

Lodging (Destination) in Peru

September 2023

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Lodging (Destination) in Peru - Category analysis

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

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DISCLAIMER

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