

Perú
Travel
Mart

PERÚ
TRAVEL
MART

MAY 14 to 16



WHERE THE EXPERIENCES THE WORLD WANTS TO LIVE ARE BORN

Perú Travel Mart is the country's leading tourism business platform. It connects international buyers with a diverse and authentic offering. More than a business matchmaking event, it is where strategic partnerships are formed and memorable experiences for the global traveller begin.



WHY PERU TRAVEL MART?

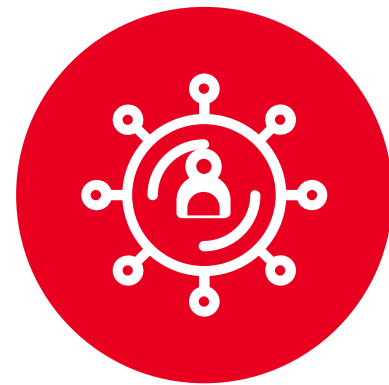
AN EXPERIENCE DESIGNED FOR INTERNATIONAL BUYERS



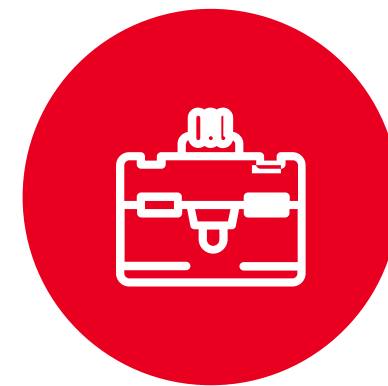
Direct access to reliable suppliers in the Peruvian tourism sector



Pre-scheduled appointments in a 100% professional and efficient environment



Discovering new destinations and emerging experiences



Possibility of generating sustainable business alliances



Contact with regions that are committed to tourism as an engine of development

Crafts, communities and authentic experiences



Living culture and historical heritage



Adventure, wellness and luxury tourism



World-renowned gastronomy



Unique nature and biodiversity



**ONE COUNTRY,
MULTIPLE
EXPERIENCES**

Peru offers a diverse and distinctive tourism proposition that adapts to the different traveller profiles

DESTINATIONS TO BE EXPERIENCED, NOT JUST VISITED

CONNECT WITH REGIONS THAT ARE
COMMITTED TO TOURISM

Through Peru Travel Mart, you will have the opportunity to discover established and emerging destinations, presented directly by local stakeholders and regional authorities.

Each region has a story to tell, an experience to build and an opportunity to diversify your portfolio with unique and differentiated offerings.





FAM TRIPS | LIVE THE EXPERIENCE

KNOWING THE DESTINATION MAKES ALL THE DIFFERENCE

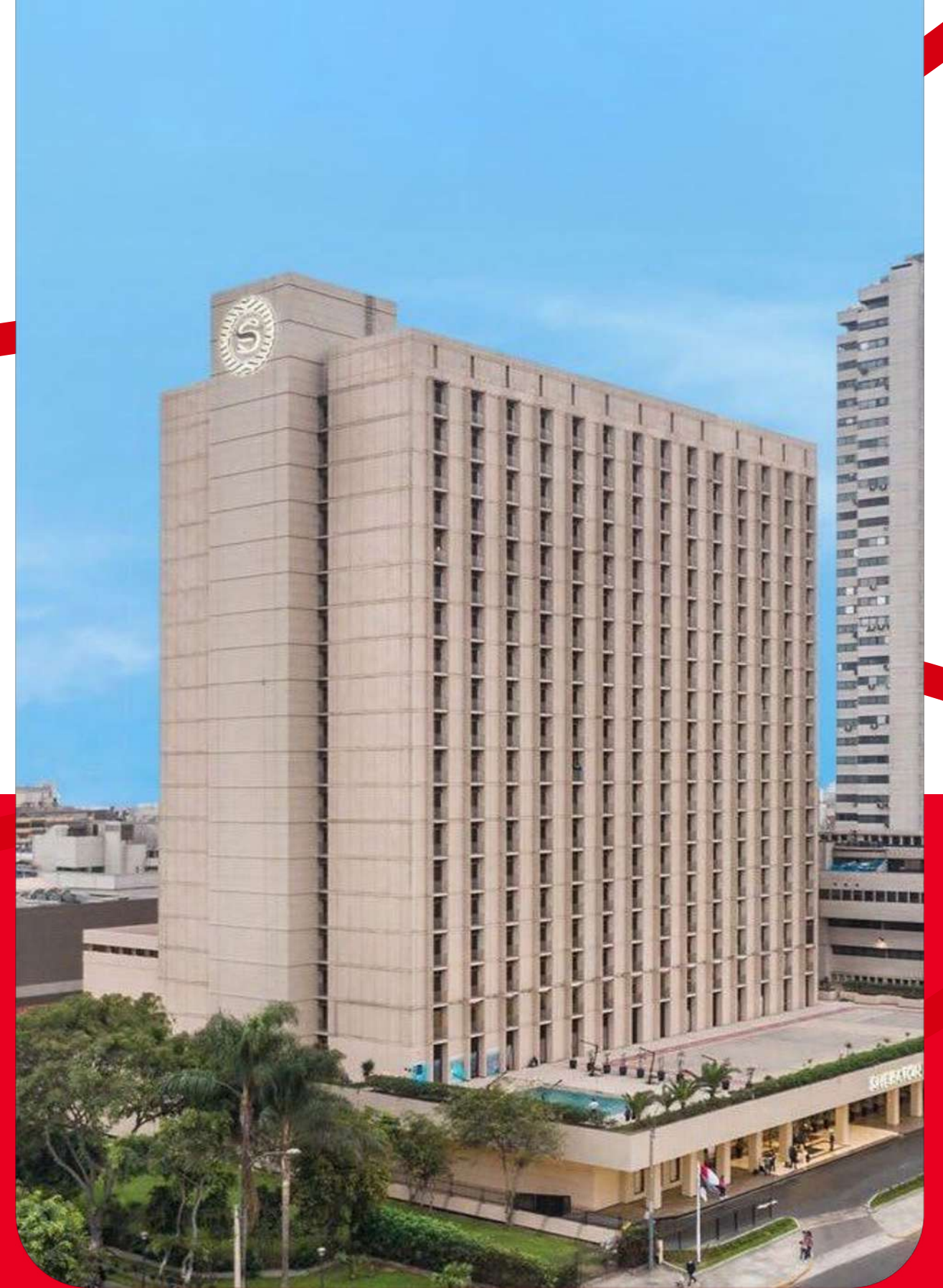
The Business Matchmaking event in Chachapoyas, as well as the familiarisation trips to Ayacucho, Cajamarca, Cusco and Ica, will allow you to experience first-hand the products and destinations you will later offer to your clients.

The Peru Travel Mart 2026 will take place in the

HOTEL SHERATON LIMA HISTORIC CENTER


MAY 14 to 16

An emblematic space where history and modernity meet to bring to life the most important events in Peruvian tourism.



PROGRAMME ACTIVITIES 2026

Pre tours*



May 11 to 14

**Activity at preferential cost*

Opening cocktail



Thursday, May 14
Museo Pedro de Osma
7:00 pm to 10:00 pm




Core activity

Lima Trade Marketplace

May 15 to 16
Sheraton Lima Historic Center
09:00 am to 18:00 pm

Closing cocktail



Saturday, May 16
Huaca Pucllana
7:00 pm to 11:00 pm



**Fam trips
Ayacucho,
Cajamarca,
Cusco and Ica**

May 17 to 20



**Amazonas
Trade
Marketplace**

May 17 to 20



Post tours*

May 17 to 20

**Activity at preferential cost*

BUYERS 2026



ANGLOSPHERE

- 40 Companies
- 29% of Companies

EUROPE

- 33 Companies
- 24% of Companies

ASIA - OCEANÍA

- 17 Companies
- 12% of Companies

LATIN AMERICA

- 49 Companies
- 35% of Companies

02

TRADE MARKETPLACE
DAYS

18.5

MILLIONS OF DOLLARS

7500
QUOTES

190
BUYERS

MEDIA PRESENCE
NATIONAL AND
INTERNATIONAL

2026

PROJECTION

25
COUNTRIES

THE PARTICIPATION OF THE
FOLLOWING IS EXPECTED

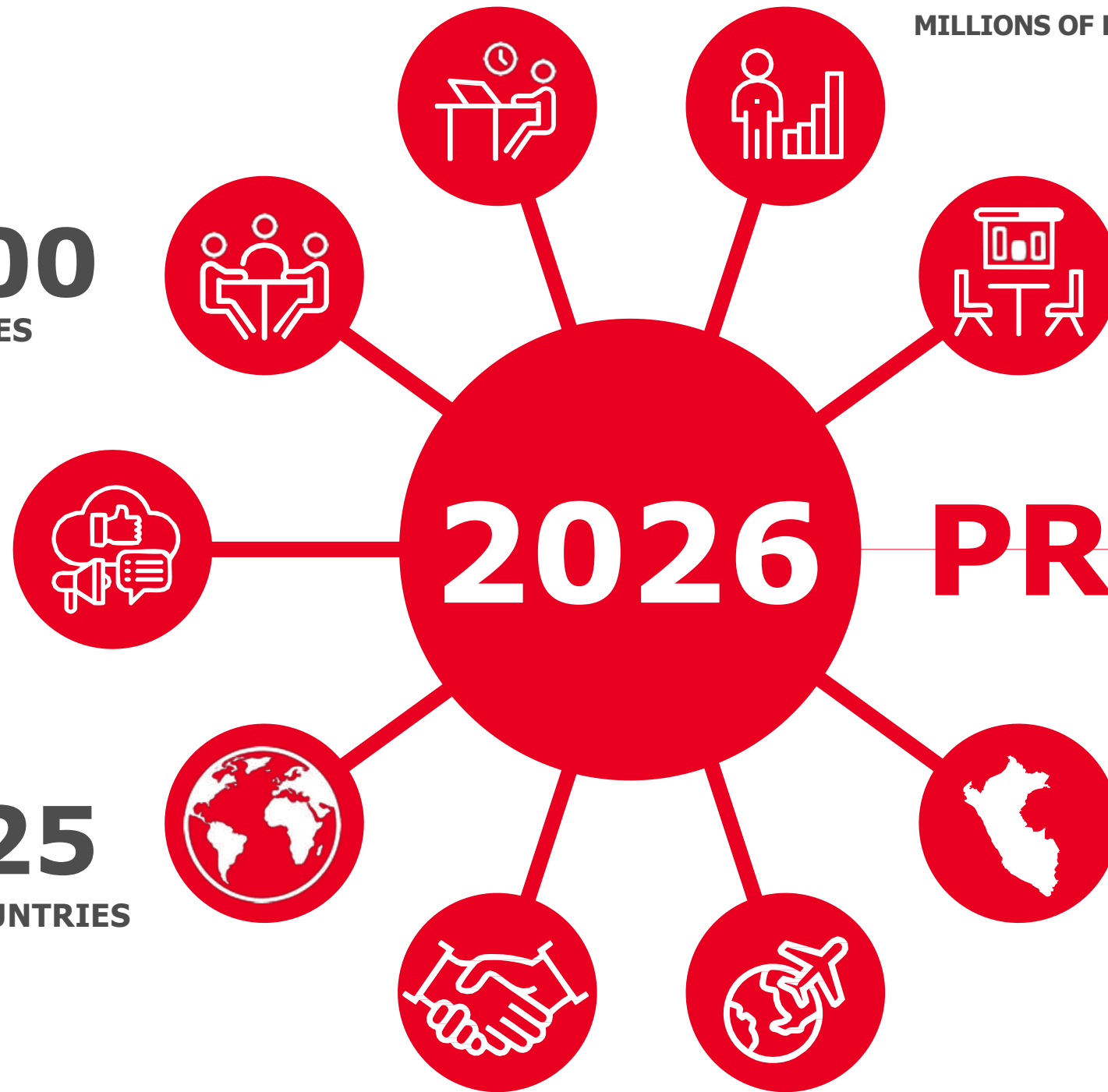
15 SUBNATIONAL
GOVERNMENTS

01

REGIONAL
TRADE
MARKETPLACE

04

REGIONAL
FAMILIARISATION
TRIPS



IMPACT ON PERUVIAN TOURISM

+18.5

millions of dollars in
business
commitments

96%

is willing to do
business with
Peru

97%

of international buyers confirm that Perú
Travel Mart is a key platform for
achieving their commercial objectives



Audience Reached

14.5 million people

Media exposure valuation

US\$ 600 K

International Press

- CND News
- Mochileros TV
- Pasillo turístico
- Noticias Caracol
- Tres60 Travel
- Revista enfoque
- Boletín turístico
- UNIR
- Panrotas
- Rumbo Producciones

National Press

- Hotevia
- Tnews
- RPP
- Diario Uno
- Turiweb
- TV Perú
- Willax TV
- Radio Exitosa
- Radio Nacional
- Best Cable
- LADEVI

MEDIA COVERAGE



PERÚ TRAVEL MART

[LEARN MORE HERE](#)





**CONNECT WITH
DESTINATIONS.
CREATE MEMORABLE
EXPERIENCES. BE PART OF
THE PERU TRAVEL MART 2026.**



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THANK YOU!