



PERU TODAY

TOURISM NEWSLETTER

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Dear readers,

Welcome to our tourism news bulletin! In this edition, we bring you exciting updates on Peru's tourism scene. Discover how the iconic Samuel Beckett Bridge in Dublin was illuminated with the colours of our flag, celebrating the 203rd anniversary of Peru's Independence, and learn about the solemn flag-raising ceremony in Merrion Square Park.

Additionally, we proudly share the recognition given to Cusco by the prestigious magazine Travel and Leisure (T+L) as the best destination in Central and South America for the second consecutive year. We also inform you about the recent launch of Peru Travel Mart 2024, the most important tourism promotion and marketing event in Peru, which will bring together international and national operators in Lima this October.

On the other hand, we present statistics of a notable increase in tourist arrivals to Peru in the first half of 2024, highlighting the significant rise in Irish visitors.

Finally, we tell you about Peru's outstanding participation in the Global Bird fair 2024 in the United Kingdom, where our incredible birdwatching routes were promoted. Join us in this journey through the most relevant and exciting news of Peruvian tourism and discover why Peru continues to be a dream destination for travellers from all over the world.

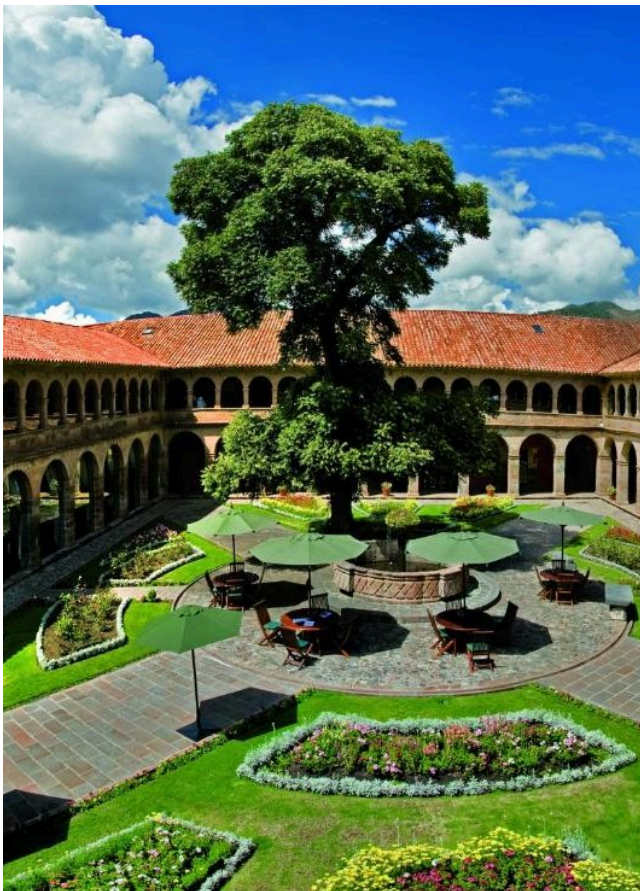
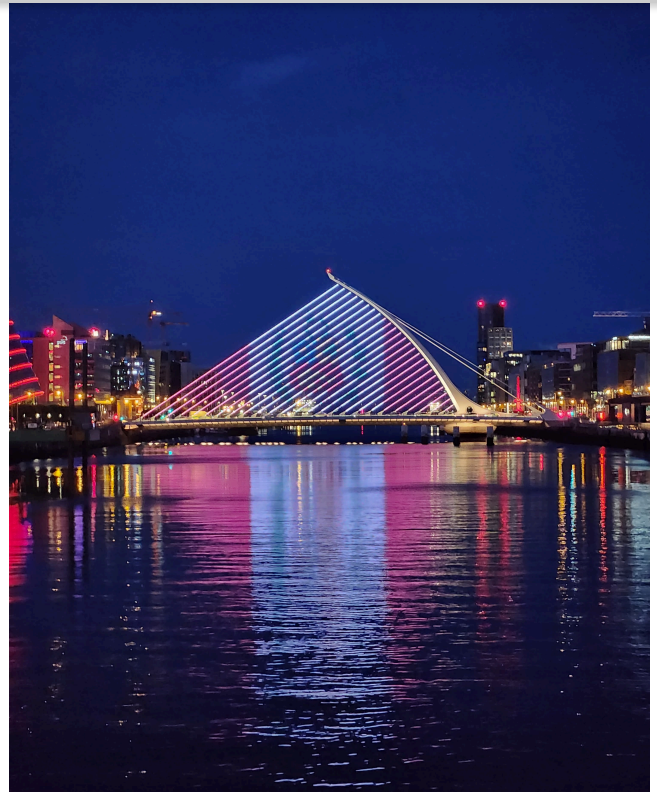
Embassy of Peru in Ireland

CELEBRATING PERU AND ON THE OCCASION OF PERU'S INDEPENDENCE

The iconic Samuel Beckett Bridge in Dublin was illuminated on July 28th with the colors of the Peruvian flag, commemorating the 203rd anniversary of Peru's Independence. During the night, numerous attendees took the opportunity to take photos, perform traditional Peruvian dances, and also pay tribute to the 25th anniversary of the establishment of diplomatic relations between Peru and Ireland.

This is the first time this iconic bridge has been adorned with Peru's colors, marking a memorable milestone in our celebrations in Ireland. The commemorative activities also included a solemn flag-raising ceremony at the traditional Merrion Square Park.

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TRAVEL AND LEISURE (T+L) MAGAZINE NAMES CUSCO THE BEST DESTINATION IN CENTRAL AND SOUTH AMERICA

Travel and Leisure (T+L) names Cusco the best city in Central and South America. For the second consecutive year, the historic capital of the country occupies the first place on the list. Each year, the prestigious media outlet Travel and Leisure (T+L) conducts the World's Best Awards survey, asking its readers to share their travel experiences worldwide.

More than 186,000 people completed the survey this year, and over 700,000 votes were cast. With a high score of 87.47, T+L readers chose Cusco as the best city in Central and South America. This is the second consecutive year it has received this recognition. Lima, on the other hand, ranked fourth, climbing four spots from last year. Photo: Monasterio Belmond Hotel, Cusco.

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PERU

Between January and June 2024, Peru welcomed 1,566,373 tourists, marking a 47.1% increase compared to the same period in the previous year. For Ireland, from January to June 2024, Peru saw an influx of 3,049 Irish visitors, reflecting a 78.4% increase compared to the same period in 2023. Photo: tourvincuncaperu.com



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LAUNCH OF PERU TRAVEL MART

On July 17th, the Peru Travel Mart (PTM) was launched. This is the most important tourism promotion and marketing event in Peru, which will take place from October 17th to 20th in Lima. Peru Travel Mart 2024 will host 160 international operators, and it is estimated that more than 6,000 meetings during the two-day fair will generate business worth over \$18 million.

The 160 international tourism sector representatives will come from countries such as France, Germany, the Netherlands, Spain, the United Kingdom, South Korea, India, Canada, the USA, China, Panama, Chile, Colombia, Ecuador, Mexico, Argentina, Brazil, and others. As exhibitors, 160 top-level national companies, including tour operators, hotels, airlines, tourist flights, cruises, ground transportation, trains, and restaurants, will provide buyers with all the information about the variety of tourist products in our country, ensuring the possibility of concluding tourism business deals. Photo: Turiweb.pe

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PERU'S OUTSTANDING PARTICIPATION IN GLOBAL BIRDFAIR 2024

Did you know that Peru has the greatest bird diversity in the world? We have over 1,800 species, 118 of which are endemic, meaning they can only be found naturally in Peru. These characteristics make Peru an ideal destination for nature and birdwatching enthusiasts, which was highlighted at the Global Birdfair 2024 held from July 12th to 14th in Lyndon Top, Rutland, United Kingdom.

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