

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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Table of Contents

Peru – Key Facts

Introduction

Data Sources

Background

History

Geography

Attractions

Figure 1: Visitor numbers to selected attractions in Peru, 2013

Tourism and the Economy

Figure 2: Peru's GDP, 2009-13

Figure 3: Peru's GDP by economic sector, 2013

Figure 4: International arrivals expenditure by quarter, 2009-13

Figure 5: International arrivals expenditure by trip & night, 2010-13

Figure 6: Average spend per trip, 2012

Arrivals

International

Figure 7: International tourist arrivals by region, 2009-13

Figure 8: International tourist arrivals by top 10 source countries, 2009-13

Domestic

Market Characteristics

International

Purpose of visit

Figure 9: International tourist arrivals by purpose of visit, 2008-12

Figure 10: International visitor arrivals by purpose of visit, 2012

Seasonality

Figure 11: International tourist arrivals by month, 2013

Length of stay

Figure 12: Average length of stay, 2012

Domestic

Purpose of visit

Seasonality

Figure 13: Domestic visitor numbers at selected attractions, 2013

Length of stay

Transport

Air

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Road

Rail

Sea

Accommodation

Figure 14: Tourism accommodation establishments, rooms & bed spaces, 2008-12

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