PERU REPORTED CHANGES IN SOURCE MARKETS



Between January and October 2026, a total of 2,835,776 international tourists arrived in Peru, representing a -0.4% decrease from the previous year. Compared to the last complete year in 2019, international tourist arrivals have decreased by 22.6%. So far international tourist arrivals have shown little improvement.

Despite this, there was positive development in October, with international tourist arrivals increasing by 4.2% compared to October 2025.

October Brings a Bright Spot

However, compared to 2019, international tourist arrivals have significantly decreased in the following countries:

- Chile (-46.1%)
- Colombia (-22.4%)
- Ecuador (-12.3%)
- United States (-4.0%)

Top Peru's Tourist Source Markets in 2026

- Chile (552,000, -7.3%)
- United States (530,000, +3.3%)
- Ecuador (242,000, -1.7%)
- Brazil (157,000, +2.3%)
- Bolivia (156,000, -1.5%)
- Colombia (142,000, -7.8%)

Regionally, South America is the main source of international tourist arrivals, with 48.7% of international tourists coming from South America. North America accounts for 24.2% of international tourists and Europe accounts for 18.3%.

Some Source Markets Already Ahead of 2019

Despite the negative trends in some countries, 77 source countries have seen higher international tourist arrivals than in 2019 (39.9% of total arrivals). Poland has seen the highest increase (+76.0%) followed by El Salvador (+65.6%), China (+19.6%) and the United Kingdom (+0.7%).

Arrivals and Visitor Demographics

The most common method of arrival is by air, with 70.5% of total international arrivals. 67.1% of international tourists arrived at Jorge Chávez International Airport in Lima. 28.4% of international tourists arrived by land. The main border crossings were Santa Rosa in Tacna and Tumbes.

Most international tourists were male (51.8%) over female (48.2%). 75.5% of tourists were single. **The largest age group of tourists was in the 25-34 age range (20.0%).** The average length of

stay for tourists was short. 39.0% of tourists stayed between 1-3 nights and 30.7% of tourists stayed between 4-7 nights.

Although international visitor numbers in Peru are healthy, they have reached a plateau. To continue growing international tourist numbers, key regions must be boosted. The positive trend in October must also be maintained to ensure consistent increases in international tourist numbers.

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