the Argentine capital. From city centre to city centre, travelling by direct hydrofoil from Buenos Aires to Montevideo takes only a little longer than the plane – and you can take all the drinks and toothpaste you like.

From Buenos Aires

Buquebus: Offers a direct hydrofoil link between the port of Buenos Aires and Montevideo (the terminal is to the north of Puerto Madero). Journey time: 2hrs15mins. Buquebus also offers a hydrofoil to Colonia (1hr) with a connecting coach/bus service to Montevideo and Punta del Este. Their car ferries also ply this route and are cheaper, but considerably slower.

The last departure from Buenos Aires to Colonia with onward connections leaves at 11.15 pm.

Colonia Express: Fast ferry to Colonia with onward bus connections to Montevideo. Offers a limited number of cheap web fares from Buenos Aires to Montevideo.

SeaCat Colonia: Offers a service to Montevideo and Punta del Este via Colonia.

From Tigre

Cacciola Viajes: If you have the time, Cacciola offers a boat connection from Tigre (just outside Buenos Aires) to the Uruguayan port of Carmelo, with onward connections to Montevideo by bus. The first part of the trip takes you through the picturesque channels of the Tigre Delta. Journey time: approx. 6hrs from Tigre. A minibus service from downtown Buenos Aires to connect with the boat at Tigre is available.

Líneas Delta: Offers a service in the summer from Tigre to the small Uruguayan port of Nueva Palmira, which lies beyond Carmelo. The journey gives you another good chance to see something of the 14,000 square km of water, forests and islands that makes up the Tigre Delta. The company also offers connections to Carmelo and Colonia.

**Main international flight times from/to Montevideo
and main destinations in South America**

CITY	AIRPORT CODE	ESTIMATED FLIGHT TIME	MAIN TOURIST ATTRACTION
Buenos Aires (AR)	AEP / EZE	00h45min	Capital and largest city of Argentina with many cultural attractions, European style architecture and the highest concentration of theatres in the world
Santiago de Chile (CL)	SCL	02h35min	Capital of Chile with many cultural attractions, cosmopolitan city, wine area, unique landscapes near the Andes, Ski resorts
Rio de Janeiro (BR)	GIG / SDU	02h40min	The second largest city of Brazil, known for its natural settings, carnival celebrations, samba, Bossa Nova, beaches and famous landmarks
São Paulo (BR)	GRU / CGH	02h15min	The largest city in Brazil, known for its unreliable weather, the size of its helicopter fleet, its architecture, gastronomy, severe traffic congestion, and multitude of skyscrapers
Porto Alegre (BR)	POA	01h30min	One of the top cultural, political and economic centres of Brazil
Asunción (PY)	ASU	02h30min	Capital and largest city of Paraguay, home of the national government, port, and the main industrial and cultural centre of the country

Domestic flight times from/to Montevideo

CITY	AIRPORT CODE	ESTIMATED FLIGHT TIME	MAIN TOURIST ATTRACTION
Montevideo	MVD	-----	Capital and the main city of Uruguay, with several museums, art galleries, the coastal avenue and sandy beaches
Punta del Este	PDP	01h10min	City and resort on the Atlantic Coast with scenic coasts and beaches, nautical sports and fishing

CITIES/REGIONS OF TOURISTIC INTEREST:

1. MONTEVIDEO:

Montevideo is the capital city of the Oriental Republic of Uruguay. It has a million and a half inhabitants, and nearly three centuries of its foundation; it is also the seat of Mercosur and many international organisms.

It is located over the estuary of la Plata River, its numerous beaches are an attractive for the inhabitants and visitors, and its shore has got more than 30 km (19 mi).

It is a contemporaneous metropolis that has most of the economic activity, the commercial interchange and services, the banks and the tourism of the country.

Besides, it has got the best natural port of South America.

2. COLONIA DEL SACRAMENTO

Considered World Heritage of the Humanity in 1995 by UNESCO, Colonia del Sacramento is known for being one of the cities of the Río de la Plata which still keeps the marvellous magic of its history.

Founded by Portugueses, Spain and Portugal fought for it for decades, the city became into a mixture of architectonical styles.

The colonial Portuguese style of the buildings, those stone houses with the typical roofs of those times mixes up with brick houses and the classical flat roofs of the Spanish architecture.

3. PUNTA DEL ESTE

Punta del Este is a popular vacation spot on the southern tip of Uruguay, southeast of the town of Maldonado, the capital of Maldonado department. In colonial times it was named San Fernando de Maldonado. The Department of Maldonado in Uruguay is located east of the Uruguayan capital city, Montevideo. It is separated by the Department of Canelones. Maldonado is known for its beautiful coastal cities, such as Piriapolis and Punta del Este. The beautiful beaches in these cities attract tourists from all around the world, but mainly from Argentina and Brazil.

4. MALDONADO

The City of Maldonado, capital of the department bearing the same name, lies 120 km (75 mi) away from Montevideo, in South-eastern Uruguay. Its most outstanding feature is that it houses the administrative pole of the famous city of Punta del Este, located a few minutes away.

Its climate is mild all year round. In winter time, temperatures reach 10°C (50°F), whereas in summer time the thermometer marks over 25°C (77°F) and many times it goes over 30°C (86°F).

In order to find it in the map, it could be said that the total surface of the Department of Maldonado is 4.750 km². It borders with the Department of Lavalleja to the North, with the Atlantic Ocean to the South, with the Department of Rocha to the East and with the Department of Canelones to the West.

There is no doubt that the City of Maldonado presents one of the most varied and beautiful geographies in Uruguay. In its surroundings, there are woodlands, hills and the sea. But also the passing of time has cast spells upon this place, which are breathed while walking down its streets or watching its old cars and bicycles.

5. JOSÉ IGNACIO

Jose Ignacio is situated north of La Barra in a beautiful natural setting on the Atlantic Ocean. It has an interesting Lighthouse that tourists can climb. Exclusive homes owned by celebrities like Brad Pitt abound, and there are excellent restaurants for seafood enthusiasts. Locals call it the place where only the wind blows.

6. CABO POLONIO

Cabo Polonio is home to hundreds of Sea Wolves. Cabo Polonio has three islands (Isla Rasa, Isla la Encantada and El Islote). Its beauty comes from its magnificent beaches including "La Calavera" or (The Skull) and South beaches. This large rock as the locals like to call it seems to defy the brave and transparent water of the ocean. You can access Cabo Polonio by renting a guide to drive you across the sand dunes in a dune buggy.

7. ESTANCIAS

There is no doubt that visiting the estancias of this country means getting to know their history and culture. The countryside and its men are an unquestionable part of their purpose. Getting immersed in the estancias helps understand what is thought, lived and felt by the men and women of the Uruguayan rural areas.

In the last few years, many agricultural venues and estancias have been getting ready to open up to visitors. This implies that many local and foreign tourists have started visiting the estancias and historical manors in order to share the rural life philosophy with their owners.

It could be said that today, the estancias in this country are telling their history. Both at the traditional European estancia manors lying in the middle of the plains and at the estates or farms raised in the warmer areas of the country, the friendly and laborious Uruguayan gauchos will be expecting visitors with their delicious "mate" to show them their world. You just need to ask for permission to cross the gate.

8. QUEBRADA DE LOS CUERVOS

The Quebrada de los Cuervos (Gorge of the Crows) is the perfect place for those seeking an intensive contact with nature and adventure. The zone was declared the first protected natural area of Uruguay since 1986. This area is located in the Treinta y Tres department, about 20 km (12 mi) of its capital.