

PERU TODAY!



Dear readers,

Welcome to the March edition of "Peru Today", your gateway to the latest developments in the world of Peruvian tourism.

In this edition, we present the invitation to the international APAVIT tourism fair that will be held in Lima during april. Find out also new tips to travel to Machu Pichu, along with details about the upcoming gastronomic festival showcasing Peruvian cuisine in March at the Merrion Hotel.

As every month, you will find the latest figures on the increase in tourists from around the world and of course from Ireland to Peru.

It's time to shake off the snow and start planning new adventures in the south. Peru awaits for us!

Embassy of Peru in Ireland



»»» IV APAVIT TOURISM FAIR 2024

FROM: GOB.PE

On April 11th and 12th, Lima, Peru will host the VI National and International Tourism Fair APAVIT 2024. This event gathers key players in the tourism sector, including tour operators, hotels, airlines, ground transport, wholesalers, and specialized agencies from various international markets. It's a prime opportunity to interact and expand your network with stakeholders in Peru's tourism sector.

For more information, please visit the following link:

<https://www.gob.pe/institucion/embajada-del-peru-en-irlanda/informes-publicaciones/5292722-vi-national-and-international-tourism-fair-apavit-2024>





➤➤➤ RENOWNED PERUVIAN CHEF ARLETTE EULERT VISITS IRELAND

FROM: [THETASTE.IE](https://www.thetaste.ie)

Peruvian gastronomy is increasingly recognized worldwide for its variety, mixture of flavours, and diversity. These qualities have turned Peru into a global culinary destination. In 2023, the prestigious consultancy The World's 50 Best Restaurants awarded four Peruvian restaurants within the top 50, with Central in Lima taking the top spot.

March brings the visit of renowned Peruvian chef Arlette Eulert to Dublin, Ireland. She aims to promote Peruvian gastronomy and collaborate with Chef Ed Cooney, of the Merrion Hotel, to explore the unique qualities of Peruvian cuisine and its fusion.



➤➤➤ TRAVEL TIPS FOR MACHU PICCHU

FROM: [INDEPENDENT.IE](https://www.independent.ie)

The journal Irish Independent published on February 28th an article by journalist Lily Girma, providing travel recommendations for Machu Picchu. The article underlines that the Peruvian government is implementing a new entry ticket system to ease access to the citadel. The article also notes expectations for a significant tourism industry recovery in Peru after the COVID pandemic.

In January 2024, Peru welcomed 251,324 tourists, marking a 75.7% increase compared to the same period in the previous year.

In the case of Ireland, during January 2024 Peru observed an influx of 444 Irish visitors, reflecting a 114.56% increase compared to January 2023.

➤➤➤ INCREASE IN TOURISTS VISITING PERU

FROM: [MINCETUR](https://www.mincetur.gob.pe)



EMBASSY OF PERU IN IRELAND

46 FITZWILLIAM SQUARE W, DUBLIN, IRELAND

EMBASSYOFPERU@PERUEMBASSY.IE

(01) 567 6951



▶▶▶ PERU AT THE ITB BERLIN 2024

FROM: GOB.PE

Peru showed its natural and cultural diversity at the International Tourism Fair (ITB) in Berlin 2024. With a 300m2 booth featuring over 35 tourism companies, Peru used virtual reality to bring iconic locations like the Nasca Lines, Kuélap Citadel, Machu Picchu, and Colca Canyon to life.

The Internationale Tourismus Börse (ITB) is one of the most important tourism fairs globally, and its 2024 edition provides the opportunity to position Peru as a destination with a wide range of offerings in nature, adventure, culture, and gastronomy.

▶▶▶ NEWLY REMODELLED JORGE CHAVEZ INTERNATIONAL AIRPORT

FROM: TURIWEB.PE

Lima Airport Partners (LAP) announced that the newly remodelled Jorge Chávez International Airport will start operating on December 18th, 2024. The four-level Terminal will be three times larger than the current one, initially catering to 30 million passengers annually and expanding to 40 million by 2026.

The project, with an investment of \$2 billion, includes spacious commercial areas, large parking spaces, a boulevard with hotels and restaurants, and cutting-edge technology for passenger transit and baggage management.



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