

# INCOMING TOURISM IN PERU WILL TOP 4 MILLION VISITORS



Incoming tourism in Peru will surpass the predicted goal of four million foreign tourists in 2017, which is more than the 3,744,461 visitors registered in 2016, according to the head of the Ministry of Foreign Commerce and Tourism (Mincetur), Eduardo Ferreyros.

According to the information by Mincetur, 2,944,773 foreign tourists arrived to the country between January and September of this year. **It is expected that over one million tourists will enter the country during the last trimester of the year.**

Additionally, the increases in incoming tourism in Peru have been registered every month with the exception of March 2017.

After the official presentation of Peru as the headquarters of the 2018 Dakar Rally, the official said he expected to reach 7 million tourists for the Bicentennial Independence holiday.

## Tacna

Ferreyros also said that the Tana product export chain would become stronger due to the Regional Exporter Plan (Perx Tacna). This document was a result of the joint efforts from the public, private and academic sectors.

In addition, Vice Minister for Foreign Commerce Edgar Vásquez affirmed that the new Perx Tacna is proposing concrete solutions for filling the gaps in exporting competitiveness in the region.

“The gaps we have identified affect a cross-section of the whole region, and specifically in priority export production chains (hydro biological, services, foods and by-products, spices and condiments and confections),” he explained.

The Vice Minister maintained that the new PERX identified the need to implement investment projects for roads and irrigation in the region’s areas with exporting potential.

Furthermore, to create and implement laboratories and quality certification centers, promote financing and funding mechanisms for exporting projects and to boost research for competitiveness in exporting chains, among others.

## International Competition

Minister Ferreyros said that having Dakar pass through national territory would attract tourists from the region and also from Asian countries, as they enjoy this type of competition.

**“Asia is a market that interests us very much and we are doing great job to engage their attention and many travelers will probably visit us”, he commented.**

He pointed out that this event will be a great driver for incoming tourism in Peru and to reach the goal of attracting seven million foreign tourists for the Bicentennial Independence celebration.

Additionally, Dakar 2018 will generate an economic impact for Peru of over 350 million USD.

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