

PERU ESTIMATES A 25% GROWTH IN FOREIGN TOURIST ARRIVALS BY THE END OF 2023



Juan Carlos Mathews stated that the Ministry of Foreign Trade and Tourism (Mincetur) has projected a 25% growth in inbound tourism by the end of 2023. This means foreign visitors are expected to increase from 2 million in 2022 to 2.5 million in 2023.

Despite the difficulties faced by the Peruvian tourism sector, it has grown this year, particularly in inbound tourism. However, while promising, the projected numbers for 2023 are still far from pre-pandemic levels. In 2019, Peru received almost 4.4 million foreign visitors, significantly higher than the projected 2.5 million for 2023.

Travel experts have highlighted the new direct flights established in December from London to Lima, a significant development. Negotiations are underway with Lufthansa Airlines in Germany to establish direct flights between Germany and Peru.

Mathews also predicts an increase in domestic tourism, from 27 million trips in 2022 to 37 million by the end of 2023. In 2019, Peru had 48 million domestic trips, much higher than the projected numbers for 2023.

El Niño phenomenon

Regarding the El Niño phenomenon, the Peruvian government allocated resources for prevention work that impacts Peru's exports.

Peruvian tourism authorities held multiple meetings with the management unit of Machu Picchu, which included the Ministry of Culture, Ministry of Environment, Ministry of Foreign Trade and Tourism, the regional governor of Cusco, and the town mayor. The purpose of these meetings was to discuss the sale of tickets to Machu Picchu and to ensure transparency in the sales process.

Online ticket sales are expected to increase the number of visitors to Machu Picchu and boost tourism. This is because it will allow for a transparent and efficient sales process.

Date: 2023-11-15

Article link: <https://www.tourism-review.com/foreign-visitors-to-peru-expected-to-rise-news13950>