

Travel and Tourism - Peru - November 2014

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“Peru’s stunning cultural heritage and spectacular natural environment supports a vast range of outdoor activities, which gives the country a well-deserved reputation as one of the world’s leading adventure destinations. However, key to long-term sustainability as a world-class destination will be the successful diversification away from the overcrowded Machu Picchu to other tourism attractions.”

This report looks at the following areas:

- What is the current state for tourism in Peru?
- Who travels to and within Peru, why and for how long?
- How do they travel and where do they stay?
- What does the future of tourism look like in Peru?

In recent years, tourism in South America has consistently outgrown most other regions in the world. Arrivals in the continent grew by 6% in the first four months of 2014 – a much stronger start than in 2013. Argentina continued to recover from two consecutive years of stagnation with a robust 17% increase in arrivals helped by the depreciation of its currency. Ecuador (up 16%) also posted a double-digit increase, and was followed by Colombia, Paraguay and Peru, which recorded a 3% increase in international arrivals.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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