

Travel in Peru

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Abstracts

The travel market of Peru has continued to grow in 2023, but to a lesser extent than in 2022. However, it is still a long way from reaching pre-pandemic levels, especially with regard to the arrival of foreign tourists. The main factors that have contributed to the market's growth have been the elimination of the strong restrictions established during the pandemic that limited travel to and within Peru. This meant that it was no longer necessary to present proof of full vaccination, nor to maint...

Euromonitor International's Travel 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Booking, In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

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

Why buy this report?

Get a detailed picture of the Travel 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.

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Tourist flows improve due to elimination of pandemic restrictions, greater interest in traveling and more connectivity, but yet to reach pre-pandemic levels

Tourist flows temporarily affected by social unrest in the south of the country and weather problems in the north

PROSPECTS AND OPPORTUNITIES

Public institutions guide actions to support the tourism sector and contribute to greater dynamism.

Development of tourist flow in Peru depends on the generation of political, social, and economic stability to create a safe and attractive environment

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KEY DATA FINDINGS

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Low cost carriers continue to grow and contribute to shift towards more practical and simple style of travel

PROSPECTS AND OPPORTUNITIES

Expansion of Jorge Chávez International Airport - Lima expected to be operational in 2025, which will favour a greater flow of tourists

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Hotel investment includes remodelling and innovative service proposals

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PROSPECTS AND OPPORTUNITIES

Reinforcement of personalised advice, immediate assistance in unforeseen events and loyalty programmes by big players

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CATEGORY DATA

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