Credits

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Peru

Meetings and Incentives Guide

Peru

Meetings and Incentives Guide



Annual Meeting World Bank Group and International Monetary Fund, Lima 2015 © Stimulus

Ready for your event...

Twenty-first century infrastructure, attention to every last detail, original attractions, world-class cuisine. In Peru, you'll find everything you need for meeting and event tourism. And much, much more.

One of the defining traits of our personality as Peruvians is a passion for making sure that our guests receive only the best attention. For us, demanding clientele—of the sort that attends events—deserves the same treatment as our closest of friends: we give them only the best. And in our case, the best means more than pleasant lodgings, modern facilities, and professionals ready and willing to exceed your expectations.

La Merced Convent, Cusco © Cusco Restaurants S.A.C. / Andrés Fernando Allain



District of San Isidro, Lima © Fernando López/PROMPERÚ

The Perfect Combination

Peru has hit the twenty-first century at full speed, having experienced sustained economic growth for more than fifteen years now, led by private investment in areas such as mining, finance, manufacturing, and, of course, tourism.

The heritage of our past, which makes us a one-of-a-kind destination, blends seamlessly with modernity and progress. One of the most eloquent examples of this is investment in hotels, primarily international chains that have focused their strategies on the Peruvian market in an effort to develop meeting and event tourism. Lima has accumulated enormous experience in hosting the world's most important events over the past decade, and is now preparing to inaugurate its new convention center.

Along with the country's capital, cities such as Arequipa and Cusco, as well as the seaside resort of Paracas, are also perfectly positioned to host congresses, meetings, and incentive travel events. Tailor-made activities, unequalled cuisine, and cultural attractions that won't be found anywhere else, along with Peruvians' world-famous friendliness, are all here waiting for you.



Dancers on the island of Taquile, Puno © Janine Costa/PROMPERÚ

More Than You Expect

What makes Peru so special is its cultural legacy. The Inca Empire was one of history's great civilizations—Machu Picchu is the icon for which we are internationally renowned—but before the Incas, dozens of cultures populated our territory, leaving their mark on countless areas of science and art (such as medicine, engineering, architecture, textiles, metalworking, and ceramics, just to name a few).

Nowadays, innumerable archaeological sites throughout the country marvel visitors from around the world.

Five millennia of culture were enriched by the arrival of the Spaniards in the sixteenth century, along with the subsequent contributions of Africans, Europeans, and Asians, who brought their customs with them and adapted them to their new home in Peru. It is for this very reason that our cuisine is so highly acclaimed for its originality, while our music boasts melodies and rhythms that have traveled halfway across the world, fusing into traditional dances and outfits with a diversity that makes them truly unique.

We as Peruvians are this way by nature. We welcome our guests with our vast heritage while striving to make them feel right at home.

5 Reasons to Pick Peru

To help you plan and organize an event or travel incentive, here are five reasons that are sure to tip the balance in favor of our country:

1. A Country with Its Eyes on the Future _ _ _ _ _ _ _ 12

With an economy that has led the Latin American boom of recent years, Peru never ceases to surprise the world with its strengths.

- Open to the world: Peru has signed free trade agreements (FTAs) with the greatest powers in the world, including the United States, the European Union, and China.
- It is one of the best countries to do business in, according to the World Bank's Doing Business Report.



Annual Meeting World Bank Group and International Monetary Fund, Lima 2015 © Stimulus

2. Close to Everyone _ 18

The strategic location of Peru, and particularly the city of Lima, makes our country the best choice for your next event. Non-stop flights from the world's most important cities arrive at Jorge Cháuez International Airport, the region's main hub. The airport is considered one of the best in South America, offering connecting flights to the country's top tourist destinations.


Jorge Cháuez International Airport © LAP Archive

3. With Arms Wide Open _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ 22

Three cities, all declared World Cultural Heritage by the UNESCO, and a seaside resort situated alongside a protected natural area, combine modernity and first-class infrastructure with historical wealth.


Plaza de Armas in Lima © Luis Gamero/PROMPERÚ

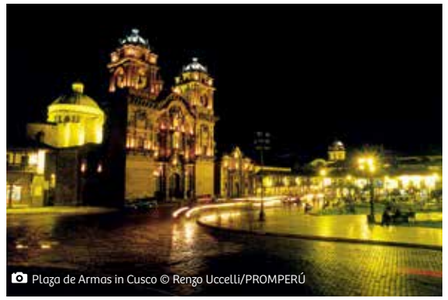
Lima
Built on the foundations of its Pre-Hispanic and Colonial past, Peru's capital is now in the prime of its life in this new millennium.


Tourist services in Paracas © Enrique Castro-Mendivil/PROMPERÚ

Paracas
The desert on the seashore, in the department of Ica, a few short hours from Lima. Incredible landscapes, fauna in its natural habitat, and, of course, lots of history.


Santa Catalina Convent © Enrique Castro-Mendivil/PROMPERÚ

Arequipa
The city's gorgeous historic center is a jewel of Colonial architecture, earning it a place as a World Heritage site.


Plaza de Armas in Cusco © Rengo Uccelli/PROMPERÚ

Cusco
The capital of the Incas, where former royal palaces have been renovated into hotels, Cusco is also a dynamic and cosmopolitan city.

4. World-Class Cuisine _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ 60

Peru is the Western Hemisphere's premier culinary destination. Our cultural heritage and geographic variety have made us experts in offering a range of delicacies.

- Recipes that date back centuries, now adapted to the innovative offerings of fusion cuisine.
- The chance to enjoy fruits and vegetables harvested that very same day, along with the freshest of seafood. Peru is also a leader in organic farming techniques.
- Peru is the birthplace of pisco, the distilled grape brandy that tastes great on its own or in a dazzling array of cocktails.


©José Orihuela / PROMPERÚ


©José Orihuela / PROMPERÚ

5. Professionalism and Cordiality _ _ _ _ _ _ _ _ _ _ 66

Infrastructure, professionalism, and attention to every last detail in the organization of your event.
From events for over twelve thousand participants to incentive travel for senior executives of multinational corporations, Peru has played host to a long list of presidents, prime ministers, international opinion leaders, heads of multilateral organisms, and CEOs.



© ANDINA / Oscar Farje


Tourist services in Lima © Daniel Silva/PROMPERÚ

Reason

1

A Country with Its Eyes on the Future



Textile industry © Joaquín Rubio/PROMPERÚ



Lima Metro © Marco Garro/PROMPERÚ

A Growing Economy

In the last two decades, Peru has implemented a responsible and stable economic policy that has turned it into a rapidly growing economy offering a wide variety of investment opportunities.

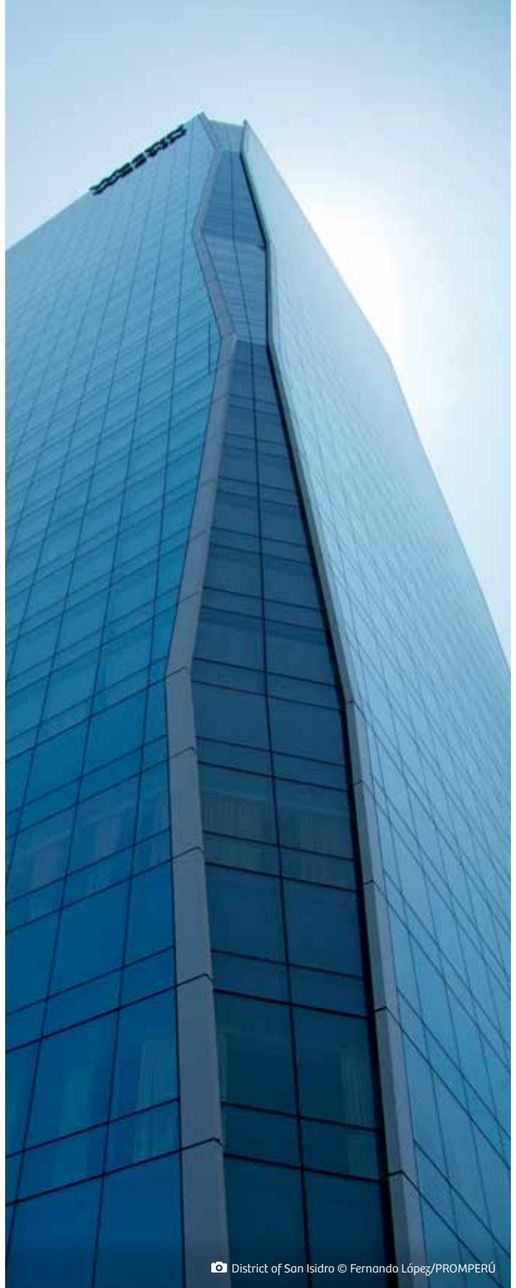
As the country continues to grow, the government has taken great care to ensure that Peru remains on a path of development that benefits all sectors of society.



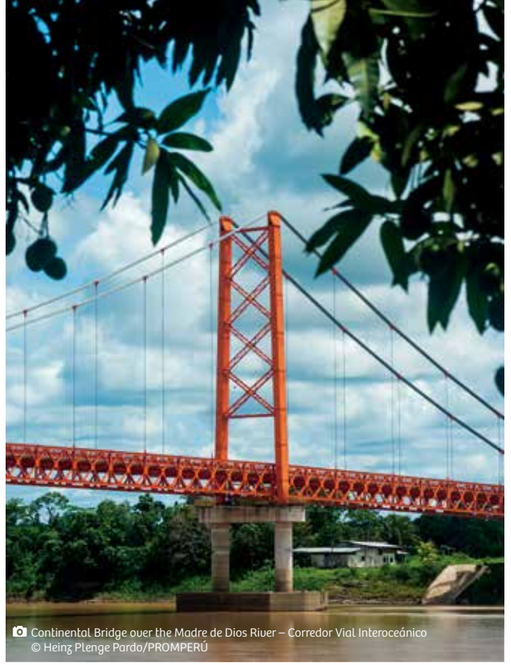
Port of Callao © Rolando Suana Inuma

A Success Story

Peru is the fifth most populous country in Latin America and a leader in growth, with a favorable outlook for the coming years according to projections by the International Monetary Fund (IMF). Peru is a member of the Pacific Alliance—a new trade bloc that also includes Chile, Colombia, and Mexico—as well as the Andean Community and the Asia-Pacific Economic Cooperation (APEC) forum. It is also one of the twelve countries involved in negotiations for the Trans-Pacific Strategic Economic Partnership Agreement (TPP), and has been admitted by the Organization for Economic Cooperation and Development (OECD) to become a full member by 2021.



District of San Isidro © Fernando López/PROMPERÚ



Continental Bridge over the Madre de Dios River – Corredor Vial Interoceánico
© Heinz Plenge Pardo/PROMPERÚ

Peru has also signed free trade agreements (FTAs) with its main trading partners, such as the United States, China, and the countries of the European Union.

After experiencing such stable economic and political progress, Peruvians are eager for more. Private investment continues to flow into the country, while the FTAs have provided export sectors (raw materials, manufacturing, and agribusiness) with a solid platform from which to reach the world's biggest markets.

A quick glance at Peru's national accounts shows low levels of public debt as a percentage of the GDP—according to the IMF, 19% in 2012—along with high employment levels, rising wages, and strong international reserves, garnering recognition from institutions such as the World Bank and the International Monetary Fund.

Reason

2

Close to Everyone

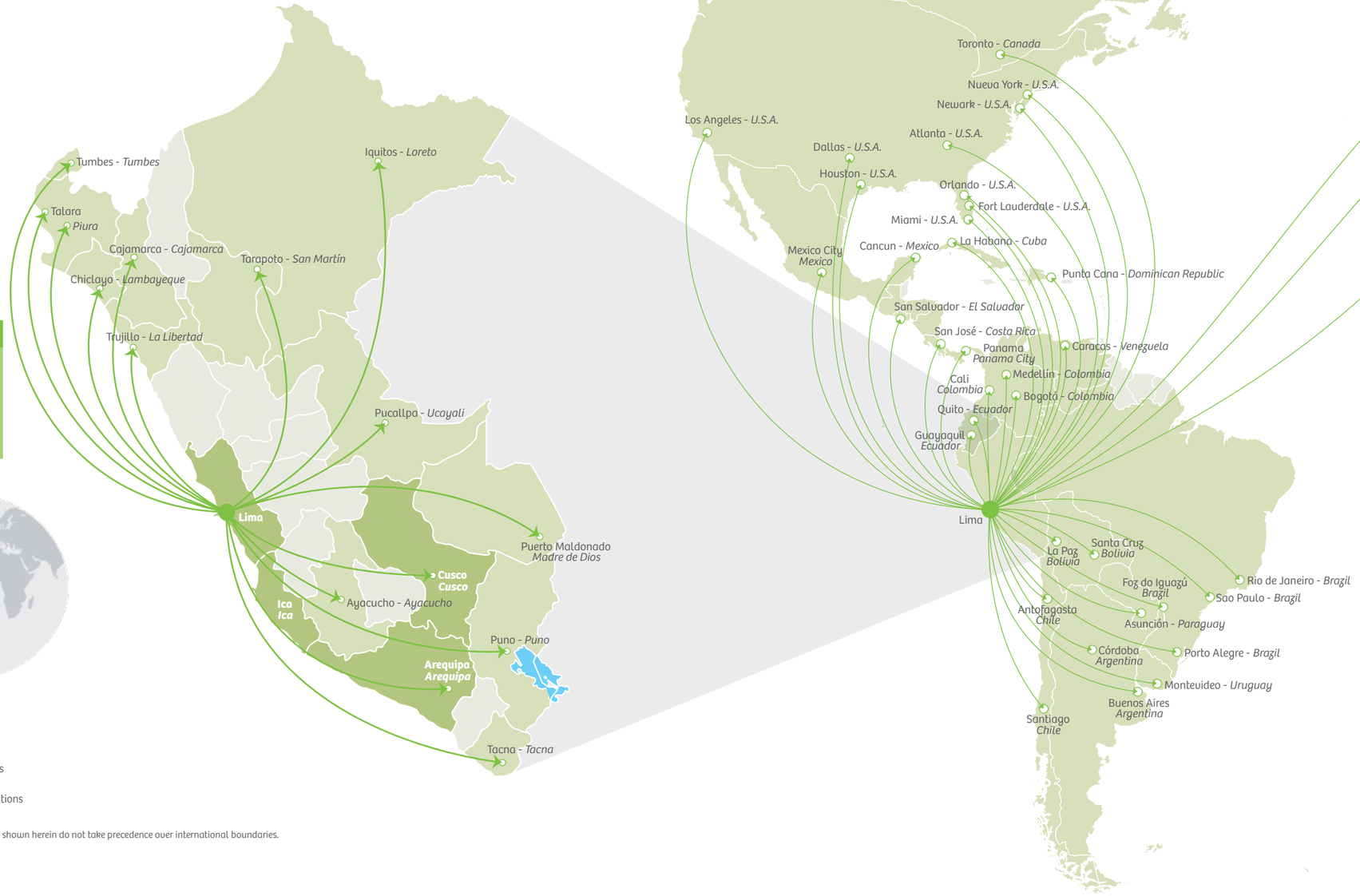
Close to Everyone

Due to its strategic location, Lima serves as a regional hub. International flights arrive at Jorge Chávez Airport, considered one of the best in South America, where it is possible to catch domestic connecting flights to the country's main tourist destinations.

- Over 30 international destinations and 1,000 flights per week.

Average Flight Time	
From Europe: 12 hours	
From North America: 5 hours	
From South America: 4 hours	
From Asia:	25 hours (via U.S.) 32 hours (via Europe)





Main Domestic Air Routes

- Departure point
- Destination point
- Route
- Destination departments
- Lake Titicaca
- Meeting tourism destinations

This graphic is provided for reference purposes only. The boundaries shown herein do not take precedence over international boundaries.
Approved by RD 0382-RE from November 9, 2015.

Reason

3

With Arms Wide Open



9,950 delegates
(Lima Convention Center)

How to Get There
Main entry point to Peru via air, with connections to the rest of the country.
Over 1,000 international flights and 1,600 domestic flights per week.

Altitude
154 masl

Temperature
High: 26° C in summer
Low: 17° C in winter

What to Do in Lima?

Modern
- Shopping and dining
- Casinos and nightlife
- Cultural and artistic activities

Historical
- Archaeological sites: Pachacamác, Huaca Pucllana, and Huaca Huallamarca
- Archaeological museums and exhibitions
- Churches, convents, and Colonial mansions in historic downtown Lima

Adventure
- Paragliding and surfing on the Costa Verde

Lima

Elegant, dynamic, and modern, but above all, friendly... and with an ocean view. Peru's capital has been preparing a long time for the changes of the twenty-first century, and it has more than succeeded in its goals.

Today, this city and its colorful past—both Pre-Hispanic and Colonial—have taken bold steps into the new millennium, perhaps more successfully than any other metropolis of its size. Its transformation has occurred hand-in-hand with Peru's economic growth, which has been ongoing now for fifteen uninterrupted years, driven primarily by domestic and foreign private investment.

Because of this, Lima is accustomed to receiving businesspeople from all over the world, with trade and investment missions rising exponentially in recent years. Of course, it has also accumulated vast experience in organizing major events, such as meetings and congresses, and it is a new and highly regarded incentive travel destination.

Marriott Hotel and Larcomar Entertainment Center in the district of Miraflores © Carlos Ibarra/PROMPERÚ



© Belmond Miraflores Park Hotel



Westin Hotel, San Isidro © Janine Costa/PROMPERÚ

Convenience

3 - 5 stars

7,500 rooms

The city offers an ever-growing supply of first-class hotels, many of them members of the world's most prestigious chains, along with domestic chains that guarantee world-class service, equipped with facilities ready to host all types of corporate events.

Indeed, tourism –including business tourism– has been one of the driving factors behind Peru's economic growth. Given Lima's position as the gateway to Peru, the city features one of the best-equipped airports in Latin America, with services and facilities that have earned it prestigious international awards.

If we combine this modern infrastructure with nature's generosity, we get a perfect place for meetings: the city's climate is mild, with seasonal variations that are far from extreme. For proof, one need look no further than Lima's beaches, where surfers ride the waves all year round and bathers turn out in droves in the summertime, taking advantage of their good fortune as residents of a city on the sea.

Charm

There is nothing better to cap off a meeting or business trip than one of Lima's traditional dishes, whether inspired by typical regional cuisine, an Andean or Amazonian fusion, or heaped high with fresh seafood. After all, the city is just a few steps from the ocean.

And then there's the shopping. Lima offers everything from the world's most famous brands to stores stocked with fine alpaca wool apparel and silver jewelry wrought by Peruvian designers, not to mention high-end artisans, who offer an unparalleled testimony to Peruvian creativity and originality.

In addition to dining and shopping, Lima offers countless options for outdoor activities. There is nothing better to help stay in shape than going out for a run or a bike ride, or taking advantage of the private hotel gyms. For those seeking an added dose of adrenaline (we know that the business world is full of you), the city's array of adventure sports is broad and diverse. And for those who prefer a bit of peace and quiet, Lima's parks are the perfect solution.



Lima's restaurants offer a complete culinary experience
© Janine Costa/PROMPERÚ



Traditional marinera dance and Peruvian paso horse at the Hacienda Mamacona, Lurín © Enrique astro-Mendiuil/PROMPERÚ



Municipal Theater of Lima © Musuk Nolte/PROMPERÚ

Surprises

When you come to Lima, you'll find a metropolis wildly different from what you imagined: a breathtaking combination of gorgeous Colonial mansions, impressive Pre-Hispanic religious sites, and a multitude of buildings boasting twenty-first century architecture in residential neighborhoods and financial centers.

Lima has always been a city that has attracted people from all over the world, and its exceptionally outgoing residents make it the ideal place for a comfortable stay. We're waiting for you.

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for more information
or visit:
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Magic Water Circuit, Parque de la Reserva © Classic/PROMPERÚ



Incentive group © Stimulus



Peruvian cooking classes © Colorfilms/PROMPERÚ

Incentives

Lima offers the infrastructure and ideal locations for incentive travel. Over two dozen hotels with facilities designed for meetings of small, medium, or large groups, as well as attractions aimed at strengthening executives' relationships with their companies and their organizational culture. From world-class museums that offer guided visits for private groups, to theaters and Colonial and Pre-Hispanic tourist sites. The city's proximity to the ocean and the countryside is another advantage. There's nothing better to help relax after an event—or as part of an incentive trip—than spending a few days getting in touch with nature, whether hiking or visiting the distilleries where Peru's renowned pisco brandy is made.



© Belmond Park Hotel

Auditoriums, Halls, and Convention Centers

Name	Events Area (m²)	(Sq ft)	Capacity	Nº of Rooms
Lima Convention Center	14 925	160 651	9 950	
Swissôtel Lima	1 891	20 355	1 641	345
The Westin Lima Hotel & Convention Center	1 661	17 879	2 254	301
María Angola Hotel & Centro de Convenciones	1 400	15 069	1 800	84
El Pueblo - Resort & Convention Center	1 250	13 455	1 200	218
Sheraton Lima Hotel & Convention Center	1 153	14 411	1 000	431

Name	Events Area (m²)	(Sq ft)	Capacity	Nº of Rooms
Delfines Hotel & Casino	799	8 600	600	206
El Pardo DoubleTree by Hilton	723	7 782	400	151
JW Marriott Hotel Lima	551	5 931	600	300
Kingdom Hotel	450	4 844	300	85
Sol De Oro Hotel & Suites	430	4 628	550	83
Gran Hotel Bolivar	362	3 897	220	50
Hilton Lima Miraflores	340	3 660	400	207
Sonesta Hotel El Olivar	319	3 434	340	134
Casa Andina Private Collection Miraflores	270	2 906	250	137
Hotel San Agustín Exclusive	264	2 842	300	96
Wyndham Costa del Sol	261	2 809	250	130
Hotel Nobility Lima	258	2 777	150	59
Atton San Isidro	228	2 454	150	252
Belmond Park Hotel	225	2 422	300	81
Meliá Lima Hotel	218	2 347	500	180
Hotel Estelar Miraflores	200	2 153	240	151
NM Lima Hotel	193	2 077	150	126
Royal Park Hotel	192	2 067	190	81
Business Tower Lima Hotel	192	2 067	250	129
Hotel José Antonio	182	1 959	200	84
Del Pilar Miraflores Hotel	179	1 927	180	53
Hotel Libertador Lima	150	1 615	130	54
El Condado Miraflores Hotel & Suites	144	1 550	140	50
Miraflores Colón Hotel	136	1 464	180	66
Novotel Lima	118	1 270	140	208
Country Club Lima Hotel	110	1 184	120	75
Hotel & Spa Golf Los Incas	95	1 023	100	87
Hotel Boulevard	92	990	100	55
Radisson Decapolis Miraflores	87	936	80	111
El Polo Apart Hotel & Suites	80	861	80	34
Aku Hotels Lima	77	829	70	36
Casa Andina Select Miraflores	70	753	50	155
Fiesta Hotel & Casino	70	753	40	99
Los Tallanes Hotel y Suites	53	570	60	64
Hotel Miramar	50	538	70	55
Exe Conquistadores Hotel Lima	45	484	30	45

One-of-a-Kind Spaces

Name	Events Area (m²)	(Sq ft)	Capacity	Description
Hacienda Mamacona	10 000	107 639	9 500	An authentic coastal hacienda with shows and dances featuring Peruvian paso horses, a noble animal that is unique in the world of horses.
Museo de Arte Contemporáneo - MAC	557	5 995	550	Inaugurated in January 2013, this museum is housed in a Modernist building with gigantic windows surrounded by a reflecting pool and green areas.
Museo de Arte de Lima – MALI	625	6 727	1 500	One of the most beautiful examples of Lima's eclectic architecture and an ideal alternative for private or corporate events.
Museo Metropolitano de Lima	435	4 682	145	An innovative, completely interactive museum with over 26 rooms with special effects, 3D movies, cinematographic events, and holograms.
Museo Pedro de Osma	820	8 826	800	The former residence of the De Osma family, this museum is home to a variety of artistic collections from Colonial times, including paintings, textiles, furniture, and more.
Huaca Pucllana	160	1 722	150	In addition to its surprising architecture, this site also hosts dinners, concerts, events, and even fashion shows.
Casa de Aliaga	85	915	80	A jewel of Colonial Lima in the heart of the city's historic downtown. Home to 16 generations of the Aliaga family, this mansion is the oldest continuously inhabited private home in the Western Hemisphere.



Museo de Arte Contemporáneo in Barranco © Musuk Nolte/PROMPERÚ


Lima Convention Center © PROMPERÚ

Lima's Conventions and Visitors Bureau offers information, support, and advice to help you with the location, organization, and staging of your event.
www.limaconvention.com



1,000 delegates
(Meeting facility)

How to Get There
Located 261 km south of Lima, a 4-hour trip by highway

Altitude
154 masl

Temperature
Average: 22 °C.

What to Do in Paracas?

Natural
- Visit the Paracas National Reserve - Ballestas Islands.

Adventure
- Surfing and watersports
- Activities in the desert dunes (off-roading, sandboarding, dune buggies)

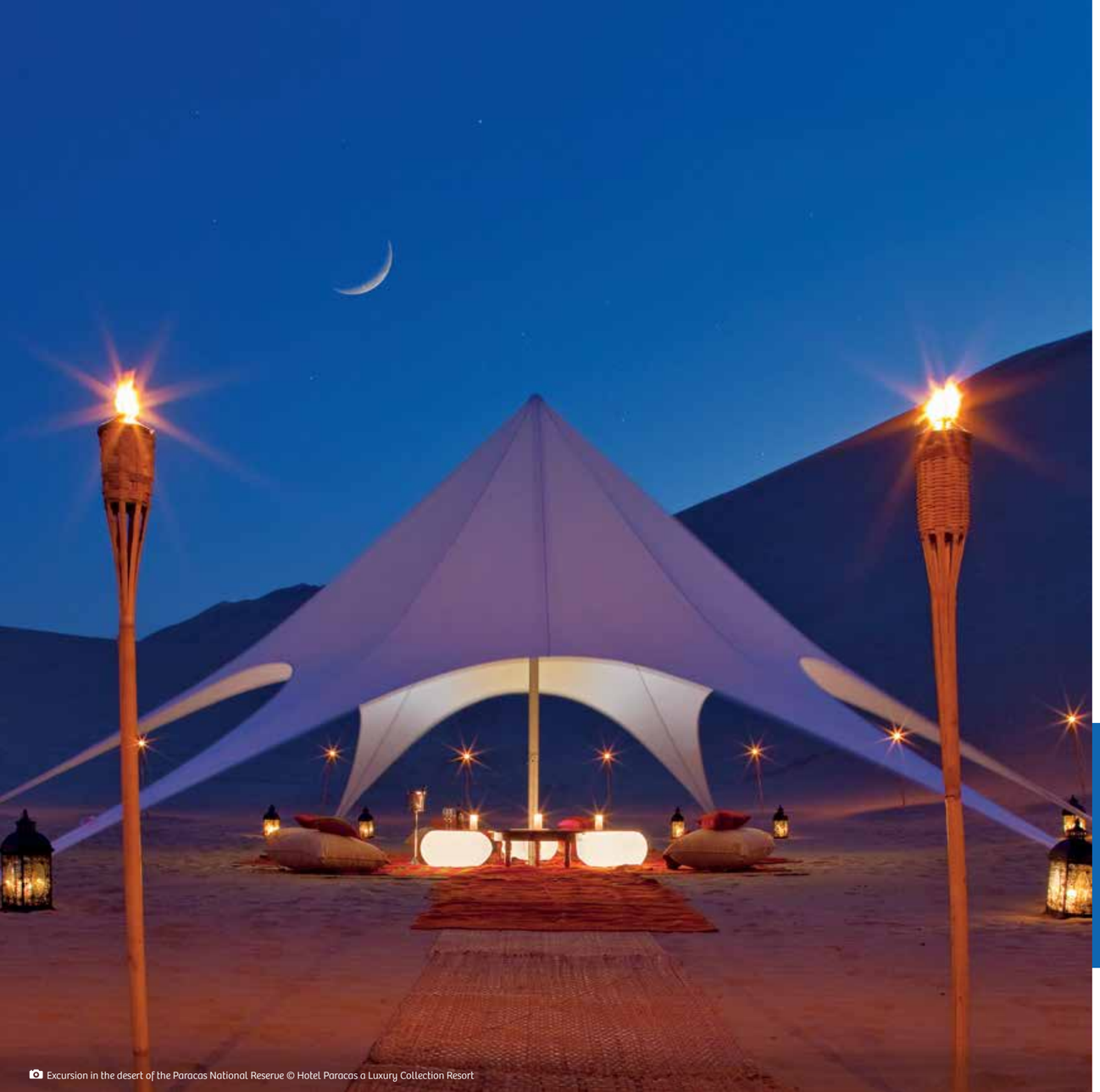
Captivating
- Excursions to the desert dunes, with a leisurely break in luxury camps
- Fly-overs of the Nasca Lines
- Yacht trips
- Visits to pisco distilleries

Paracas

A truly out-of-the-ordinary destination, the desert landscape here looks like the surface of another planet, and the region's history is no less extraordinary. Paracas is a famed seaside resort with long beaches, seaside residences, a boat club, and modern hotels and resorts. To discover all of its nooks and crannies is to comprehend the language of nature, full of harmony and peace.

Just four hours from Lima via a newly upgraded highway, Paracas is the perfect combination of nature—with its government-protected natural reserve—and Pre-Hispanic legacy. It was once the center of one of Peru's most important ancient civilizations, predating the Inca Empire and noted for its achievements in medicine and textiles. The textiles of the Paracas culture, woven from the finest materials (cotton, alpaca and vicuna wool) and dyed with natural colors (obtained from plants, animals, and minerals), continue to surprise the world's top experts.

Excursion in the desert of the Paracas National Reserve © Marco Garro/PROMPERÚ



Excursion in the desert of the Paracas National Reserve © Hotel Paracas a Luxury Collection Resort



Hotel Paracas a Luxury Collection Resort © Marco Garro/PROMPERÚ

H

3 - 5 stars

500

rooms

Convenience

Along with traditional beachfront houses, modern-day Paracas offers five-star hotels that exist in harmony with their natural surroundings, dazzling visitors with the comfort on offer. Spas with an ocean view, massage sessions, halls for celebrations, and infinite swimming pools that seem to meld into the Pacific Ocean. Paracas can be visited on private yachts, as well, with added visits to the Ballestas, San Gallán, and Chincha Islands.



Tejas © José Cáceres / PROMPERÚ

Charm

Paracas is synonymous with the sea and fresh ingredients that provide the perfect balance to delicious recipes handed down by generations of hardworking and modest fishermen. This is the land of *cebiche*, of fish cooked on the griddle and the grill, not to mention shellfish and creations prepared with local vegetables, such as the mouthwatering *chupe de pallares*, a Lima bean chowder made from maize, rice, and milk. There are exquisite desserts for all tastes, including delicate *tejas* made from *dulce de leche*, pecans, figs, or candied limes, all bathed in caramel.



Fine seafood dishes © Enrique Castro-Mendivil / PROMPERÚ



The Candelabra at the Paracas National Reserve © Alex Bryce.

Surprises

The Paracas National Reserve contains a wealth of landscapes that will take your breath away. The blue sea contrasts with the immaculate whites and golds of the desert, the breeze brings to life the sun's bold rays, and the cheerful beaches welcome those looking to enjoy the cool ocean waves. Off the coast lie the Ballestas Islands, offering a whole world of biodiversity (the reserve is home to an estimated 36 species of marine and land mammals, as well as 215 types of migratory birds).

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Hotel Paracas a Luxury Collection Resort © Marco Garro / PROMPERÚ



© Hotel Paracas a Luxury Collection Resort

Auditoriums, Halls, and Convention Centers

Name	Events Area (m²)	(Sq ft)	Capacity	N° of Rooms
Aranwa Paracas Resort & Spa	400	4 306	450	115
Hotel Paracas a Luxury Collection Resort	424	4 564	460	120
La Hacienda Bahía Paracas	370	3 983	358	68
Hotel San Agustín Paracas	292.5	3 148	350	123
DoubleTree Resort by Hilton Hotel Paracas	270	2 906	280	124
In Ica:				
Las Dunas Hotel	540	5 813	600	130
Hotel Viñas Queirolo	248.22	2 671.82	100	45



Desert excursion in the Paracas National Reserve © Marco Garro/PROMPERÚ



Hotel Paracas a Luxury Collection Resort © Gihan Tubbeh / PROMPERÚ

For information and advice on the setting, organization, and staging of your event, contact us at **turismodereuniones@promperu.gob.pe**



960 delegates
Cerro Juli Convention Center

How to Get There
Daily flights from Lima. The trip takes approximately 1 hour and 15 minutes.

Altitude
2,335 masl

Temperature
High: 22,7 °C.
Low: 9,2 °C.

What to Do in Arequipa?

Modern
- Shopping at alpaca and handicraft stores.
- Local cuisine.

Natural
- Colca Valley and the Arequipa countryside

Adventure
- Paragliding, trekking, cycling, and horseback riding.

Historical
- Tours of the churches, convents, and mansions of historic downtown Arequipa

Arequipa

Known as the White City for its architecture sculpted from *sillar*, a light-colored volcanic rock, Arequipa truly shines, blessed by perpetually sunny weather. Its lovely historic downtown, a jewel of Colonial architecture that has been named a World Heritage Site, sits under the watchful gaze of the volcano Misti, in the Chili River Valley, alongside wide swaths of fertile green fields.

The traditions of Arequipa's historic downtown were shaped by its Pre-Hispanic, Colonial, and evangelical legacies, but its character also bears the mark of the local geography and the breathtaking natural scenery. Its constructions are a mix of Spanish building techniques, Andean ornamentation, and the use of *sillar*, which is found in abundance in the zone, giving the city's architecture one of the most unique styles to be found in the southern Andes.

The volcano Misti and the countryside of Arequipa © Renzo Tasso/PROMPERÚ



Church of the Society of Jesus, Arequipa © Enrique Castro-Mendívil/PROMPERÚ



Casandina Hotel, Arequipa © Enrique Castro-Mendívil/PROMPERÚ

H

3 - 5 stars

1,500 rooms

Convenience

Arequipa ranks second in size and production among the cities of Peru, and is situated in one of the country's most popular tourist areas. In December of 2000, UNESCO officially recognized 42 blocks of the city's historic downtown as a World Heritage Site. Since then, private companies, religious orders, and local governments have taken on the responsibility of preserving the tangible and intangible assets that make this space so unique.

The city has 114 three-, four-, and five-star hotels, as well as a convention center. Its pleasant, dry climate and its eternally blue sky, always clear and sunny, invite visitors to take in the beauty of Arequipa's monuments and tourist attractions.

Charm

Arequipa's cuisine, a product of the intermingling of Andean and Spanish cultures, uses the best natural ingredients from the coast and the Andean highlands in a fusion that is renowned for the variety of its recipes and flavors. The *rocoto* chili pepper, one of this cooking style's main ingredients, is the symbol of the area's *picanterías*, traditional Arequipa-style restaurants.

In recent years, the city has welcomed sophisticated culinary proposals, which combine traditional cuisine with new elements, both local and foreign.

The city is proud of the creativity of its artisans and artists. It is the birthplace of a long line of famous painters, watercolor artists, and photographers. The historic downtown is filled with shops big and small where visitors can find both modern and traditional expressions of Arequipa's art, which range from watercolor paintings to sculptures made from sillar, not to mention alpaca wool textiles and fine embroidery.



Rocoto relleno, a typical dish of Arequipa © José Cáceres/PROMPERÚ



Sillar quarries in Añashuayco, on the Route of Sillar © Enrique Castro-Mendívil/PROMPERÚ



Spa in the Colca Valley © Enrique Castro-Mendívil/PROMPERÚ

Surprises

Misti, Chachani, and Pichu Pichu are the three volcanos that define the city's landscape, making for truly exceptional natural surroundings. The region of Arequipa is also home to two of the world's deepest canyons, each over 3,000 meters deep: the Cotahuasi Canyon and the Colca Canyon.

Throughout the Colca Valley, now a major tourist attraction, visitors can find houses and churches constructed in the Colonial Baroque style, framed by the astounding geometry of the farming terraces, as well as thermal baths. This area is also equipped with luxury hotel infrastructure.

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for more information
or visit:
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© Perumin Mining Convention

Auditoriums, Halls, and Convention Centers

Name	Events Area (m²)	(Sq ft)	Capacity	Nº of Rooms
El Libertador Hotel	882	9 494	700	88
Cerro Juli Convention Center	738	7 944	960	
DM Hoteles	285.90	3 077	150	34
Estelar el Lago Hotel	234	2 518	200	52
San Francisco Javier	115	1 238	200	
El Cabildo	112	1 206	150	45
Casona Plaza Hotel	80	861	70	31
Casa Andina Private Collection	47	506	40	40

One-of-a-Kind Spaces

Name	Events Area (m²)	(Sq ft)	Capacity	Description
Cloisters of the Society of Jesus	1 296	13 950	1 200	Built entirely of *sillar*, this is the most representative monument of the Arequipa school of architecture, spotlighting the symbiosis between the Andean and Spanish cultures.
Santa Catalina Monastery	1 270	13 670	750	Offers a variety of spaces for social and cultural events, including the cloisters, painting gallery, and refectory.


Libertador Hotel, Arequipa © Enrique Castro-Mendivil/PROMPERÚ


Restaurant in the city of Arequipa © Enrique Castro-Mendivil/PROMPERÚ

The Arequipa Conventions Bureau provides information, support, and advice on the location, organization, and staging of your event.
www.burodearequipa.com.pe



700 delegates
Cusco Convention Center

How to Get There
Daily flights from Lima. The trip takes approximately 1 hour and 20 minutes. 427 weekly flights.

Altitude
3,399 masl

Temperature
High: 21 °C.
Low: 4,4 °C.

What to Do in Cusco?

Historical
- Tours of the historic downtown and the Sacred Valley
- The Andean Baroque route

Modern
- Shopping and dining

Adventure
- Paragliding (Sacred Valley), rafting (Vilcanota River), and trekking (Inca Trail)
- Four-wheeling and zip-line

Cusco

Historic, stately, imposing... unique and incomparable. The ancient capital of the Tawantinsuyo proudly exhibits the marks of its monumental past, when it was considered the "Center of the World" (this is the meaning of the city's name in Quechua).

Today, Cusco continues to attract visitors from all over the world, seamlessly incorporating its meeting and event infrastructure into its ground plan, a skillful synthesis of Incan and mestizo styles with modern tastes. There is nothing quite like a stay at a hotel built on the foundations of an ancient monastery or Inca palace, but fitted out with all the comforts of the twenty-first century.

Its archaeological sites and beautiful Colonial architecture can still be found on each one of its streets and in its traditional neighborhoods, converting a trip to Cusco into a fairytale journey, like going back in time. Today, the city is brimming with history, while at the same time serving as a cosmopolitan destination, in keeping with modern times. Among its Inca ramparts, old convents, and striking churches, even the most demanding of connoisseurs will find something to delight them. Just like the historic downtown areas of Arequipa and Lima, Cusco's, too, has been named a World Heritage Site.

Church of the Society of Jesus on the Plaza de Armas of Cusco © Eduardo Cayo/PROMPERÚ



Tourist services in Cusco © Renzo Giraldo/PROMPERÚ



Tourist services in the Sacred Valley © Enrique Castro-Mendivil/PROMPERÚ

3 - 5 stars

3,500 rooms

Convenience

Five-star hotels and impeccable boutique lodging establishments: from renovated ancient monasteries to converted Inca palaces and exquisite 300-year-old mansions, complete with heated swimming pools and beauty treatments based on age-old techniques. All of these lodging offers have successfully created concepts that coexist in harmony with the city's history and traditions.

In the Sacred Valley, estate houses and lodges invite travelers to a truly magical experience on the banks of the majestic Vilcanota River. At the foot of Machu Picchu, villas sit alongside thermal baths and contemporary lodging propositions incorporate sustainability and ecology into every detail. Pamper yourself with fireplaces, afternoon cocktails, and gourmet dinners during long evenings of contemplation.



Alpaca wool colored using natural dyes © César Vallejos/PROMPERÚ

Charm

Cusco's cuisine is an open invitation to delight and discovery. Not all that long ago, the recognition of Peru's flavors as among the world's best marked the start of an interesting investigative journey into Andean ingredients and techniques, a process that is still ongoing today. Stews cooked in earthen pots have been reinvented while maintaining their traditional essence, and long-forgotten products now form part of the culinary vanguard. Direct contact with farmers and producers is increasingly valued, helping to build bonds and tell stories through the ingredients that go into the city's flavorful and refined tasting menus.

History intermingles with tradition in Cusco's highly-skilled handicrafts, which have now achieved the level of true works of art. One-of-a-kind designs have been updated in the creation of textiles, silver jewelry, or collectable wooden or ceramic keepsakes.



Belmond Hotel Monasterio © Janine Costa / PROMPERÚ



Tourists at the citadel of Machu Picchu © Rob Williams/PROMPERÚ

Surprises

Arriving in Cusco is a true experience. Striking greens mix with the bright reds of bromelia plants and the occasional wild orchid. There are myriad offers, from train travel—now offered in elegant, exclusive wagons—to world-class trekking along the Inca Trail, a unique chance to discover a protected natural area that includes nine life zones and congregates nearly 10% of the country's biodiversity. This is what it means to experience nature in its purest state.

Cusco is happy to share its history with the curious traveler, and the different ways of exploring the city and its surroundings have become increasingly specialized. There are tours offering art and churches; others focusing on fortresses and sacred sites; and excursions for those with a little more time on their hands who are looking for something truly unusual: gourmet picnics with all the modern comforts, the Sacred Valley, Maras and Moray from April through September, horseback rides on medio paso horses, and tours of haciendas or visits to renovated mansions and palazzos in San Jerónimo.

Scan this QR code
for more information
or visit:
www.peru.travel/es-pe/

Auditoriums, Halls, and Convention Centers

Name	Events Area (m²)	(Sq ft)	Capacity	Nº of Rooms
Centro de Convenciones Cusco	645	6 943	700	
Sol y Luna Lodge Spa	350	3 767	300	43
Aranwa Sacred Valley Hotel & Wellness	327	3 520	336	115
Tambo del Inka, a Luxury Collection Resort & Spa Valle Sagrado	316	3 401	270	128
Hotel Libertador Palacio del Inka	243	2 616	250	203
Belmond Hotel Monasterio Cusco	200	2 153	250	122
Aranwa Cusco Boutique Hotel	200	2 153	80	43
Hotel San Agustín Plaza	186	2 002	180	77
JW Marriott El Convento Cusco	134	1 442	100	153
José Antonio Cusco	112	1 206	200	123
Eco Inn Cusco	108	1 163	80	167
Hotel Sonesta Posada del Inca-Yucay	106	1 141	106	87
Hotel Costa del Sol Ramada Cusco	95	1 023	60	72
Novotel Cusco	86	926	80	99
Hotel San Agustín El Dorado	83	893	100	72
Sonesta Hotel Cusco	72	775	60	70
Sumaq Machu Picchu Hotel	56	603	60	50

One-of-a-Kind Spaces

Name	Events Area (m²)	Capacity
Sacsayhuamán Archaeological Park	26 646	20 000
Qorikancha	10 000	4 000
Chinchero Archaeological Park	1 980	1 500


© Alfonso Zavala / PROMPERÚ


Museum of Pre-Columbian Art © Andrés Alain


Gourmet dinner, Belmond Hiram Bingham © Matt Hind

For information and advice on the location, organization, and staging of your event, contact us at **turismodereuniones@promperu.gob.pe**

Reason

4

World-Class Cuisine

Varieties of cebiche © Yayo López/PROMPERÚ



Lomo saltado, a traditional Peruvian dish © Yayo López/PROMPERÚ

As Old as Our History

That's our culinary tradition, in a nutshell. Peruvians domesticated the potato thousands of years ago—there are over three thousand varieties of this tuber in our country—and successfully balanced their diet with other products offered by the land, such as quinoa, kiwicha, beans, and maize. Then the Spaniards arrived, enhancing our recipes with Mediterranean techniques and ingredients, enriched by their own Arab and Jewish heritage.

In the nineteenth and twentieth centuries, immigrants from China, Japan, Italy, and other European nations further expanded our menu. That process of adaptation has resulted in an original and flavorful cuisine. Each dish and each recipe has its own history, which is why the culinary experience in Peru starts even before your first bite. And because Peruvians love a good conversation, we are only too happy to explain to our guests everything that goes into preparing a *lomo saltado* or *solterito*.

The traditional is still present, as it should be, but the creativity of our cooks has always sought out new challenges. Thanks to this drive, new fusion offerings are constantly emerging, to the delight of diners. In Peru, cuisine is truly worthy of being considered an art form, and those who make sure each dish shines brightly are authentic artists. For proof, one need look no further than Peruvian cuisine's recognition as Cultural Heritage of the Americas by the Organization of American States (OEA), and the fact that three Peruvian restaurants have earned a place on the select list of the world's fifty best eateries.

Naturally Healthy

Along with cultural heritage, it is Peru's incredible abundance of ingredients that explains the richness of our country's cuisine. The range of climates and altitudinal zones provides us with an infinity of fruits, vegetables, and meats. The sea has a hand in this, too, containing countless species that are not only flavorful, but are caught fresh every day of the year.

Another major advantage: Peruvians are accustomed to eating fresh and natural. We are able to gather all the ingredients we need, prepare them, and eat them on the very same day they were picked, processed, or caught. Thanks to the boom in healthy eating and the priority given to our diets when it comes to staying in shape—something that comes naturally to Peruvians—our cuisine has become our primary weapon of seduction.

We are also proud leaders in the production of different organic foods, and we have the international certifications to prove it. To this healthy reality, one must add our chefs' care in buying fair trade ingredients, because the culinary chain in Peru places special importance on the very first link: the producer.



Train journey from Cusco to Machu Picchu © Enrique Castro-Mendívil/PROMPERÚ



Quinoa crops in the district of Vischongo, Ayacucho © Flor Ruíz/PROMPERÚ



Pisco distillery in Ica © Daniel Silva/PROMPERÚ



Pisco © Yayo López / PROMPERÚ

Noblesse Oblige

To wrap up this brief tour "as God intended"—this is another common Peruvian saying, though not necessarily meant in a religious sense, it should be noted—we must go back in time to the second half of the sixteenth century, when the Spaniards succeeded in adapting to Peruvian soil the grape varietals they had brought with them from their country. Not only did the Spaniards put down roots, but they had the great idea to distill eau de vie along with the wine they made.

That's pisco, the Peruvian brandy par excellence and the essential ingredient in the pisco sour cocktail. With over 450 years of history, pisco still conserves its main attribute: the continued use of grapes as its sole ingredient. No other ingredients or additives are used, and Peruvian regulations are strict in that regard, and on the origin of pisco's production: the denomination "pisco" can only be used for the alcoholic beverage distilled in certain valleys along the Peruvian coast.

Reason

5

Professionalism and Cordiality



San Cristóbal, Cusco © Cusco Restaurants S.A.C. / Andrés Fernando Allain



Third Summit of Heads of State and Government of South America-Arab Countries (ASPA) © Freddy Padilla/PROMPERU

Our Letter of Introduction

Over the past decade, Peru has gained significant experience in the organization of meetings, congresses, and events of different magnitudes. From momentous international forums that attracted 12,000 attendees—including high-ranking dignitaries, academics, professionals, and businesspeople from all over the world—to small but no less important meetings and forums held in one of Peru's cities.

For this purpose, we not only offer fully-equipped facilities, but we also have professionals in countless fields: production companies that take care of all the coordination; catering companies and entertainment producers; as well as translators, interpreters, and tourism operators, all prepared to make sure your event exceeds your highest expectations.



Tenth Summit of the Pacific Alliance, Paracas © ANDINA


High-Level Segment Meeting at the COP20 © ANDINA/Oscar Farje Romero


International press center at the COP20 © ANDINA/Melina Mejía

Success Stories

- **Asia-Pacific Economic Cooperation Forum (APEC).** *Lima, 2008.*
- **Fifth Latin America, the Caribbean, and the European Union Summit (EU-LAC).** *Lima, 2008.*
- **General Assembly of the Organization of American States (OAS).** *Lima, 2010.*
- **American Society of Travel Agents – International Destination Expo (ASTA-IDE).** *Lima, 2012.*
- **Forty-Sixth Annual Assembly of the Latin American Federation of Banks (FELABAN)** *Lima, 2012.*
- **Thirty-Third Dakar Rally.** *2012.*
- **Third Summit of Heads of State and Government of South America-Arab Countries (ASPA).** *Lima, 2012.*
- **Thirty-Fourth Dakar Rally.** *2013.*
- **World Economic Forum on Latin America (WEF).** *Lima, 2013.*
- **Seventh World Congress for Behavioral and Cognitive Therapies (WCBCT).** *Lima, 2013.*
- **Fourth Latin American Congress of Agro-Ecology (SOCLA).** *Lima, 2013.*
- **Twenty-First Latin American Congress of Clinical Biochemistry and Laboratory Medicine (COLABIOCLI).** *Lima, 2013.*
- **Twenty-Fifth Pan-American Congress of Insurance Producers (COPAPROSE).** *Lima, 2014.*
- **Twelfth Latin American Congress of Communication Researchers (ALAIC).** *Lima, 2014.*
- **Tenth Congress of the Federation of South American Associations of Anesthesiology (FASA).** *Lima, 2014.*
- **Thirty-First Latin American Congress of Chemistry (CLAQ).** *Lima, 2014.*
- **Twentieth Latin American Congress of Soil Science.** *Cusco, 2014.*
- **World Travel & Tourism Council (WTTC) Regional Summit.** *Lima, 2014.*
- **COP20 (Conference of the Parties).** *Lima, 2014.*
- **Tenth Summit of the Pacific Alliance.** *Paracas, 2015.*
- **Annual Meetings World Bank Group and International Monetary Fund.** *Lima, 2015.*
- **Thirty-Fifth Sessions Period of the Economic Commission for Latin America and the Caribbean (CEPAL).** *Lima, 2015.*
- **Thirty-Third Annual Meeting of Latin American Dermatologists (RADLA).** *Lima, 2015.*
- **Thirteenth World Congress of the Organization of World Heritage Cities.** *Arequipa, 2015.*
- **Forty-Fifth World Congress of the International Council of Organizations of Folklore Festivals and Folk Arts.** *Arequipa, 2015.*
- **Eleventh Latin American Regional Congress of Forensic Toxicology (TIAFT).** *Arequipa, 2015.*
- **Forty-First Latin American Conference of Computer Sciences (CLEI).** *Arequipa, 2015.*
- **Summit of the Asia-Pacific Economic Cooperation Forum (APEC).** *Lima, 2016.*
- **World Congress of Biosphere Reserves.** *Lima 2016*
- **130th Session of the IOC.** *Lima, 2017*
- **World Potato Congress.** *Cusco, 2018*
- **18th Pan-American Games.** *Lima, 2019.*



National Grand Theatre © Musuk Nolte / PROMPERÚ