

# PERU

The Visit USA Committee Peru is a non-profit organization founded in 1989. At present, the Committee has 55 members among which are airlines, car rentals, tourism bureaus, wholesalers, GSAs, global distribution systems, cruise companies, travel assistance cards, cultural exchange programs, travel agencies, media, and chamber of commerce. The Visit USA Committee Peru promotes the United States as the destination for Peruvians traveling for tourism and business purposes.

## Country

- Third largest country in South America
- 29.2 million Inhabitants (July 2008 est.)
- Population growth rate: 1.3% (July 2008 est.)
- Official languages: Spanish and Quechua (official), Aymara and a large number of minor Amazonian languages
- Head of State: President Alan García Pérez (since 28 July 2006)



## Economic Outlook

- Peru's economy is one of the most dynamic in Latin America
- Constant growth over the past five years
- Economic expansion driven by construction, mining, investments, domestic demand, and exports
- GDP growth rate of 8% and 9% in 2007 and 2008
- Increased private consumption due to:
  - Healthy consumer confidence
  - Increasing employment
  - Positive credit growth

## Market Overview

- The U.S. is the third most visited country by Peruvian travelers
- Peruvian travelers are well acquainted with the United States
- In 2008, Peru showed an economic recovery with an increase of 15% of outgoing travelers
- Peruvian travelers to the U.S. totaled in 2008:

Source Digemin:	316,501	increase 14%
Source Dep't of Commerce	162,883	increase 9%

Note: The gap between the figures stems from large number of Peruvians having double citizenships. These individuals usually leave Peru with their Peruvian passport and enter the U.S. with their other passport. Additionally, Peruvians traveling to work or visit either Japan or European countries usually make one stop in the U.S.

## Reasons for traveling to the U.S.

- Wide variety of vacation packages
- Large number of outlets and shopping malls
- Conventions and expositions
- Theater / concerts / sports events
- Visit friends and family
- Student work opportunities
- Diversity of cities
- Education /Training
- Frequency of flights
- Wide selection of air carriers
- Large number of ports of entry
- Medical travel

## High Travel Season

The main travel seasons for Peruvians are:

- January through March (summer vacation)
- Last week of July (national holidays)
- August (mid-year school vacation)
- December (Christmas holidays)

## Travel Destinations

Most popular destinations for Peruvians are:

- Orlando and Miami (FL)
- Patterson (NJ)
- Los Angeles (CA)
- Houston
- Atlanta
- Dallas
- San Francisco
- New York city (NY)
- Las Vegas (NV)
- Fort Lauderdale (FL)
- New Orleans (LA)
- Chicago (IL)
- Richmond (VA)
- Washington DC
- Puerto Rico

## Become a member

The Visit USA Committee Peru is the only organization that promotes within Peru 3 tradeshows every year and is seen in the Peruvian Market as a reliable and trustful organization that maintains the U.S. on top of the mind of Peruvians through tradeshows, educational seminars and through advertising in our newsletter Click2USA, creating awareness of the U.S. destinations.

**FIRST YEAR  
US \$500**

**YEARLY FEE  
US \$350**

## Opportunities & Advantages

- Reach the Peruvian market through the Visit USA Committee-PERU
- Contact with key players in Peruvian travel industry
- Participate in our tradeshows and seminars nationwide
- Develop strategic partnership through direct contact with members
- Ample exposure of your product / destination
- Updated information and statistics on travel industry in Peru
- Distribution of promotional material countrywide
- Free participation in our Web page with your link
- Free publication of your news and ads in the newsletter Click2USA
- Special reduced fees for participation in all tradeshows
- At your requirement, our Committee may organize your educational seminars for top travel agents
- Use of DPO Service (U.S. Embassy) to send your promotional material

## Save the date

**LIMA, VISIT USA TRADESHOW: Friday 10<sup>th</sup> April 2010**

**SUR PERU VISIT USA TRADESHOW: June 2010**

**NOR PERU VISIT USA TRADESHOW: September 2010**

*Dear Prospective Participant,*

*As Coordinator of all our members' efforts in promoting US destinations, I encourage you to take advantage in participating as a member of the Visit USA Committee Peru and increase your marketing activities in our country.*

*The Visit USA Committee Peru is the only organization that promotes throughout Peru 3 trade shows and is seen in the Peruvian market as a reliable and a trustful organization with the best local players as partners (55 members). We are constantly looking for new opportunities that will generate interest and revenues for our members.*

*Our newsletter Click2USA is delivered to 10 thousand email addresses twice a month spreading the word with publications and news of your product. As always, your comments and your suggestions are our motivation to do our best in our promotional activities.*

*The Visit USA Committee Peru provides many opportunities to its members, such as:*

- *Being featured on our website with links to every member's website*
- *Being included in the Visit USA Committee newsletter Click2USA sent to all travel agents, media and corporate travel*
- *Being part of educational seminars and workshops for travel agents at special rates*
- *Attending and voting on important decisions during the bi-annual general assembly meetings &*
- *Being part of the network*

*Participating in our workshops and sending us material for our travel agents through the DPO office to the American Embassy in Lima will allow your company to reach the Peruvian market and contact with key players in the Peruvian Travel Industry.*

*We look forward to working with you to make 2009 - 2010 better years for the United States' travel and tourism industry.*

*The Peruvian market is at your fingertips by joining the Visit USA Committee Peru to reach consumers, travel trade and media. Be part of the success story and join us now.*

*Cecilia Montalvo  
Manager  
Visit USA Committee Peru*

