



PERU TODAY

TOURISM NEWSLETTER

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Dear readers,

We're delighted to bring you a new edition of PERU TODAY, highlighting the latest in tourism, culture, and international events that strengthen Peru's global presence, especially its ties with Ireland.

In this issue, we report strong momentum in Peru's tourism sector, with nearly 796,000 international arrivals in the first quarter of 2025. We also spotlight major international showcases like Expo 2025 Osaka, where Peru is proudly promoting its culture, cuisine, and exports to an audience of 28 million.

Meanwhile, Madrid hosted the first international edition of "Perú Mucho Gusto," drawing over 14,000 visitors and confirming the growing appeal of Peruvian gastronomy abroad. Regarding the sports world, Lima is set to host the 2025 Copa Libertadores Final, a historic event expected to draw massive audiences and deliver significant economic impact.

Additionally, we share new figures on rising cruise tourism, a record-breaking Easter holiday for domestic travel, and insights into the power of digital campaigns in shaping travel decisions.

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!

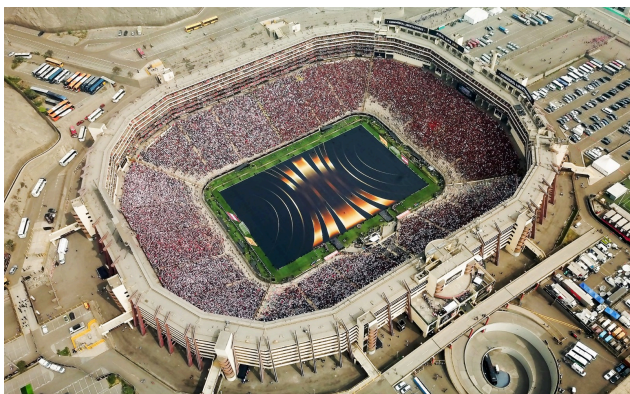
INTERNATIONAL TOURIST ARRIVALS IN PERU

From January to March 2025, Peru welcomed 795,967 tourists, reflecting a 3.6% increase compared to the same months in 2024.

However, the number of visitors from Ireland saw a decline, with 1,295 Irish tourists arriving, marking a 6.1% decrease compared from January to March 2024. (Photo: MacchuPicchuBrasil.com)



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Lima to Host 2025 Copa Libertadores Final

President Dina Boluarte announced that Lima has been chosen to host the single-match final of the 2025 Copa Libertadores, following a meeting with Conmebol President Alejandro Domínguez. The decisive match of South America's top club football tournament will take place on November 29 at the National Stadium, which previously hosted the final in 2019.

President Boluarte highlighted the significant economic impact the event will bring, particularly in tourism, trade, and Peru's global visibility. The country is now preparing to welcome thousands of fans from across the continent for what promises to be a historic event.

Conmebol President Domínguez emphasized the Peruvian government's commitment as a key factor in selecting Lima. The final will be broadcast live to 195 countries, with a potential audience of up to 5 billion viewers.



In 2019, Lima hosted the final between River Plate and Flamengo, drawing over 40,000 fans; many of them international, and generating an economic impact of more than 62 million dollars, according to Peru's Ministry of Foreign Trade and Tourism. (Photos: Turiweb.pe, larazon.pe, Conmebol.com)

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PERU SHOWCASES THE BEST OF ITS CULTURE AND CUISINE AT EXPO 2025 OSAKA

Peru has launched its national pavilion at Expo 2025 in Osaka, Japan, presenting a vibrant display of its cultural, culinary, and natural richness. Spanning 300 square meters, the Peruvian pavilion features highlights such as traditional textiles, artisanal crafts, superfoods, renowned cuisine, and the iconic pisco. This international showcase is expected to attract around 28 million visitors, offering a valuable opportunity for Peru to strengthen its global image and promote tourism, exports, and cultural exchange. The pavilion was officially inaugurated on April 13 by Peru's Minister of Foreign Trade and Tourism, Desilú León, and the country's ambassador to Japan, Roberto Seminario. Over the next six months, attendees will be able to explore Peru's deep-rooted traditions and contemporary innovations, positioning the country as a dynamic and attractive destination on the world stage. (Photo: Peru.info)



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MIGRATION AUTHORITY RECORDS NEARLY 13,000 FOREIGN CRUISE SHIP VISITORS SO FAR IN 2025

The number of foreign visitors arriving in Peru via cruise ships has been growing since 2023, when 23,061 entries were recorded, compared to 26,113 in 2024—an increase of 11.69%. So far this year, the figure has reached 12,970 people.

Most of the visitors come from the United States, Great Britain, Canada, Germany, Australia, Japan, Chile, Switzerland, the Philippines, the Netherlands, among others. After passing immigration control, they disembark for a few hours or days to explore the main attractions of the port cities. (Photos: planetcruise.com, elpopular.pe)

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“PERU TRAVEL MART 2025 TOURISM EVENT

The Peruvian National Chamber of Tourism (CANATUR) is organizing—in coordination with PromPerú—Peru Travel Mart 2025 (PTM), the most important international business roundtable for the Peruvian tourism industry.

It will take place from June 26 to 29, 2025, in Peru. The event is an important platform for promoting and marketing our tourist destinations and exclusively involves business opportunities between Peruvian and international tour operators.



The PTM 2024 edition was a great success, with the participation of 165 international buyers from 28 countries and more than 140 Peruvian companies. More than 6,000 business meetings were held, and important trade agreements were closed, contributing to the growth and consolidation of the reactivation of national inbound tourism.

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“PERÚ MUCHO GUSTO” FAIR ACHIEVES GREAT SUCCESS IN MADRID, ATTRACTING OVER 14.000 VISITORS

The first international edition of the gastronomic fair Perú Mucho Gusto, organized by PROMPERÚ in Madrid, concluded on a highly positive note. From April 11 to 13, the Ibercaja Delicias venue became the epicenter of Peruvian flavors, attracting 14,350 visitors eager to experience the best of Peru’s cuisine.

Spanish and European attendees enjoyed over 50 dishes prepared by renowned Peruvian chefs and entrepreneurs based in Spain, offering an authentic and diverse culinary showcase. Among the favorites were *ceviche*, declared Cultural Heritage of the Nation, and traditional picarones, which stood out as the most popular and celebrated dishes.

The event highlighted the growing international interest in Peruvian cuisine and solidified “Perú Mucho Gusto” as an effective platform for promoting Peru’s culinary offerings and positioning the country in strategic markets like Europe. This edition marked a milestone as holding it in Spain (Peru’s main European source of tourists) was a key strategy in promoting Peru abroad via its gastronomy as a powerful travel motivator. (Photo: www.gob.pe)



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