

# Travel in Peru

September 2023

Table of Contents

## EXECUTIVE SUMMARY

Travel in 2023

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

## MARKET DATA

Table 1 - Surface Travel Modes Sales: Value 2018-2023

Table 2 - Surface Travel Modes Online Sales: Value 2018-2023

Table 3 - Forecast Surface Travel Modes Sales: Value 2023-2028

Table 4 - Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 5 - In-Destination Spending: Value 2018-2023

Table 6 - Forecast In-Destination Spending: Value 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## Tourism Flows in Peru

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

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

## CATEGORY DATA

Table 7 - Inbound Arrivals: Number of Trips 2018-2023

Table 8 - Inbound Arrivals by Country: Number of Trips 2018-2023

Table 9 - Inbound City Arrivals 2018-2023

Table 10 - Inbound Tourism Spending: Value 2018-2023

Table 11 - Forecast Inbound Arrivals: Number of Trips 2023-2028

Table 12 - Forecast Inbound Arrivals by Country: Number of Trips 2023-2028

Table 13 - Forecast Inbound Tourism Spending: Value 2023-2028

Table 14 - Domestic Trips by Destination: Number of Trips 2018-2023

Table 15 - Domestic Spending: Value 2018-2023

Table 16 - Forecast Domestic Trips by Destination: Number of Trips 2023-2028

Table 17 - Forecast Domestic Spending: Value 2023-2028

Table 18 - Outbound Departures: Number of Trips 2018-2023

Table 19 - Outbound Departures by Destination: Number of Trips 2018-2023

Table 20 - Outbound Tourism Spending: Value 2018-2023

Table 21 - Forecast Outbound Departures: Number of Trips 2023-2028

Table 22 - Forecast Outbound Departures by Destination: Number of Trips 2023-2028

Table 23 - Forecast Outbound Spending: Value 2023-2028

## Airlines in Peru

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Passenger flow by air significantly grows thanks to higher demand and increased airline activity, but yet to reach pre-pandemic levels  
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  
Airport expansion, better airport management, social stability, and coping with potential regulatory changes could contribute to better performance

#### CATEGORY DATA

Table 24 - Airlines Sales: Value 2018-2023  
Table 25 - Airlines Online Sales: Value 2018-2023  
Table 26 - Airlines: Passengers Carried 2018-2023  
Table 27 - Airlines NBO Company Shares: % Value 2018-2022  
Table 28 - Low Cost Carriers Brands by Key Performance Indicators 2023  
Table 29 - Full Service Carriers Brands by Key Performance Indicators 2023  
Table 30 - Forecast Airlines Sales: Value 2023-2028  
Table 31 - Forecast Airlines Online Sales: Value 2023-2028

## Lodging (Destination) in Peru

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Significant recovery, but lodging sector remains far below pre-pandemic levels due to the use of family homes, social conflicts, and climate problems  
Hotel investment includes remodelling and innovative service proposals

#### PROSPECTS AND OPPORTUNITIES

Some changes in tourist habits observed, such as shorter-term planning in lodging reservations, greater use of online media and greater demand for high-quality facilities  
Hotels implement new strategies to deal with slow recovery that include promotion of their own channels, loyalty programmes and variable prices

#### CATEGORY DATA

Table 32 - Lodging (Destination) Sales: Value 2018-2023  
Table 33 - Lodging (Destination) Online Sales: Value 2018-2023  
Table 34 - Hotels Sales: Value 2018-2023  
Table 35 - Hotels Online Sales: Value 2018-2023  
Table 36 - Other Lodging Sales: Value 2018-2023  
Table 37 - Other Lodging Online Sales: Value 2018-2023  
Table 38 - Lodging (Destination) Outlets: Units 2018-2023  
Table 39 - Lodging (Destination) Rooms: Number of Rooms 2018-2023  
Table 40 - Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023  
Table 41 - Hotels NBO Company Shares: % Value 2018-2022  
Table 42 - Hotel Brands by Key Performance Indicators 2023  
Table 43 - Forecast Lodging (Destination) Sales: Value 2023-2028  
Table 44 - Forecast Lodging (Destination) Online Sales: Value 2023-2028  
Table 45 - Forecast Hotels Sales: Value 2023-2028  
Table 46 - Forecast Hotels Online Sales: Value 2023-2028  
Table 47 - Forecast Other Lodging Sales: Value 2023-2028  
Table 48 - Forecast Other Lodging Online Sales: Value 2023-2028  
Table 49 - Forecast Lodging (Destination) Outlets: Units 2023-2028

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Booking achieves significant recovery, with greater performance of online intermediaries due to higher speed, ease of use and access to promotions. Social upheaval and climate problems have more notable impact on travel agencies focused on incoming and domestic tourism than those focused on travel abroad.

#### PROSPECTS AND OPPORTUNITIES

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

Offline intermediaries are competitive in lodging prices due to strong negotiation with hotels, but must adapt to changes in airline booking system and have potential in cruise tourism.

#### CATEGORY DATA

Table 50 - Booking Sales: Value 2018-2023

Table 51 - Business Travel Sales: Value 2018-2023

Table 52 - Leisure Travel Sales: Value 2018-2023

Table 53 - Travel Intermediaries NBO Company Shares: % Value 2018-2023

Table 54 - Forecast Booking Sales: Value 2023-2028

Table 55 - Forecast Business Travel Sales: Value 2023-2028

Table 56 - Forecast Leisure Travel Sales: Value 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/travel-in-peru/report](https://www.euromonitor.com/travel-in-peru/report).