

Perú Travel Mart



BUYER SELECTION PROCESS

Peru Travel Mart 2026

1. Executive Summary

Peru Travel Mart has established itself as Peru's leading international travel trade marketplace. In an environment where travelers seek authenticity and sustainability, Peru offers an unrivalled proposition: 12 UNESCO World Heritage Sites and home to 84 of the world's 117 life zones. For a high-end tour operator, participating in Peru Travel Mart 2026 means gaining access to more than 180 top-tier Peruvian companies (hotels, cruise lines, DMCs) in a single venue.

2. Why participate in Peru Travel Mart 2026:

- **High-value networking:** Meetings with tour operators from various regions of Peru, selected in advance, which facilitate the creation of commercial alliances, complemented by an official supplier directory for subsequent commercial follow-up.
- **Immersive knowledge of tourism offerings:** Access to immersive experiences designed to showcase the diversity, authenticity and differential value of the country's tourist destinations.
- **Destination experiences:** Access to on-site destination experiences, allowing participants to meet local operators and directly assess the quality, authenticity and commercial viability of tourism products.

3. Ecosystem of experiences

Peru Travel Mart 2026 goes beyond a conventional trade marketplace. It is designed as a comprehensive platform that also allows you to validate new products and diversify your offering through direct inspection of high-potential destinations, giving you the opportunity to establish strategic alliances and expand your portfolio with high-potential destinations.

3.1. Main Trade Marketplace Lima: 14 to 16 May. This is the main event, bringing together more than 180 leading Peruvian companies, including hotels, DMCs, cruise lines and trains.

- **High-value networking:** a schedule of pre-arranged meetings that optimizes your negotiation time, together with access to the official directory of companies to facilitate follow-up and business conversion.
- **Partnerships in exclusive settings:** Access to welcome and closing receptions in iconic locations, ideal spaces for strengthening institutional relationships.
- **Specialized sessions:** Designed to provide practical tools to facilitate the marketing of destinations and experiences.

3.2. Optional activities: Designed for the validation of services and products at no additional cost.

A. Strategic city tours in Lima: 14 and/or 17 May. Free guided tours focused on verifying the operational quality of excursions in Lima.

- Pachacamac Museum and Sanctuary: Immersion in the pre-Hispanic history of the Peruvian coast.
- Larco Museum: A benchmark for pre-Columbian art.

Note: lunch is not included. See details <https://perutravelmart.com.pe/tours-lima>

B. Regional Trade Marketplace – Chachapoyas: 17–20 May. A business-focused programme combining meetings with local tour operators and site inspections of the destination’s main attractions. Chachapoyas is positioning itself as an emerging culture-and-nature destination, offering authentic and distinctive experiences. The programme includes a visit to the Kuélap Fortress and other natural and cultural assets across the region, enabling participants to experience the tourism offer first-hand and assess its potential for international commercialisation

C. Fam trips: Technical inspection trips aimed at assessing operational capacity and diversification potential in strategic destinations:

- Ayacucho: 17 to 19 May. Focus on folk art, colonial heritage and authentic experiential tourism.
- Cajamarca: 17 to 20 May. Exploration of Andean landscapes, historical heritage, living traditions and potential for responsible rural tourism.
- Cusco: 17 to 20 May. An iconic destination combining Inca heritage, nature and community-based experiences.
- Ica: 17 to 19 May. Immersion in adventure, nature and wine tourism experiences ideal for short stays and high-impact itineraries.

3.3. Exploration experiences (preferential rates): In-depth exploration programmes in representative destinations in Peru, available at exclusive rates for Peru Travel Mart buyers.

Experience / destination	Pre - tour	Post - tour
Sapphire Experience: Luxury cruise on the Amazon River.	9 to 14 May	-
Amethyst Experience: Luxury cruise on the Amazon River.	10 to 14 May	-
Wonderful Cusco: Validation of services in the main tourist hub.	11 to 14 May	17 to 20 May
Unforgettable Amazon River: Wildlife and community observation.	12 to 14 May	17 to 19 May
Explore the Amazon: Boat tours and cultural experiences.	12 to 14 May	17 to 19 May
Puno and Lake Titicaca: Routes of living culture and landscapes of the Altiplano.	12 to 14 May	17 to 19 May









Access the detailed catalogue of pre- and post-tours <https://perutravelmart.com.pe/pre-post-tours>

4. Event schedule

- Day 1 – Thursday, 14 May | Arrival & Connection**
 Arrival in Lima.
 City tour of Lima (optional).
 Welcome cocktail – informal networking.
- Day 2 – Friday, 15 May | Business Day 1**
 Opening Ceremony.
 Trade Marketplace: business meetings.
- Day 3 – Saturday, 16 May | Business Day 2**
 Trade Marketplace: business meetings.
 Closing Cocktail Party – Informal networking.
- Day 4 – Sunday, 17 May | Connection & Departure**
 City tour of Lima (optional).
 Return to flight home or departure to destinations for Business Meetings and Fam Trips (optional participation and subject to evaluation).
- Days 5 to 7 – from Monday 18 to Wednesday 20 May | Field Inspection**
 Regional Trade Marketplace will take place in Chachapoyas.
 Fam Trips will be conducted in the destinations of Ayacucho, Cajamarca, Cusco and Ica.
 Pre- and post-tours may be carried out from 9 May and/or from 17 May onwards.

5. The Hosted Buyer:

PROMPERÚ and CANATUR have designed a comprehensive package of benefits for selected buyers:

	Tickets ¹	Transfers	Accommodation ²	Meals
TRADE MARKETPLACE - MAIN EVENT LIMA				
LIMA 14/05 to 16/05	 International return flight (economy class) from your departure city 23 kg checked baggage allowance and 10 kg cabin baggage allowance	 From and to the airport and to all event locations from the hotel	 3 nights Check in 14/05 - 15:00 Check out: 17/05 – 12:00	 Executive lunches at the business Trade Marketplace venue 15 and 16/05
REGIONAL TRADE MARKETPLACE - OPTIONAL ACTIVITY PRIOR TO SELECTION				
CHACHAPOYAS 17/05 to 20/05	 Domestic flights departing (17) and returning (20) from Lima (economy class) 23 kg checked baggage allowance and 5 kg cabin baggage allowance*	 Transport to and from airports, hotel and all event locations at the destination	 3 nights Check in 17/05 – 15:00. Check out: 20/05 – 12:00	 Breakfast at the hotel, lunch included during the event

	Tickets ¹	Transfers	Accommodation ²	Meals
FAM TRIP - OPTIONAL ACTIVITY PRIOR TO SELECTION ³				
AYACUCHO 17/05 to 19/05	✓ Domestic flights departing (17) and returning (20) from Lima (economy class) 23 kg checked baggage allowance and 10 kg cabin baggage allowance	✓ Transport to and from airports, hotel and all event locations at the destination	✓ 2 nights Check in 17/05 – 15:00 Check out: 19/05 – 12:00	✓ Breakfast at the hotel, lunch included during the event
CAJAMARCA 17/05 to 20/05	✓ Domestic flights departing (17) and returning (20) from Lima (economy class) 23 kg checked baggage allowance and 10 kg cabin baggage allowance	✓ To and from airports, hotels and all event locations at the destination	✓ 3 nights Check in 17/05 - 15:00. Check out: 20/05 – 12:00	✓ Breakfast at the hotel, lunches included during the event
CUSCO 17/05 to 20/05	✓ Domestic flights departing (17) and returning (20) from Lima (economy class) 23 kg checked baggage allowance and 10 kg cabin baggage allowance	✓ To and from airports, hotels and all event locations at the destination	✓ 3 nights Check in 17/05 – 15:00 Check out: 20/05 – 12:00	✓ Breakfast at the hotel, lunches included during the event
ICA 17/05 to 19/05	✓ Land transport to (17) and from (20) Lima 23 kg checked baggage allowance and 10 kg cabin baggage allowance	✓ To and from airports, hotel and all event locations at the destination	✓ 2 nights Check in 17/05 – 15:00. Check out: 19/05 – 12:00	✓ Breakfast at the hotel, lunch included during the event

1 Dates will be set according to participation in the activities scheduled for the event. Any special requests will be subject to evaluation.

2 If the service is required on a different date or at a different time, any additional cost will be borne by the participant.

3 Should there be any changes to the destinations, these will be communicated in due course.

* If your cabin baggage exceeds the airline's permitted weight for carry-on luggage, you may use the baggage storage service available at Jorge Chávez International Airport. Further details can be consulted at:

<https://www.lima-airport.com/pasajeros/establecimientos/ver/547>.

6. Buyer profile

- Be a tour operator, wholesaler and/or specialised agency.
 - Tour operator: a company that organises and creates tourist packages, including transport, accommodation and activities. It is responsible for the planning and logistics of the trip.
 - Wholesaler: purchases tourist services from suppliers and resells them to travel agencies or other intermediaries, without selling directly to the end consumer.
 - Specialised agency: an agency that focuses on a specific type of tourism (e.g. ecotourism or luxury tourism), offering personalised products and experiences for that niche market.
- Represented by a senior professional with decision-making authority.

- Not have an office in Peru.
- Have an active, accessible and updated website.
- Sell Peru or South America as a destination (demonstrable with publication on the website or digital brochure).

7. Commitments

- Attendance at all scheduled appointments and active participation in the programme's official activities.
- Participants are expected not to attend other events during the activities scheduled for the Peru Travel Mart.
- Completion of the post-event survey on your participation.

In case of non-compliance with the commitments:

- CANATUR reserves the right to prohibit, reprimand or remove participants if their behaviour is inappropriate for the event.
- CANATUR will prohibit their participation in future editions of Peru Travel Mart, without prejudice to responding for any damages caused to CANATUR or third parties linked to the event.

8. Registration

Registration information for participation in the event

- a) Those interested in participating must complete the registration form published on the event website:

<https://perutravelmart.com.pe/buyer-registration>

- b) The registration form will allow buyers to select the optional activities in which they wish to participate, which are subject to evaluation.

- City tour in Lima.
- Regional Trade Marketplace – Chachapoyas
- Fam trip in Ayacucho, Cajamarca, Cusco or Ica.

- c) Registration on the registration form must be completed between 00:01 GMT-5 on 16 February and 23:59 GMT-5 on 10 April.

- d) **Registration for the pre- and post-tours** will take place once the buyers' participation has been confirmed, after the evaluation process and notification of those selected, according to availability and the schedule (see SCHEDULE section).

Those selected must decide on all the activities in which they will participate in order to make international flight reservations in a timely manner.

9. Buyer evaluation and selection schedule

Activity	Start	End
Buyer registration	16 to February	10 to April
Buyer evaluation and selection	03 to March	15 to April
Notification of selected participants	05 to March	17 to April
Registration of selected participants' information	09 to March	22 to April

10. Contact and customer service channels

If you have any questions about the organization of the event, please contact:

Names	Cecilia Ocharán	Yasuo Fajardo
Email	cecilia.ocharan@canaturperu.com	buyer@perutravelmart.com.pe
Telephone	+51 908 874 658	+51 967 115 406

You may also contact the Peruvian Trade Office Abroad (OCEX) that has been in touch with your company for assistance during the online registration process.

Event website: <https://perutravelmart.com.pe/>

PROGRAM OF ACTIVITIES IN LIMA*

DAY	TIME	ACTIVITY
CITY TOUR		
Thursday 14 May	10:00 am - 12:00 pm	City tour of your choice
TRADE MARKETPLACE		
Thursday 14 May	Morning	Arrival of buyers
	7:00 pm	Welcome cocktail reception - Pedro de Osma Museum
Friday 15 May	9:00 am	Event opening
	9:00 am – 1:00 pm	Trade Marketplace - Sheraton Hotel
	1:00 pm	Lunch
	2:00 pm – 6:00 pm	Trade Marketplace - Sheraton Hotel
	Evening	Dinner on your own
Saturday 16 May	9:00 am – 1:00 pm	Trade Marketplace - Sheraton Hotel
	1:00 pm	Lunch
	2:00 pm – 6:00 pm	Trade Marketplace - Sheraton Hotel
	7:00 pm	Closing cocktail reception – Huaca Pucllana Restaurant
CITY TOUR		
Sunday 17 May	10:00 am - 12:00 pm	City tour of your choice

* The programme is subject to change.

REGIONAL TRADE MARKETPLACE – CHACHAPOYAS *

DAY	TIME	ACTIVITY
Sunday 17 May	10:30 am	Arrival in the city
	1:00 pm	Lunch in Tingo
	Afternoon	Visit to the citadel of Kuélap
	Evening	Welcome cocktail
Monday 18 May	10:00 am	Visit to the Quiocta cave
	1:30 pm	Lunch in Cocachimba
	3:00 pm	Visit to the spatula-tailed hummingbird refuge
	Evening	Dinner in Chachapoyas
Tuesday 19 May	10:00 am	Visit to the Levanto cultural centre
	1:00 pm	Lunch in Chachapoyas
	3:00 pm	Trade Marketplace
	Evening	Closing cocktail reception
Wednesday 20 May	9:00 am	Transfer to the airport
	11:30 am	Return flight to Lima

* The programme is subject to change.

FAMS TRIP PROGRAMME IN REGIONS*

DAY	TIME	ACTIVITY
AYACUCHO		
Sunday 17 May	Morning	Arrival in the city
	11:00 am	Visit to the Wari archaeological complex
	1:00 pm	Lunch in Quinua
	3:00 pm	Visit to the artisan village of Quinua
	4:00 pm	Visit to the Pampas de Ayacucho
	Evening	Dinner on your own
Monday 18 May	8:00 am - 7:30 pm	Visit to: <ul style="list-style-type: none"> ● Raimondi puya forest ● Intihuatana Archaeological Centre ● Vilcashuaman archaeological complex Lunch included
	Evening	Dinner on your own
Tuesday 19 May	Morning	Transfer to the airport
	1:00 pm	Return flight to Lima
CAJAMARCA		
Sunday 17 May	Morning	Arrival in the city
	1:00 pm	Welcome lunch
	Afternoon	City tour
	Evening	Welcome cocktail
Monday 18 May	Morning	Visit to Cumbemayo and Otuzco windows
	1:00 pm	Lunch
	Afternoon	Visit to Baños del Inca
	Evening	Dinner
Tuesday 19 May	Morning	Visit to Porcón Farm
	1:00 pm	Lunch
	Afternoon	Visit to museums
	Evening	Closing cocktail party
Wednesday 20 May	Morning	Transfer to airport
	Morning	Return flight to Lima
ICA		
Sunday 17 May	Morning	Departure from Lima to Ica - Arrival in Ica (13:00).
	1:00 pm	Lunch at Tacama
	Afternoon	Welcome and reception at Hotel Las Dunas
	Evening	Dinner / Site inspection at the hotel. Overnight at the hotel.
Monday 18 May	8:00 am	Visit to Ica
	10:30 am	Places to be visited: Huacachina, the Main Square (Plaza de Armas), Luren Temple (panoramic view), Bodega 3

DAY	TIME	ACTIVITY
		Generaciones winery, and the Casa de las Tejas experience.
	1:30 pm	Lunch at Bodega Vista Alegre.
	Afternoon	Free
	Evening	Dinner in the desert. Overnight at the hotel.
Tuesday 19 May	Morning	Breakfast in the hotel
		Return to Lima