

# Flows in Peru

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## Abstracts

The slight recovery of the international economy, combined with the popularity of Peru as a tourist destination, increased inbound arrivals by 4% in 2017. The political and social stability of the country was also a factor which led inbound arrivals to increase, combined with the international coverage Peru is receiving as a top travel destination.

Euromonitor International's Flows in Peru report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Domestic Trips, Inbound Arrivals, Outbound Departures.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Flows market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Peruvians Are Looking for Travel Experiences

Growth in E-commerce Is Driven by Tourism in Peru

New Companies and Routes Promote Air Connectivity

Promperu Promotes Tourism With Innovative Campaigns

Peru's International Recognition As A Top Destination Will Ensure A Positive  
Performance in the Future

SWOT

Summary 1 Destination Peru: SWOT

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