



PERU TODAY

TOURISM NEWSLETTER

NOVEMBER 2024
VOL#15



Dear readers,

We're delighted to bring you a new edition of PERU TODAY, highlighting the latest from Peru in tourism, culture, and international events that strengthen our bonds with the world, especially with Ireland. This month, all eyes are on Peru as we host the APEC Leaders' Summit, a truly impactful event for the country.

We've also got updates on new flight routes, tourism growth, and Peru's successful participation in major international events. Plus, we're celebrating the global release of Paddington in Peru, where Peru's beautiful scenery and rich culture take centre stage on the big screen.

We hope you enjoy this month's edition and invite you to subscribe to stay connected with all the latest from Peru.

Thank you for reading!

Embassy of Peru in Ireland

PERU HOSTS THE APEC LEADERS' WEEK

Lima will host the Asia-Pacific Economic Cooperation (APEC) Leaders' Week, bringing together 21 member economies to promote growth, cooperation, and free trade across the region.

This prestigious event will welcome prominent world leaders, including Xi Jinping from China, Joe Biden from the United States, and Justin Trudeau from Canada, among others offering a unique opportunity for Peru to strengthen ties with these major global players.

Hosting APEC is expected to have a substantial impact on tourism, with over 15,000 delegates—including 1,200 business leaders and more than 2,000 international journalists—expected to visit. The Ministry of Foreign Trade and Tourism projects that 1.8 million tourists from APEC member economies will visit Peru this year, accounting for 51.4% of Peru's total international visitors in 2024, solidifying Peru's standing as a prime destination for business tourism.

Foreign Minister Elmer Schialer estimates that APEC-related activities will generate around USD 50 million, primarily from tourism and related economic activities, a figure that exceeds the event's budget and underscores the economic value of the forum for Peru (photos: CGTN, China Daily)

[More info](#)



TURKISH AIRLINES HEADING TO LIMA IN 2025

Turkish Airlines' Chief Financial Officer Murat Seker announced that Lima is set to become the airline's next Latin American destination in 2025. "Following new routes to Sydney and Santiago de Chile, we plan to expand further with Lima, Peru, in June 2025, followed by Phnom Penh in Cambodia," Seker shared with Aviation Week (photo: Turkish Airlines)

PERU SHINES AT WORLD TRAVEL MARKET

Peru made a strong impression at the World Travel Market (WTM), held from November 5–7 in London. Featuring 30 Peruvian companies—from tour operators to hotel groups—Peru also took home the prestigious Silver Award in the "Most Desirable Adventure Destination" category from Wanderlust, one of the UK's top travel magazines. This recognition highlights Peru's global appeal, renowned for adventure tourism, rich culture, and exceptional cuisine (photo: travelandtourworld.es).

[More info](#)

SURGE IN TOURIST ARRIVALS IN PERU

From January to September 2024, Peru welcomed 2,449,582 tourists—a 36.5% increase over the same period in 2023. Irish tourism to Peru also saw a boost, with 5,023 Irish visitors marking a 59.4% increase year-over-year (photo: Peru.Travel)

[More info](#)

"PADDINGTON IN PERU" PREMIERE

The film *Paddington in Peru* premiered on November 8 in Ireland and the UK, with scenes shot in Lima and Cusco. After six years, everyone's favourite bear returns, journeying to Peru to visit his Aunt Lucy in her retirement home. Together with the Brown family, Paddington embarks on a grand adventure.

In Dublin, a special pre-release event on November 3 drew families, film buffs, and fans of Peruvian culture. Attendees enjoyed a virtual reality experience exploring Machu Picchu and traditional Peruvian dances, including a vibrant performance of "Valicha" by the Peru Fusion dance group. Key scenes in the film were shot at Lima's Historic Centre and the Miraflores boardwalk, as well as Machu Picchu and Huayna Picchu in Cusco.

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