

DOSSIER PERÚ 2025



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TOP 3 DESTINATIONS

► LIMA

The Peruvian capital offers art, fashion, music, culture and endless nights of adventures. Known as the City of Kings, is rich in colonial and pre-hispanic sites.

The best point to explore the city is the Plaza Mayor, the central square of the capital of Peru. The government palace built in 1938 is also located here. If you want to enjoy the coastal views of Lima, the neighborhood of Miraflores is a good option. It also offers several museums and art galleries as well as modern shopping centers.

Lima's cuisine has undoubtedly earned it an excellent and well-deserved position as one of the top food capitals in the world. The restaurant Central, located in Barranco, was chosen as the best in the world in The World's 50 Best 2023 ranking.



Miraflores, Lima / Photo: Leslie Searles/PROMPERÚ

► CUSCO

Located in the Peruvian Andes, is a historic city known for its rich Inca heritage and Spanish colonial architecture. It was once the capital of the Inca Empire and is now a UNESCO World Heritage Site. Cusco's cobblestone streets are lined with well-preserved colonial buildings, including the famous Cathedral of Santo Domingo, built atop an Inca temple. The city serves as a gateway to the iconic Machupicchu, and its vibrant markets, cultural festivals, and diverse cuisine make it a popular destination for travelers seeking a blend of history, culture, and natural beauty in the heart of Peru.



Plaza de Armas, Cusco / Photo: Gihan Tubbeh/PROMPERÚ

► AREQUIPA

Is known for its “picanterías”, exquisite Peruvian home-made cuisine. There are also upscale restaurants that showcase the best of local and international flavors. The city boasts several high-end hotels with top-notch facilities, elegant rooms and impeccable service. The Colca, one of the deepest canyons in the world, is a magic environment where you can find unique luxury experiences: beautiful houses with thermal waters in each room, and hotels and lodges designed in an environmentally friendly way.



Andean condor at Colca / Photo: Gihan Tubbeh/PROMPERÚ

ADVENTURE

Adventure lovers find their paradise in Peru. Either to practice extreme sports or to do outdoor activities -trekking, mountaineering, mountain biking, surfing, paragliding, canoeing and kayaking-, Peru opens a whole world of possibilities from north to south with its more than 12,000 lagoons, its snow-capped mountains that exceed 6,000 meters of altitude and the deepest canyons on the planet, among many other options for those seeking to release adrenaline on their vacations.

- ▶ Surfing on the northern beaches
- ▶ Paragliding in Lima
- ▶ Kayaking in the Peruvian Amazon
- ▶ Trekking and row boating in Áncash
- ▶ 4x4 in the dunes of Ica
- ▶ Trekking in Cusco: Inca Trail, Choquequirao and Palccoyo



Palccoyo, Cusco / Photo: Enrique Nordt/PROMPERÚ



Paragliding, Lima / Photo: Musuk Nolte/PROMPERÚ

GASTRONOMY

► PERUVIAN AMAZON

The diversity, freshness, color and flavor of the ingredients found in our Peruvian jungle are outstanding. Products such as cacao and coffee have shown to be great stars. Its exotic fruits such as cocona, camu camu, aguaje and pitahaya are getting more recognition and are proudly served. Its regional cuisine displays tacacho with cecina (fried plantain with smoked meat), juanes (ball of rice with chicken wrapped in bijao leaf), patarashca (fish wrapped and cooked in a leaf), etc. Also, river fish species such as paiche, gamitana and dorado are staples of this incredible culinary culture.

► NORTH AREA

The regions of Tumbes, Piura and Lambayeque are part of a culinary corridor but each has its own character. For most of the northern coastal regions, their seafood products shine with quality and freshness. Local delicacies such as cebiches, jaleas, sudados and parihuelas will delight everyone. The city of Chiclayo (capital of Lambayeque) stands out for its native ingredients, such as loche squash (whose culinary origins date back to pre-Inca times), Peruvian hot peppers, as well as chicha de jora.



Juanes, San Martín / Photo: Flor Ruiz/PROMPERÚ

► **LIMA, THE CAPITAL**

Lima has earned the title of Culinary Capital of Latin America because of the vast, high-quality and unique food options, whether it's street food or high-end dining. Its captivating cuisine presents an extensive menu of dishes with a wide array of seafood and the famous ceviche as the star. The best restaurant in the world is located here.

► **AREQUIPA**

The local restaurants, also known as picanterías, are the modern expression of an ancestral custom in the region that merges rural life with food and dining. These traditional restaurants still cook over a wood fire as the natural source of heat intensifies the aromas of the seasonings.

► **PISCO, PERU'S ICONIC SPIRIT**

Pisco is part of the country's cultural heritage. The Pisco route takes travelers through the regions of Ica, Lima, Arequipa and Moquegua, where this grape-based brandy is crafted using traditional methods that date back centuries. Along the route, visitors can tour vineyards, visit distilleries, and learn about the production process, while enjoying tastings of the various types of pisco.



Ceviche / Photo: Karina Mendoza/PROMPERÚ



Rocoto relleno and pastel de papa, Arequipa / Photo: Karina Mendoza/PROMPERÚ

AWARDS

- ▶ The New York Times included Ollantaytambo, in Cusco, in its annual list of 52 Places to Visit in 2025. The outlet highlighted its Inca fortress, and colorful souvenir shops.
- ▶ Eater, one of the world's most prominent gastronomic platforms, named the city of Chiclayo and the cuisine of the Lambayeque region as one of the Best Culinary Destinations in the World in 2025.
- ▶ During the ANATO Tourist Showcase, Peru was honored in eight categories at the Tripadvisor Travelers' Choice Awards:

Cusco

- Chosen as the Best Destination in South America.
- Also featured on the global lists of Best Destinations, Cultural Destinations, Solo Travel Destinations, and Travelers' Favorite Places Since the Beginning of Tripadvisor.

Lima

- Ranked #3 in the category of Best Destinations in South America.
- Featured on the lists of Top Culinary Destinations and Trending Destinations.



Moray, Cusco / Photo: Miguel Mejía/PROMPERÚ

SUSTAINABILITY

Peru has implemented various initiatives to ensure the long-term sustainability of its tourism sector.

These initiatives include promoting community based tourism, supporting locally-owned accommodations and services, and encouraging responsible visitor behavior.

Peru's commitment to sustainability is evident in its efforts to protect and conserve its iconic destinations, such as Machupicchu and the Amazon rainforest. Additionally, it emphasizes the importance of engaging local communities in tourism activities, promoting cultural exchanges, and providing economic opportunities for indigenous populations.

The country also encourages sustainable transportation options for tourists, such as cycling and walking tours. **Eco-friendly practices, including waste management and energy conservation, are encouraged in tourism establishments.**



Isla Taquile, Puno / Photo: Janine Costa/PROMPERÚ

LIVING CULTURES

- ▶ **Best Villages – UNWTO:** Chacas, Paucartambo, Pozuzo, Taquile and Chavín de Huántar. These villages showcase authentic cultural experiences, rich traditions, and community-based tourism that promote environmental protection.
- ▶ **Peru's Pueblos con Encanto** (Charming Villages) are picturesque towns that captivate visitors with their cultural history and natural beauty. Sibayo, Ollantaytambo, Lamas, Malabrigo, Sarhua, Yanque and Villa Rica are some examples.
- ▶ Peru is home to **13 UNESCO World Heritage Sites**. These include iconic destinations like the citadel of Machupicchu, the Nazca Lines, and the Historic Centre of Lima.
- ▶ The regions of **Arequipa, Puno and Cusco** are filled with captivating destinations. In Arequipa, villages like Yanque and Chivay in the Colca Valley enchant visitors with their traditional architecture, hot springs and the chance to witness the flight of the Andean condor. In Puno, the floating islands of Uros and the Taquile Island on Lake Titicaca provide insights into the centuries-old customs of indigenous communities. Meanwhile, Cusco, home to Machupicchu, is a treasure trove of Inca history.



Andean condor / Photo: PROMPERÚ

LUXURY

- ▶ Peru's culinary scene is a standout feature, with renowned restaurants like **Central, Kjolle, Maido and Mayta** in Lima, offering exquisite menus that showcase the country's culinary heritage.
- ▶ The **Belmond Andean Explorer**, South America's first luxury sleeper train, takes passengers on a journey across the Andes, from Cusco to Lake Titicaca and Arequipa. Meanwhile, the **Belmond Hiram Bingham** provides an unforgettable day trip from Cusco to Machupicchu, featuring gourmet dining and live Peruvian music.
- ▶ Socially responsible cruises are gaining popularity among conscious travelers, offering unique experiences that combine luxury with a focus on sustainability and positive impact on local communities. In Peru, **Aqua Expeditions, Jungle Experiences, Delfin Amazon Cruises and Rivers & Forest Expeditions** are the perfect examples for these experiences.
- ▶ **Glamping and picnic in the dessert:** a blend of glamour and camping, offers travelers a way to enjoy nature without sacrificing the comforts of luxury accommodations. In places like the dunes of Ica or Paracas, visitors can enjoy a gourmet meal surrounded by the vastness of the desert, offering a serene and majestic atmosphere.



Cruise in the Amazon / Photo: Gihan Tubbeh/PROMPERÚ



ABOUT PROMPERÚ

The Commission for the Promotion of Peru for Exports and Tourism is a specialised technical body attached to the Ministry of Foreign Trade and Tourism, and is responsible for formulating, approving, executing and evaluating strategies and plans for the promotion of exportable goods and services, as well as domestic and inbound tourism, promoting and disseminating Peru's image in tourism and exports.

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