



PERU TODAY

TOURISM NEWSLETTER

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Dear readers,

We are pleased to present the October edition of Peru Today, our newsletter featuring exciting updates from the tourism sector in our country. In this edition, we highlight the recent article published in the Irish News, which invites readers to discover the diverse wonders of Peru, from the majestic Peruvian Paso horses to the breathtaking Machu Picchu and the lush Amazon rainforest. This piece captures the essence of a destination that combines culture, nature, and adventure—ideal for Irish travellers.

We also share the success of Peru's participation in Culture Night 2024 in Dublin, where the Embassy presented an exhibition of traditional costumes and an enriching Peruvian poetry gathering, showcasing the cultural richness of our country. We are proud to announce that Peru has received seven nominations in the prestigious World Travel Awards 2024, solidifying its position as one of the world's most attractive destinations.

Lastly, we provide updates on Peru's participation in the IFTM fair in France, the rise in tourist arrivals, and the highly anticipated opening of the Nhow Hotel in Lima in 2025. We hope you enjoy this edition and are inspired to learn more about the wonders of Peru!

Embassy of Peru in Ireland



On September 28, Irish News published an article by Sean Sheehan titled "Travel: Peru, the land of dancing horses, walking trees, llamas, and Machu Picchu," inviting readers to discover the unique wonders of Peru.

From the graceful Peruvian Paso horse, known for its elegant gait, to the exotic roots that make trees "walk" in the Amazon, the author highlights Peru's rich biodiversity and unforgettable experiences. Sheehan also takes readers to the heights of Cusco and Machu Picchu, describing how these destinations connect visitors to the mystique of the Incan civilization.

Additionally, the article explores lesser-known spots like Puerto Maldonado, the gateway to the lush Amazon jungle, where visitors can observe fascinating birds and local wildlife. The full article can be found at the following link:

[More info](#)

Travel: Peru, the land of dancing horses, walking trees, llamas and Machu Picchu

There's far more to Peru than Paddington Bear, discovers Sean Sheehan

 Expand





On September 20, 2024, the Embassy of Peru in Ireland actively participated in Culture Night with two events that highlighted Peru's rich cultural heritage: an exhibition of traditional costumes and a Peruvian poetry gathering. Both events, organized in collaboration with Peruvian and Irish artists and academics, captivated the audience by showcasing the depth and diversity of Peruvian traditions.

The exhibition Peruvian Threads presented a colourful display of traditional costumes from folk dances such as the marinera, huaylas, and Amazonian dances. Accompanied by videos and detailed explanations, the display allowed visitors to appreciate the history and symbolism behind each traditional garment. The event featured the valuable collaboration of the folklore dance group "Peru Fusión," which helped bring this vibrant representation of Peruvian culture to life.

Simultaneously, the Embassy organized a Peruvian poetry gathering that explored the legacy of iconic poets like César Vallejo and Blanca Varela. Moderated by Peruvian poets Isabela Basombrío and Omar Pinedo, alongside writer Rafael Romero, the gathering created a space for reflection and dialogue, allowing participants to share and recite poems. These events reflect the Embassy's commitment to promoting Peruvian culture and strengthening multicultural ties.

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SURGE IN TOURIST ARRIVALS IN PERU

Between January and August 2024, Peru welcomed 2,178,302 tourists, marking a 39.2% increase compared to the same period in the previous year.

For Ireland, from January to July 2024, Peru saw an influx of 4,365 Irish visitors, reflecting a 64% increase compared to the same period in 2023.

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Twelve Peruvian exhibitors promoted and commercialized Peru's tourism offerings during the IFTM Top Resa tourism fair in Paris, held between September 17 and 19. Tour operators, agencies, and service companies highlighted Peru's broad and diverse tourism offerings, which span all its regions and cater to various audiences.

IFTM Top Resa is an international fair that attracts thousands of exhibitors and visitors from different countries, providing a unique platform for exchange among tourism professionals. Airlines, travel agencies, tourism boards, tour operators, and hotels find this fair an ideal opportunity to establish business relationships and partnerships.

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PERU RECEIVES 7 NOMINATIONS AT THE WORLD TRAVEL AWARDS 2024

Peru has been nominated in seven categories at the prestigious World Travel Awards (WTA) 2024: World's Leading Destination 2024, World's Leading Culinary Destination 2024, World's Leading Cultural Destination 2024, World's Leading Tourist Attraction 2024 (Machu Picchu), World's Leading Green Destination 2024, World's Leading Cruise Destination 2024, and World's Leading Tourist Board 2024.

The 31st edition of the international awards ceremony will be held on November 24, in Madeira, Portugal.

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HOTEL IN PERU IN 2025

The NH Hotels chain has announced the upcoming opening of its Nhow brand in Lima, Peru, scheduled for the first quarter of 2025. This hotel will target millennial clients who seek accommodations with unique themes for each room and cutting-edge design.

The hotel will be part of a mixed-use complex that includes not only the hotel but also offices, commercial, and gastronomic areas. One of the towers will house corporate offices, flexible rental spaces, and coworking areas, while the first two levels will feature a commercial zone with major brands and a second level dedicated to dining.

Nhow Lima Hotel will have 243 rooms spread across 17 floors, becoming the first hotel of this brand in the Americas and the second-largest NH Hotel Group property in the region.

[More info](#)

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