



PERU TODAY

TOURISM NEWSLETTER

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Dear readers,

Welcome to the latest edition of Peru Today! We're excited to share with you some remarkable developments in Peru's tourism sector.

The Embassy is pleased to welcome our new Head of Mission, Ambassador Jaime Cacho-Sousa. Subsequently, this edition addresses Peru's participation in the IMEX Frankfurt 2024 fair, the increase in visitors during the high season in Machu Picchu and the new "50 best" ranking where three Peruvian restaurants stand out.

Join us as we explore these exciting developments and embark on a journey to discover the wonders of Peru!

Embassy of Peru in Ireland

NEW AMBASSADOR OF PERU TO IRELAND

On June 4, the new Peruvian Ambassador to Ireland, Jaime Cacho-Sousa, presented his credentials to President Michael D. Higgins at Áras an Uachtaráin. This act marks the formal beginning of his diplomatic mission in Ireland. Ambassador Cacho-Sousa boasts an extensive and distinguished career in the Peruvian diplomatic service.

Previously, he has served as head of mission in Costa Rica and has held positions in the following countries: Brazil, Germany, Dominican Republic, Ecuador and Bolivia. With his experience and dedication, Ambassador Cacho-Sousa is poised to be a key figure in advancing relations between Peru and Ireland, in a context of growing mutual interest and cooperation.

From Peru Today, we extend our warmest welcome!

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PERU AT IMEX FRANKFURT 2024

Peru had a standout presence at IMEX Frankfurt 2024, a leading trade show specializing in event tourism, meetings, conferences, conventions, and incentive travel. IMEX was held from May 14 to 16 in Germany.

The Peruvian delegation consisted of 10 companies specializing in the MICE segment (Meetings, Incentives, Conventions, and Exhibitions) and held over 250 meetings with counterparts.

IMEX Frankfurt is the largest specialized trade show for Meetings Tourism in Europe, bringing together key international industry representatives and facilitating negotiations with global buyers.

In 2024, with a notable resurgence of events in Peru, more than 50 major international events are confirmed, expected to generate an economic impact exceeding USD 600 million for the country.

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SURGE IN TOURISTS ARRIVING TO PERU

Between January and April 2024, Peru welcomed 1,016,618 tourists, marking a 53.4% increase compared to the same period in the previous year. In the case of Ireland, from January to April 2024, Peru saw an influx of 1,932 Irish visitors, reflecting a 103.1% increase compared to the same period in 2023.

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INCREASED VISITOR CAPACITY TO MACHU PICCHU DURING HIGH SEASON

The Ministry of Culture of Peru has announced an increase in the visitor capacity to Machu Picchu, raising the daily limit from 4,500 to a maximum of 5,600 visitors through new routes during the high season.

This increased capacity will be in effect during the high visitation season from June 1 to October 15, 2024, and from December 30 to 31.

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PERU WILL HOST GLOBAL E-SPORTS GAMES 2025

The Global Esports Federation has awarded Lima, Peru, the honour of hosting the Global Esports Games 2025.

This decision marks the beginning of a multi-year partnership with the city to stage one of the world's premier esports events.

E-sports, or electronic sports, are competitive video game events that have become highly popular. These competitions typically involve multiplayer video games and often feature professional players. Forecasts show that the esports market is expected to reach a value of USD 6.75 billion by 2030.

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PERUVIAN RESTAURANTS NAMED AMONG WORLD'S TOP 50

On June 6, during a ceremony held in Las Vegas, the renowned consultancy The World's 50 Best Restaurants announced its awards for 2024. Three Peruvian restaurants were recognized among the world's best, with one making it into the top 5, and its chef, Mitsuharu 'Micha' Tsumura, receiving the Estrella Damm Chefs' Choice Award.

The restaurant Mayta ranked 41st, Kjolle was 16th, and Maido also secured the 5th place, positioning it as the best restaurant in Latin America. Central, which won first place in the 2023 edition of The World's 50 Best Restaurants, did not participate in the 2024 edition as it was part of the Best of the Best category, which includes restaurants that have previously topped the list, granting them a special status outside of the regular competition.



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Embajada del Perú en Irlanda

46 Fitzwilliam Square, Dublin 2, Dublin - Ireland
embassyofperu@peruembassy.ie
TLF: (01) 567 6951

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