

TRAVEL WEEKLY

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Peru



TRAVEL WEEKLY

Appealing Peru: Exploring the Sales Potential

PERU FAST FACTS

Currency: Nuevo Sol

Languages: Spanish, Quechua, Aymara, with English widely spoken in tourism destinations.

Capital: Lima

Time zone: EST

Climates: Peru enjoys mild weather year round, but each of the three main geographic regions has its own unique climate. The north coast is sunny and dry all year long, while the central and southern coast is temperate with no rain, but humid. Summertime is from December to March. In the highlands, the dry season goes from April to November with sunny days in the 70s. The rainy season goes from December to March, with frequent rain showers mixed with sunshine. The rainforest has a tropical climate with high humidity and a rainy season from November to March. During the dry season, from April to October, temperatures can reach the 100s.

Visa requirements: American citizens only need a valid passport. No visa is required.

Flights: There are non-stop flights from the United States from New York, Los Angeles, Miami, Atlanta, Houston, Dallas/Fort Worth, Fort Lauderdale and San Francisco.

The current campaign to promote tourism in Peru uses the tag line “Peru: Empire of Hidden Treasures.” And while that phrase may evoke visions of the ancient Incan culture, it can also apply to many other aspects of Peru’s tourism offerings. After all, this South American hotspot is an incredibly diverse destination, with activities and attractions that cater to a diverse range of travelers, whether they crave big-city sophistication, active adventures, romantic getaways or a memorable connection with living cultures that date back thousands of years. Clients just might be surprised to find out how much Peru has to offer.

That’s where this guide comes in. Packed with travel information and sales tips, this supplement is divided by traveler type, to help travel agents match clients with the kinds of experiences that best fit their personalities and preferences. Many travelers fit more than one category, to be sure, so it’s always possible to mix and match activities, experiences, hotels and destinations from a variety of different categories.

WHY SELL PERU?

Peru’s diversity of destinations and experiences has helped place it on the short list for many travelers. “There is a huge market for Peru from the United States,” says Beth Jenkins of McCabe World Travel, a Virtuoso agency in Mclean, Virginia. “We primarily focus on the luxury

market, but I think Peru is a huge draw for every level of travel, which is one of its benefits. From backpackers to super luxury trips, Peru has the infrastructure for it.”

Jenkins says that the destination is in growth mode in terms of sales. “The increase in requests for Peru in the last couple of years is really notable,” she says. “It’s on everybody’s mind. I also get increasing requests for extended trips and people going back for a second time to see things they haven’t seen before.” Peru is also a great fit for first-timers, according to Jenkins: “For people who haven’t been to South America before, Peru is a country that they can feel comfortable with.”

Peru’s increasingly broad appeal is good news for travel agents, according to Kim Vincent, product and business development manager for Latin America at Globus Cosmos. “Peru is hands down our best seller for all of South America,” she says. “There are so many blossoming regions in Peru that maybe the U.S. traveler hasn’t heard about yet.” That means sales opportunities for agents.

Peru has many selling points, according to Vincent. “The biggest factor is, of course, Machu Picchu — everyone wants to go see Machu Picchu. But the other lovely thing about Peru is there is no reciprocity fee or visa [for travelers from the United States], which a lot of other South American nations require.”



PHOTOGRAPHY CREDITS (FROM LEFT): RENZO TASSO; JANINE COSTA; RENZO TASSO

Location and convenience are additional selling points, according to Philipp Wegmann, area managing director for Latin America and the Caribbean at Preferred Hotel Group. “Given the relatively short travel time and lack of jetlag, a trip to Peru is ideal for the traveler who wants adventure, culture or history—and be able to do it all during a shorter vacation.”

Peru’s reputation as a diverse, sophisticated destination is stronger than ever, according to Laura Castagnini, general manager of the Hilton Lima Miraflores. “The increasingly sophisticated gastronomy, uniqueness of sites like Machu Picchu and Nazca, combined with the hospitality of the people make Peru a must on every traveler’s list,” she says.

“Anyone and everyone can travel to Peru,” agrees Paul Wiseman, president of Trafalgar. “Peru appeals to travelers with a very wide range of interests, from outdoor enthusiasts to history buffs.”

ADD ON TO SELL UP

Travel agents should take advantage of Peru’s diverse offerings to sell often and sell up, according to Emmanuel Burgio, CEO of Blue Parallel, a Virtuoso Preferred Tour Operator. “Blue Parallel’s advice would be not to sell just the standard one-week package in Peru,” he says. “Peru is a destination that allows a lot exciting customization options, with cultural exposure, outdoor activities and historical explorations in many of its fine destinations.”

Burgio, whose company focuses on upscale travelers, notes the destination’s appeal for a variety of clients. “The travelers that fit the Peru profile are curious, nature and food lovers, interested in history and culture, and are active in the outdoors, as there are many activities to enjoy: hiking, biking, horseback riding, kayaking and white-water rafting, to name a few. It is an ideal destination for couples, groups of friends and families with children.”

“Peru is lucky in two ways,” notes Don Forster, Latin America product and marketing manager at Goway Travel in Toronto. “One, its tourist board [is] very proactive in the United States and Canada, and the country is well represented at both consumer and trade events. Second is the fact that the country has Machu Picchu, which is world renowned and sells itself.”

Forster recommends that travel agents look beyond Peru’s best-known tourism site in order to make even more sales. “Peru is not just Machu Picchu,” he notes. “It offers so much more—such as Lake Titicaca, Arequipa, Colca Canyon, Nazca, Paracas, Huaraz ... Trujillo Huanchaco, Lord of Sipan and beautiful white beaches in the far north. Then there is the fine dining; Peru has won the World Travel Awards the past two years for best cuisine.”

“While you will never talk a client out of a visit to Machu Picchu on their first-

time visit to Peru,” Forster adds, “Peru can be visited at least twice, if not three times, with each visit offering something completely different. So as to positioning—it is a multiple-time destination, which equals repeat business.”

AUTHENTIC EXPERIENCES

Peru is a land of superlatives; a place where clients can choose from a stunning array of possibilities. They can navigate the world’s longest river (the Amazon), descend into the world’s deepest canyon (Colca) or sail the highest navigable lake in the world (Titicaca). They might choose to hike the Sacred Valley of the Incas or indulge in spa treatments

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What's New in Peru

As an increasingly popular tourism destination, Peru continues to introduce new options for travelers—with new hotels, flights and tours, as well as infrastructure improvements. Here's some of the latest travel and tourism news to come from Peru.

- **Among the newest** international luxury hotel brands to debut in Peru are Westin, JW Marriott, Orient-Express and Hilton. Peruvian chains including Libertador, Casa Andina and Aranwa have also expanded their presence, as have eco-lodge and boutique brands including Inkaterra and Andean Experience.
- **Following a U.S.\$15 million** renovation, Libertador Hotels, Resorts & Spas this year reopened its Palacio del Inka property as a member of Starwood's Luxury Collection. The company is also refurbishing its Libertador Trujillo property, with work to be complete by the end of this year.
- **This year, Starwood debuted** the 134-room Four Points by Sheraton Miraflores, in one of Lima's most upscale neighborhoods.
- **Wyndham made its debut** in Peru this year with the opening of the 79-room Wyndham Cusco Saqsayhuaman, in Cusco. Facilities include the Samay Wasi Inka Spa, which combines ancient Inca healing techniques with modern spa treatments. In the capital city of Lima, Wyndham is planning to open the 140-room Tryp Lima Miraflores in 2016.
- **InterContinental Hotels Group** plans to open the 179-room Holiday Inn Lima

Airport Hotel in Peru in early 2016. The \$24 million, new-build property will be located adjacent to the city's Jorge Chavez Airport, two miles from the Port of Callao, one of the busiest seaports in Latin America.

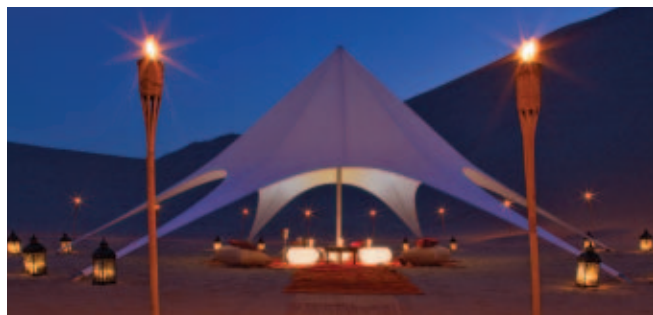
- **Peru's largest airport**, Jorge Chavez International Airport in Lima, is continuing plans for a major expansion. Lima Airport Partners, which operates the facility, has invested some \$313 million in improvements already, and plans to invest \$800 million more, as they begin work in 2014 on a new terminal, three new access roads, a second landing strip and other improvements.
- **Aqua Expeditions** has refurbished its 12-suite Aqua Amazon vessel, which has been sailing the Peruvian Amazon since 2007. The 130-foot-long Aqua Amazon (formerly the Aqua) has received an updated interior designed by Peruvian architect Jordi Puig. The Aqua Amazon navigates Peru's Pacaya Samiria Reserve.
- **Globus has introduced new**, off-the-beaten path destinations as pre- and post-extension options. The tour operator's newest destinations in Peru include Arequipa, Colca Canyon, Chiclayo and Trujillo, where recent archaeological discoveries uncovered intact tombs inside adobe pyramids.
- **Llama Expeditions** has introduced a new, nine-night "girls' getaway" itinerary for women interested in hiking the Inca Trail. The company reports that women now account for about half of the traffic along the trail.

in some of South America's most luxurious hotels. The choices seem endless.

According to Wiseman, travelers today are looking for "more interactive engagements with the locals. Travelers are no longer just interested in visiting the natural icons, they want to meet the locals, see how locals live, be able to engage in their day-to-day activities and learn first-hand about their customs and traditions—travelers no longer want to rely exclusively on their local guides to learn about history and culture." His company, Trafalgar, is among those that include meetings with local families during escorted tour itineraries.

Peru's vast biodiversity makes it paradise for nature lovers, with 84 of the globe's 104 different life zones and nearly all of its climates represented. The country's three main geographic regions include beautiful beaches along the coast, the snow-capped peaks of the Andes mountain range in the highlands, and the lush tropical rainforests of the Amazon region. It's a natural wonderland, dotted with historic treasures and cultural activities. And getting around is easy; most domestic flights last less than an hour.

Today's travel agents deal with a lot of different types of travelers. And Peru is the ideal destination to fit a variety of interests. This guide will help you to make every trip meaningful, memorable and successful. ■



Sophisticated Traveler

Favorable economic conditions and the continued popularity of Peru as a tourism destination have resulted in an unprecedented boom in the luxury travel segment, with an array of new options for travelers looking to pamper themselves while exploring all the nation has to offer.

“Peru is a great fit for U.S. luxury travelers for its accessibility, luxurious amenities and exceptional service,” says Emmanuel Burgio, founder and CEO of Blue Parallel, a Virtuoso Preferred Tour Operator. “Peru’s tourism industry has

grown extensively, with many luxury accommodations throughout the country allowing high-end travelers to explore the country in the comfort and luxury they are accustomed to.”

“Peru is an ideal destination for luxury travelers, for its offerings that appeal to every type of interest and its abundance of high-end hotels,” says Philipp Wegmann, area managing director for Latin America & Caribbean, Preferred Hotel Group. The group represents five hotels in Peru, including Aranwa Sacred Valley, a member of Preferred Hotels & Resorts in Urubamba; Aranwa Cusco, a Preferred Boutique property in Cusco; and Delfines Hotel & Casino and Casa Andina Private Collection, both of which are members of Summit Hotels & Resorts in Lima.

Among the companies catering to upscale clients is Goway Travel, which offers an Inca Trail tour that includes the services of a masseuse and refreshments served in crystal glasses. Cooking lessons, dinners in museums with curators and free bottles of wine are additional amenities the company can offer.

LUXURY BY REGION

Square one for most international travelers is Lima, and it’s an especially rewarding destination for upscale travelers. Upscale hotels in the chic Miraflores district include the JW Marriott Lima, the Hilton Lima Miraflores and

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the Miraflores Park Hotel, which is an Orient-Express property. Another popular neighborhood for the luxury segment is San Isidro, where five-star hotels include the Westin Lima Hotel & Convention Center, Swissotel Lima, Sonesta Hotel El Olivar Lima and Country Club Lima.

Upscale travelers headed to the highlands can indulge in a number of ways as well. The city of Cusco is home to an impressive selection of luxury hotels, including the recently opened JW Marriott, the recently re-opened Palacio del Inka (now part of Starwood’s Luxury Collection), the boutique-style Inkaterra La Casona (a Relais & Chateaux property), and two hotels from the Orient-Express group: The Hotel Monasterio and Palacio Nazarenas. Orient-Express also operates the Hotel Rio Sagrado in the Sacred Valley and the Machu Picchu Sanctuary Lodge, as well as the luxurious Hiram Bingham train that links Cusco with Machu Picchu. ■

Natural Luxury

In the southern Pacific coast, upscale travelers looking for access to the Paracas Nature Reserve can choose from properties including the 120-room Hotel Paracas, which opened in January 2010 as a member of Starwood’s Luxury Collection. Even the rugged Amazon region can now be enjoyed in luxurious comfort, thanks to cruises offered by Delfin Amazon Cruises, La Estrella Amazonica and Aqua Expeditions, which are available through various tour operators.

