

TOURISM REVENUE STEADILY GROWING IN PERU



The influx of foreign visitors in Peru will soon reach 4.4 million arrivals by the end of 2018. The inbound tourism is expected to generate tourism revenue of US\$ 5 billion, according to Peru's Export and Tourism Promotion Agency (PromPerú).

"We estimate the arrival of 4.4 million foreign visitors this year, the United States being the main issuing market accounting for approximately 16% of foreign arrivals," said Marisol Acosta, Director for Tourism Promotion of PromPerú.

She explained that, presently, foreign visitors come from 25 countries, while the main promotional activities are being carried out in 15 of these countries.

"We are also working on emerging and test markets with the purpose of distributing the risk of fewer visits and have a constant growing figure," she explained.

"We carry out singular strategies in each market, taking into account the characteristics we identify in these market segments," she added.

In addition, Acosta highlighted that the arrival of Chinese visitors to Peru increased by almost 22% during the last year, while the arrival of South Korean visitors did so by 30%.

According to official figures released by the Ministry of Foreign Trade and Tourism (Mincetur), Peru received 3.8 million foreign visitors in 2016, and closed 2017 with the arrival of 4.3 million visitors.

For its part, the National Chamber of Tourism (Canatur) shared the same prospects of PromPerú.

Carlos Canales, president of Canatur, explained that with the arrival of 4.4 million foreign visitors, the industry in Peru will register tourism revenues amounting to US\$ 5 billion, which will surpass Chile's revenues, given that the latter expects about 6.5 million arrivals this year.

"The quality of tourist expenditure in Peru is higher than many countries in this region," Canales said.

In October, Canatur is organizing the first workshop called 'Turismo Perú' in Lima, which will bring together more than 90 tour operators from the country with new offers for national destinations across the 25 regions.

"This is the first time that tourist operators from different regions will gather in Lima to show us their offers. For this event, a platform will be developed for the sale of packages, trips and product services that are being offered throughout Peru," explained Carlos Canales, president of Canatur. It is estimated that this first event will generate revenues of 1 million soles in travel expectations.

Date: 2018-07-23

Article link: <https://www.tourism-review.com/tourism-revenue-to-reach-5-billion-dollars-news10688>