



Dear readers,

Welcome to the latest edition of Peru Today! In this edition, we highlight several key events and achievements that showcase Peru's cultural, environmental, and tourism advancements.

We cover Machu Picchu's carbon-neutral certification, the promotion of pisco in Ireland, the successful Lata Expo 2024 in London, the surge in tourist arrivals, Peru's recognition in the World Travel Awards, and the upcoming release of a new Paddington movie set in Peru.

## Embassy of Peru in Ireland

### MACHU PICCHU: THE ONLY CARBON-NEUTRAL WONDER OF THE WORLD

On June 27, the Historic Sanctuary of Machu Picchu was again certified as a "Carbon-Neutral Destination."

This achievement places Peru at the forefront of environmental sustainability and the fight against climate change. The certification was awarded by Green Initiative, the leading climate certification company in the tourism sector, recognizing the fulfillment of its decarbonization goals.

To earn this recognition, the Historic Sanctuary of Machu Picchu has adopted effective measures to reduce its carbon footprint and offset remaining emissions, implementing sustainable practices such as solid waste management and promoting a circular economy.



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### PROMOTION OF PISCO IN IRELAND

The Embassy of Peru, in collaboration with the Dublin Bar Academy, organized a successful "Pisco Masterclass" led by renowned Peruvian mixologist Giancarlo Nazario.

The event, held on July 2 in Dublin, featured mixologists, bartenders, and representatives from Ireland's hospitality sector.

The Pisco Masterclass provided attendees with an in-depth understanding of the unique characteristics of pisco, Peru's national spirit, through demonstrations and tastings of cocktails such as the pisco sour and chilcano.

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### SURGE IN TOURISTS ARRIVING TO PERU

Between January and May 2024, Peru welcomed 1,290,087 tourists, marking a 52.8% increase compared to the same period in the previous year. For Ireland, from January to May 2024, Peru saw an influx of 2,477 Irish visitors, reflecting a 92.5% increase compared to the same period in 2023.



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PROMPERU (Commission for the Promotion of Peru for Export and Tourism) organized the Lata Expo 2024 from June 24 to 26 in London. This event showcased Peru's cultural and natural wealth and facilitated over 30 meetings with members of the UK's tourism commercial chain, including tour operators, agents, service providers, and specialized media from the British and European markets.

The regions of Ancash, Arequipa, Cusco, Ica, Lima, Loreto, Madre de Dios, and Puno were promoted. Additionally, the Bird Route, covering the regions of San Martín, Cajamarca, and Amazonas, was highlighted.

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### PERU RECOGNIZED AS SOUTH AMERICA'S LEADING DESTINATION IN THE WORLD TRAVEL AWARDS

Peru won in four categories at the regional edition of the prestigious World Travel Awards (WTA) 2024, being named South America's Leading Destination.

Additionally, for the seventh consecutive year since 2018, it was chosen as "South America's Leading Cultural Destination." The Historic Sanctuary of Machu Picchu was also selected as "South America's Leading Tourist Attraction" for the seventh consecutive year.

Notably, Machu Picchu is the first tourist destination to achieve international carbon-neutral certification. Peru also won the award for "South America's Leading Culinary Destination," reinforcing its position as the gastronomic epicentre of the region. (Image: worldtravelawards.com)

[More info](#)

### PADDINGTON RETURNS TO PERU

A new movie featuring the famous bear Paddington will be released in November. The new instalment tells the story of Paddington's return to his homeland, Peru, to visit his Aunt Lucy, who now resides in the Home for Retired Bears. Along with the Brown family, he embarks on an exciting adventure through the Amazon rainforest and the Andean mountains.

"Paddington in Peru" is a production by Studio Canal (UK), directed by Dougal Wilson and based on the children's book "A Bear Called Paddington" by Michael Bond. The first two films were international box office successes, grossing nearly \$500 million. The movie will feature scenes from Cusco and Lima.

Stay tuned for surprises for the audience in Ireland! (Image: <https://trexperienceperu.com/>)

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