



PERU TODAY

TOURISM NEWSLETTER

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Dear readers,

It is our pleasure to welcome you to the first edition of PeruToday for 2025. In this edition, we are delighted to announce Peru's participation in the Holiday World Show in Dublin, taking place from January 26 to 28 at the RDS.

At our stand, visitors will have the chance to explore the rich and diverse tourism offerings of our country, with special emphasis on Machu Picchu and Cusco, as well as enjoy interactive experiences and cultural presentations.

In this issue, we also highlight important achievements in the tourism sector, such as the recognition of five Peruvian destinations at the Green Destinations Story Awards 2024, and the remarkable increase in tourist arrivals to Peru, including the growth of Irish visitors.

Additionally, we share news about the launch of Inti Raymi at the International Tourism Fair (FITUR) in Madrid, as well as the significant increase in air traffic to Peru. We also feature the restoration of the terraces at Choquequirao, a project that underscores efforts to preserve our cultural heritage.

We hope you enjoy this edition and wish you all a happy and prosperous New Year.

Embassy of Peru in Ireland



PERU AT THE HOLIDAY WORLD SHOW IN DUBLIN

We are delighted to announce that Peru will be attending the Holiday World Show in Dublin, which will take place from January 26 to 28 at the RDS.

At stand L1, visitors will be able to discover the rich and diverse tourism offerings of our country, from the sunny beaches of the coast to the vibrant nature of the Amazon jungle. Of course, Cusco and the iconic Machu Picchu will be at the heart of our presentation, highlighting them as must-visit destinations.

As part of the experience, attendees will have the opportunity to take a 3D virtual tour of Machu Picchu, immersing themselves in the majesty of this UNESCO World Heritage site.

Additionally, we will feature a special performance by the Peru Fusion group, who will delight the audience with traditional dances and other surprises that will connect them with our rich culture.

Don't miss this opportunity to explore Peru at the Holiday World Show! We look forward to seeing you there for some special surprises!

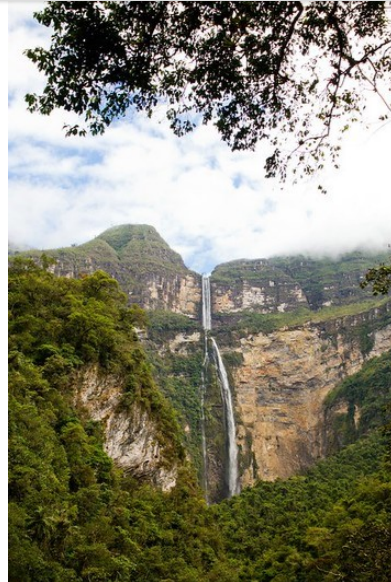


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FIVE PERUVIAN DESTINATIOS RECOGNIZED IN THE GREEN DESTINATIONS TOP 100 STORIES 2024

Five Peruvian destinations received diplomas recognizing them as winners of the prestigious Green Destinations Story Awards 2024. This recognition highlights destinations that inspire the world with their stories of sustainability best practices. The recognized destinations are: Allpahuayo Mishana National Reserve (Loreto), the Islas Cavinzas and Islas Palomino sector of the Islas, Islotes and Guaneras Points National Reserve (Callao), Kuélap – Gocta (Amazonas), Los Órganos (Piura), and Tingo María National Park (Huánuco).

The diplomas were awarded during the 2024 Global Green Destinations Conference, held in Chile. This international event is the most important in the field of sustainability, bringing together destination managers and tourism professionals from around the world. In 2024, Tingo María National Park (Huánuco) achieved Green Destinations Gold certification, making it the first Peruvian tourism destination to reach this international sustainability recognition level. Photos: Mincetur



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LAUNCH OF INTI RAYMI AT FITUR IN SPAIN

The mayor of Cusco, Luis Pantoja, announced that the launch of the traditional Inti Raymi festival for 2025 will take place at an important international event, the International Tourism Fair (FITUR), which will be held in Madrid, Spain, from January 22 to 26. Inti Raymi, or the Festival of the Sun, is an ancient Inca celebration held every June 24 in Cusco, Peru, to honour the god Inti, the Sun.

It represents the winter solstice in the Southern Hemisphere and marks the beginning of the Andean new year. During this festival, which combines traditional rituals and artistic representations, a central ceremony is held at the Sacsayhuamán plaza, where actors portray the Inca and his court in symbolic offerings to the Sun. In 2024, it attracted more than 44,000 attendees. Photo: Vist Peru.

[More info](#)

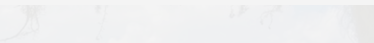
NOTABLE INCREASE IN AIR TRAFFIC TO PERU

Peruvian authorities have reported that from January to November 2024, a total of 23.6 million passengers were transported to and from Lima on regular services, both domestic and international, surpassing pre-pandemic levels with a 102% recovery compared to the same period in 2019.

Internationally, 10 million passengers traveled to and from Lima, accounting for 42.6% of total passengers and a 90.6% recovery compared to 2019. The most frequent international destinations were Santiago de Chile (15.1%), Madrid (8.9%), Miami (8.3%), Bogotá (7.7%), and Buenos Aires (6.25%). Photo: Turiweb



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The Ministry of Culture reported that after four years of hard work, 187 pre-Hispanic terraces in the Paqchayoq sector of the Choquequirao Archaeological Park have been restored. Choquequirao, known as the "sacred sister of Machu Picchu," is an Inca archaeological site located in Cusco, Peru, more than 3,000 meters above sea level.

This complex includes terraces, plazas, and temples arranged in several levels, reflecting Inca urban planning. It was an important administrative, religious, and military center during the Tahuantinsuyo Empire. In addition to its historical value, Choquequirao stands out for its biodiversity, with a variety of flora and fauna that includes iconic species such as the Andean condor and the spectacled bear.

This site offers a combination of history, nature, and adventure, making it a hidden gem of Inca heritage.

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