



Market Overview

- In 2005, Bolivia overtook the U.S. as the preferred destination of Peruvians. The U.S. was second with 20.2% market share.
- Peruvian travelers often select border countries because of their close proximity, the absence of visa or passport requirements, and for business.
- The high travel season for Peruvians is: January through March, the last week of July, the first two weeks of August, and Christmas vacation.
- Florida attracts 50% of Peruvian visitors to the U.S.
- Local travel agents are being replaced by technical solutions such as airlines issuing tickets directly or travelers booking e-tickets.
- When traveling with families, Peruvians prefer to purchase value-added tourism packages offered by local travel agents.
- Market niches with potential for U.S. suppliers include: fly/drive, cruises and tour packages, conventions and trade shows, ski packages, shopping, amusement parks, language courses, and work and travel international student programs.

Number of Peruvian Travelers Abroad

	2004	2005	Avg. Growth for 2006-2007
Total Number 1/	1,952,867	2,200,446	8-10%
Travelers to the U.S.			
1/	396,717	444,636	5%
2/	151,509	162,008	6%

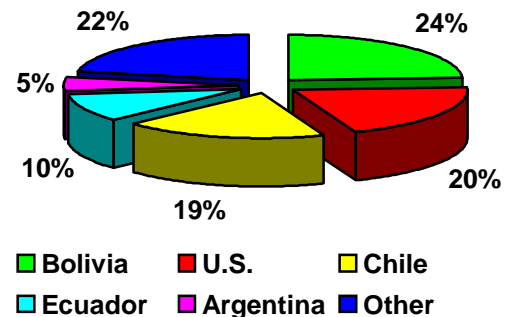
Source: 1/ INEI and 2/ U.S. Department of Commerce

Note: The gap between the figures above stems from the large number of Peruvians with dual citizenship. These individuals usually leave Peru with their Peruvian passport and enter the U.S. with their other passport. Additionally, Peruvians traveling to work or visit either Japan or European countries usually make one stop in the U.S.

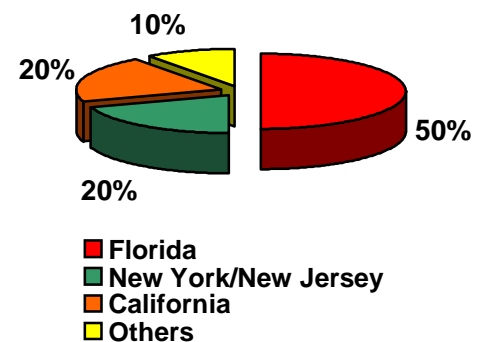
Reasons For Traveling to U.S.

- Wide variety of vacation packages
- Frequency of flights (60/week)
- Wide selection of air carriers
- Large number of ports of entry
- Large number of outlets and shopping malls
- Conventions and expositions
- Cultural and sporting events
- Diversity of cities
- Friends and family living there
- Student work opportunities
- Education/Training

Peruvian Travel Destinations



Popular U.S. Destinations



Source: Visit USA Committee Peru

Profile of Peruvian Travelers to the U.S.

Vacation and Tourism

- These travelers spend 7 to 10 nights in the U.S.
- The primary decision-making factor among these travelers is price, and they are constantly seeking discounts and special offers among travel agencies.
- There is a high probability of this traveler using a car rental service to travel within or between cities.
- Peruvian vacationers will also go shopping, and visit amusement parks and resorts.

Business

- The typical Peruvian business traveler is male, and spends 3 to 5 nights in the U.S.
- This traveler is likely to be either a manager of a local or multinational corporation, or an independent businessperson.
- The company usually works with a local Peruvian travel agent that will be in charge of the airline reservations and hotel bookings.
- Companies also reward their sales and marketing employees with trips to the U.S., arranging convention in cities such as Las Vegas and Miami.
- These meetings are often combined with tourism

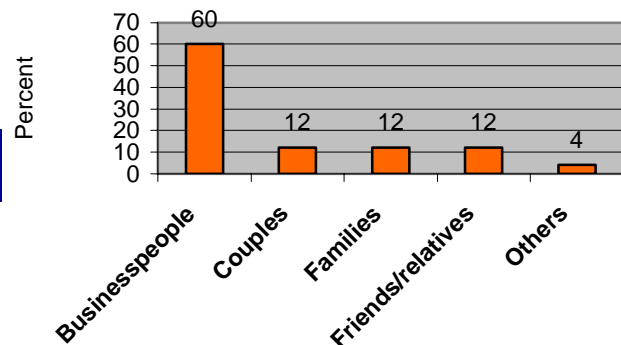
Visiting Friends and Relatives

- These are usually frequent visitors, spending an average of 14 nights in the U.S.
- This group has the highest number of self-bookings, obtaining their travel information from family and friends in the U.S.
- Their main destinations are Paterson, NJ and Miami, where the largest Peruvian communities are located.

Studying and Training

- These travelers include undergraduate and graduate students as well as businessmen attending English language schools and training courses.
- These people typically spend one to four weeks in an intensive course at either a college or an English language institute.

Prospective Buyers



Source: Visit USA Committee Peru

Trade Agreement

- On April 12, 2006, the U.S. and Peru signed the PTPA (Peru Trade Promotion Agreement).
- The PTPA will generate a large flow of business travelers who frequently take advantage of these trips by bringing their families.

Trade Events

Event: Lima Visit USA Tradeshow (March 28, 2007)

Info: Co-sponsored by the U.S. Commercial Service, the event is visited by more than 1,200 travel agents. The Lima Visit USA tradeshow is the largest show in Peru promoting the United States.

Resources and Key Contacts

The two government agencies promoting Peru as an international destination are the Ministry of Foreign Trade and Tourism (MINCETUR – www.mincetur.gob.pe) and Promperu (www.promperu.gob.pe), the Peruvian tourism promotion agency. The U.S. Commercial Service in Lima, Peru can be contacted via e-mail at: Flora.Muroi@mail.doc.gov; Phone: (51 1) 434-3040; Fax: (51 1) 434-3041 or visit our website: www.buyusa.gov/pe/en.

Disclaimer: The information provided in this report is intended to be of assistance to U.S. exporters. While we make every effort to ensure its accuracy, neither the United States government nor any of its employees make any representation as to the accuracy or completeness of information in this or any other United States government document. Readers are advised to independently verify any information prior to reliance thereon. The information provided in this report does not constitute legal advice. International copyright, U.S. Department of Commerce, 2006. All rights reserved outside of the United States.