# PERU’S TOURISM SECTOR CONTINUES TO STRUGGLE



International tourist arrivals continued to disappoint in Peru at the end of September 2026. A total of 2,539,579 foreign visitors arrived in the first nine months of the year, down 0.9% compared to the same period in 2025, according to the latest statistical report by the Ministry of Foreign Trade and Tourism (Mincetur). This figure reflects a reduction of around 22,000 tourists, compared to the 76.5% of visitors registered in 2019 – the year before the pandemic.

**Chile Drives the Overall Decline**

Chile accounts for the largest share of the decrease in Peru’s tourism sector, as the South American nation is Peru’s main source market. **During the first three quarters of the year, 501,000 Chileans visited the country (representing 19.7% of total arrivals),** compared to 539,000 tourists in the same period in 2025 – a decrease of 7.5%.

Gains in other important markets were not enough to make up for the drop:

- United States: 481,000 tourists (+3.3% year-on-year), the second-largest source market;
- Brazil: 140,000 visitors (+1.2%);
- While other South American countries reported lower numbers, including Colombia (-8.4%), Ecuador (-3.6%) and Bolivia (-3.5%).

**Geographical Distribution and Key Entry Points**

South America accounted for the largest share of visitors (48.7%), with 1,236,450 tourists. North America followed with 621,000 (24.5%) and Europe contributed 461,000 (18.2%).

The Jorge Chavez International Airport in Lima remained Peru’s main gateway, with 1,700,000 passengers (66.8% of total international arrivals). Other terrestrial border crossings were also heavily used:

- Santa Rosa de Tacna Border Control Post: 363,000 visitors (14.3%);
- Tumbes Binational Border Service Center (CEBAF): 188,000 tourists (7.4%);
- Puno controls (Desaguadero/Carancas): 120,000 visitors (4.7%).

**Authorities Intensify Efforts to Attract Tourists**

“Peru offers much more than a simple staging platform for an event: we are boosting international promotion and digitalization, and **promoting joint work between the public and private sectors to face the main problems of Peru’s tourism sector and position the country as a competitive, sustainable and diverse destination in international scenarios,**” explained Teresa Mera, executive president of the Commission for the Promotion of Peru for Exports and Tourism (PROMPERÚ), in recent meetings with sector associations.

Authorities are betting on joint ventures between public and private sector to reverse the negative trend and boost visitor numbers to pre-COVID levels during 2026.

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