

# PERÚ: FEAST FOR THE SENSES

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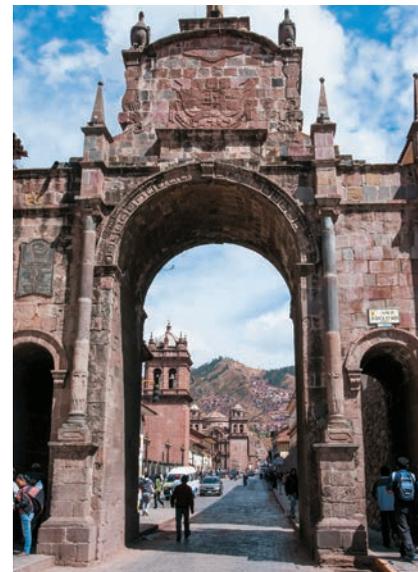
# Welcome

Peru, Feast for the Senses, continues to rank as a must-see destination for travel enthusiasts in North America.

This desk reference guide is designed to improve your knowledge of the country and to teach you the basics about Peru's travel regions, selling points, and extensive range of fascinating travel experiences. A solid understanding of this multifaceted destination is essential to bolster your Peru travel sales. We encourage you to further develop your expertise by taking advantage of the Peru Specialist education, resources and incentives found at [www.PeruAgent.com](http://www.PeruAgent.com).

We thank you for taking the time to learn more about the breadth of travel experiences in Peru and believe your clients will thank you, too.

### The PROMPERÚ Team



Top: Cotahuasi Valley PROMPERÚ

Above Left: Arco Santa Clara, Cusco Heinz Plenge Pardo / PROMPERÚ

Above Right: La Cordillera Huayhuash Arturo Bullard / PROMPERÚ



# PROMPERÚ: Your Inside Sales Support

PROMPERÚ, the Peru Export and Tourism Promotion Board, considers the travel advisor to be its most important client, and its goal is to help you in every way possible with your sales efforts.

## Sales Resources

PROMPERÚ provides accurate and timely information, contacts, collateral material, images and videos. Webinars for specific groups can be arranged, along with anything else you need to help you sell Peru. Digital brochures can be found at Peru Brochures app.



## PeruAgent.com

Specialization requires education and the best place to further your Peru education is at [www.PeruAgent.com](http://www.PeruAgent.com). This site serves as a one-stop shop for assistance relating to your Peru sales efforts. Here, you'll find education on Peru's travel destinations, attractions, hotels, tour operators and more. In addition to the education courses and resources, you'll find the latest news, deals and videos. For further assistance download our Peru Sales Companion.



Top: Pacaya-Samiria National Reserve, Amazon PROMPERÚ

Above Center: Colca Canyon PROMPERÚ

Left: Plaza de Armas de Lima Leslie Searles / PROMPERÚ

Below: Templo de Wiracocha, Raqchi Pilar Olivares / PROMPERÚ

## Peru Points

To reward you for your sales efforts, PROMPERÚ offers the Peru Points Program that awards \$250 cash to the "top seller" each month. In addition to that, each quarter all participants who have completed the Peru Agent Program, are entered into a drawing for a \$250 giftcard. Check [www.peruagent.com](http://www.peruagent.com) for details on the program.



On our cover: Choquequirao PROMPERÚ

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# PERU: A Vacation for Everyone

Peru is a feast for the eyes and the spirit – connecting North American vacationers to their personal passions. Top leisure audiences? Here’s a snapshot.



Tambopata, Peruvian Amazon  
Enrique Castro-Mendiivil / PROMPERU

## Family Explorers

Simply put, families can have it all in Peru.

- **At the Beach:** Sun-and-surf seekers with children will love rollicking in the surf, basking in the sun and bonding over sandcastle building at the beach.
- **In the Highlands:** Families with teens can bond while trekking the Inca Trail together.
- **Within Amazonia:** Families on a river cruise or staying at an eco-lodge will “ooh” and “aah” as they spot colorful parrots or monkeys swinging in the trees.

## Heritage and Culture Seekers

Imagine Peru as a gigantic treasure chest for heritage and cultural experiences. From Cusco, for example, it’s easy for heritage lovers to explore the Sacred Valley’s archaeological sites or gaze in awe at Machu Picchu, the Incas’ ancient mountaintop city in the clouds. Separately, cultural buffs can stroll through Caral, the Americas’ oldest city, or marvel at gold artifacts at the Royal Tombs of Sipan Museum in Lambayeque. And the list goes on.



Fortaleza de Sacsayhuamán  
a.bryce / PROMPERU

## Spa and Wellness Enthusiasts

For travelers looking for personal rejuvenation of body and soul, Peru delivers many soothing experiences.

- Wellness and health activities
- Pampering upscale spa resorts
- Yoga training and programs
- Spa treatments at luxury hotels
- One-on-one encounters with the natural world

## Culinary Buffs

Internationally acclaimed chefs tap fresh, local ingredients to create both modern and traditional dishes at world-class restaurants in Arequipa, Cusco, Iquitos, Lima, Trujillo, and beyond. Ancient traditions co-exist alongside modern culinary techniques. Peru is a luscious magnet for foodies.



Preparing Ceviche Leslie Searles / PROMPERU

## Active Adventurers

For a kick of adrenaline, surfers can “Hang 10” along Peru’s coastline. Scuba divers can descend into a pristine underwater world teeming with more than 1,000 species of fish and sea lions too. Extreme adventurers can climb in the Cordillera Blanca, while soft adventurers can head out for kayaking, hiking or birdwatching.

## Urban Explorers

Lima and other urban enclaves attract Millennials and other young-at-heart travelers. By day, they’ll tour cultural and heritage attractions or shop ‘till they drop at international boutiques and modern shopping centers. But when the sun goes down, they’ll re-energize and head out for a savory dining scene, bars, music venues and nightclubs, many open through the wee hours.

# Getting There and Getting Around

Peru is conveniently reached by air from numerous U.S. gateways and is a port of call on many cruises. Travel within the country includes planes, trains and cars.

## Air Services

Nearly a dozen international airlines offer non-stop flights from the world’s most important cities to Lima’s Jorge Chávez International Airport, the region’s main hub. The airport is considered one of the best in South America, offering connecting flights to the country’s top tourist destinations.

Daily direct flights are available between Lima to nine major U.S. airports in Los Angeles, Dallas, Houston, Atlanta, Miami, Fort Lauderdale, Orlando, Newark, and New York (JFK). Lima is much closer than many other South American capitals. It can be reached from Miami in as little as 5.5 hours; the longest direct flight from The U.S. is just over 8.5 hours.

Jetlag is not a factor for most U.S. travelers to Peru: During Standard Time in the U.S. (early November to mid-March), Peru time is the same as in Atlanta, New York, Washington DC, and Miami, and only one hour ahead of Chicago and Houston. (Peru does not observe Daylight Savings Time.)

Below: La Punta, Callao  
Carlos Ibarra / PROMPERU

## Getting Around in the Cities

Experienced travelers who wish to drive themselves around should note that established international car rentals companies can put them behind the wheel in most major cities in Peru, including Lima, Cusco, Arequipa and Trujillo. Like in the U.S., driving is on the righthand side of the road.

Booking a Peru trip through an established tour operator will eliminate most needs for transportation within the country.



## Rail Transportation

Expedition trains to must-visit sites such as Machu Picchu have panoramic windows and/or transparent domes from which passengers can enjoy the gorgeous scenery of the Peruvian countryside en route. Machu Picchu can be reached via rail from Cusco in less than four hours.

Above: Hiram Bingham train  
Enrique Castro-Mendiivil / PROMPERU

## Cruise Connections

A number of cruise lines offer itineraries that call at the port of Callao, 30 minutes from Lima. On some of these cruises, Callao is the first or last port of call, providing opportunities to combine a cruise with a land vacation in Peru.



# A Most Accommodating Country

When it comes to fine places to stay, Peru is most accommodating. Want to luxuriate in a five-star beach resort? A rural wellness retreat? How about a boutique hotel on Lake Titicaca or perhaps a deluxe lodge in

the shadow on Machu Picchu? These are just some of the hotel choices available, including a dozen that made the list of top 30 Hotels in South America in Condé Nast Traveler's Readers' Choice Awards as well as four of the continent's top 11 resorts.

Wherever guests plan to visit in Peru, they'll find outstanding choices of properties to serve as a base of operations for exploring and sightseeing, as well as a welcoming retreat when the day's activities are over.

## Where to Stay: A Lodging Sampler

Here are a few examples that illustrate to great variety of places where visitors to Peru can stay.

- Peru's cities are home to many state-of-the-art

hotels from some of the world's top luxury brands.

- For accommodations with some historical ambience and Old World flair, visitors will find a number of old mansions and convents that have been meticulously converted into five-star resort hotels.

- Fans of boutique hotels will be glad to know that such properties can be found in several different destinations in Peru.

- For sun seekers, there are resorts and spas located close to the country's blue Pacific Ocean beaches.

- Likewise, visitors can choose from a variety of top spa hotels and eco-lodges in the Sacred Valley.



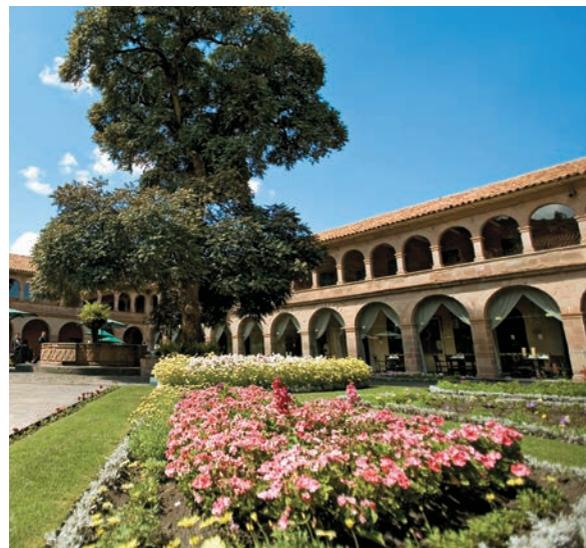
## Peruvian Hospitality

Hospitality, of course, is much more than an array of fine hotels. The Peruvian people, especially those in the service industry, are genuinely warm, friendly, welcoming, sociable and just plain nice. Many Peruvians in touristic areas such as Cusco and Machu Picchu and staff at high-end hotels speak and understand English. Peruvians are generally patient with visitors who try to communicate in Spanish, which is spoken by about 80 percent of Peru's population.

Top: Aranwa Sacred Valley Enrique Castro-Mendivil / PROMPERÚ

Below Left: Hotel Titilaka, Lake Titicaca a.bryce / PROMPERÚ

Below Right: Belmond Hotel Monasterio, Cusco PROMPERÚ



# CELEBRATING NATURE IN THE GREAT OUTDOORS

Blessed with gorgeous natural beauty, Peru is one of the world's 10 most bio-diverse countries. Soft adventure enthusiasts, birders, intense eco-explorers, river cruisers and people who simply love admiring the scenery can set out to explore three diverse eco-regions:

- At the confluence of the Marañon and Ucayali Rivers begins the lush Peruvian Amazon basin, Peru's largest region with both cloud forests and lowlands jungle.

- The lovely Andean Highlands are all about the mountains – lower peaks up north, the highest, steepest mountains in the central Andes and wide,

high Andean plateau (or "altiplano") down south.

- Stretching more than 1,500 miles is Peru's western coast with gorgeous beaches, offshore isles, soft lapping waves and more intense surf too, and even desert landscapes.

**Trekking to Adventure**  
Trekking within Peru's



Andean Highlands delivers unforgettable mountain views, but here's why the experience is so much more:

- Travelers may spot roving herds of alpacas and

llamas as well as colorful birds or other wildlife.

- Along the trail, they will likely meet local people dressed in colorful, hand-woven traditional attire.

Highly popular is the Inca Trail ("Camino Inca") trek, with three overlapping trails of various lengths. A four-day, 26-mile

*Continued on page 8*

## Trekking Down

In southern Peru, travelers might check out the bubbling hot springs of La Calera in a scenic mountain setting outside Chivay, prior to a Colca Canyon trek. But when the trek begins, they'll head down, down and way down. Colca is one of the world's deepest canyon at 13,000 feet. Besides dramatic scenery, the canyon is the realm of the magnificent Andean Condor, a raptor with a wingspan of up to 12 feet.



Top: Choquequirao Juan Vallejo / PROMPERÚ

Above Right: Santa Cruz Trek Juan Vallejo / PROMPERÚ

Left: Andean Condor, Colca Canyon Renzo Tasso / PROMPERÚ

option starts outside Ollantaytambo and ends at the Incan citadel of Machu Picchu. Arriving at sunrise at its ancient Sun Gate, once the ancient city's main entrance, is a priceless experience.

Alternatively, trekkers can:

- Take the Salkantay Trek from Cusco into Machu Picchu to enjoy a less traveled path than the Inca Trail.
- Combine a trek with archaeology by visiting the Inca archaeological site at Choquequirao.

■ Set out on the challenging Cordillera Huayhuash Trek, following a pristine high alpine route near Huasta, Ancash.

■ Enjoy hiking part of the Great Inca Trail or "Qhapaq Ñan." Tour operators offer some portions of the Qhapaq Ñan found in Ancash, Lima and Cusco.

Certainly, there's a trek for everyone, but it's recommended that potential trekkers consult a reputable trekking operator or experienced trekking guide about which trek may be best – based on the trekker's health, fitness level, trekking experience and other factors.

Above: Cock-of-the-rocks  
PROMPERÚ

Top Center: Puerto Maldonado Luis Francisco Gonzales / PROMPERÚ

Far Right: Surfing in Chicama  
PROMPERÚ

Right: Huascarán National Park  
a.bryce / PROMPERÚ

## World's Largest Clay Lick

Imagine the wonder as travelers see hundreds of colorful parrots and macaws gathering at the world's largest known clay lick. Yes, they come daily to ingest detoxifying clay at the Tambopata National Reserve in southeastern Peru's Amazon basin. An added plus? The reserve's lake boat rides offer the potential for seeing more birds, giant river otters, red howler monkeys and even anacondas.



### Birding Enticements

On nature trails in cloud forest, birdwatchers will gaze in amazement when spotting Peru's unofficial national bird, the vibrantly colored Andean Cock-of-the-rock, famed for its a vibrant, reddish-orange head with a round crest.

But that bird is just one of more than 1,800 registered bird species in Peru. That's an amazing one fifth of the planet's bird species. Here are a few tips about birding in Peru.

- Multiple birding routes and State-Protected Natural Areas make it easy to get "up close" to the country's diverse bird life.
- Cutervo National Park protects a group of caves frequented by the white-speckled guacharo or oilbird, the world's only nocturnal flying, fruit-eating bird. It resembles a cross between an owl and a pigeon.

■ There are 107 endemic species found in the Andean Highlands, Pacific coast and Amazon River regions.

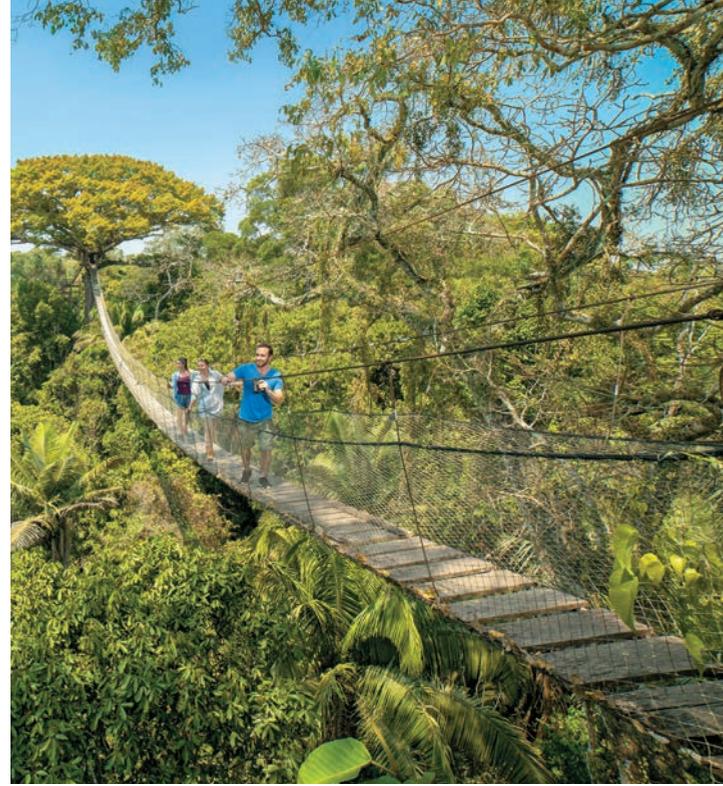
■ PromPeru's birdwatching site [www.peru.travel/birdwatching](http://www.peru.travel/birdwatching) offers an excellent Birding Routes brochure.

Wherever travelers go in Peru, they'll have fabulous birdwatching. Even urban travelers sipping a cocktail at a Lima coastal restaurant might spot a striking Inca Tern.

### Exploring Amazonia

Nothing speaks to outdoor adventure as does heading out from Iquitos on an Amazon River region eco-lodge stay or a three- to seven-night river cruise along the Ucayali River, the Amazon's largest tributary.

What happens during the day? Naturalist guides will point out gigantic water lilies, monkeys, sloths and other Amazonia flora and fauna. More elusive are lowland tapirs, jaguars, black alligators and giant river otters.



But the jungle is the absolute star as "explorers" paddle calm creeks and blackwater lakes; traverse robe-bridge crossings between the treetops; stroll along remote pathways; and enjoy these experiences too:

- Swimming with pink dolphins
- Getting up close to the local lizards at an iguana island
- Fishing for piranhas at sunset or reeling in

a Dorado Catfish that could weigh as much as 70 pounds

■ Meeting "ribereños," locals who fish, hunt, gather and farm

Puerto Maldonado is the base for exploring the southern Amazon and travelers come for the nature trails, eco-lodges, bird watching, canopy walks and more.

### Coastal & Marine Eco-Diversions

**Surfing:** For something a bit different, surfers can "Hang 10" on the world's longest left-hand waves at Chicama, north of Trujillo and along the Pan-American Highway.

**Yoga/Wellness with a Beach View:** Coastal spas, resorts and yoga studios sometimes plan eco-scenic activities such as a couple's massage treatment with aromatherapy and an ocean view or a yoga or wellness class on the beach.

**Snorkeling & Scuba Diving:** Snorkelers will delight at the coast's teeming marine life, while scuba divers

entering Peru's offshore, underwater eco-system can dive in search of:

- Colorful fish, shellfish and mollusks
- Thirty-foot-high kelp forests
- Walls, reefs and shipwrecks
- Sea lions, frogfish and moray eels.

Pacific Ocean waters. Immense seabird colonies, flamingos, blue crabs, sea lions and even Humboldt Penguins live here or in the nearby Ballestas Islands. Boat tours offer eco-sightseeing to possibly spot whales, orcas, turtles and dolphins.

**Sport Fishing:** Currents off Peru's northern coast have created a perfect eco-system for trophy



**Desert & Isle Viewing:** Near Pisco along Peru's southern coast, Paracas National Reserve offers stunning desert landscapes of gold and russet colors. But those views become even more dramatic when the reserve's towering arid cliffs meet its horseshoe-shaped beaches and

fishing. Anglers might reel in a black marlin, yellow-finned tuna, barracuda or mako shark, among many other species. World records have been set here including a 1953 catch of a 1,560-pound black marlin. Fishing is also popular in the Amazon region.



### Eco-Experiences to Savor

**HUASCARAN NATIONAL PARK:** Eco-enthusiasts only need look up to gaze at nature's majesty, the 22,000-foot-high Huascarán, the tallest peak in any tropical ecosystem on Earth. It's located in the Cordillera Blanca range of Peru's western Andes. Travelers come for the trekking, climbing, scenic views, fishing and white-water rafting.

**PACAYA SAMIRIA NATIONAL RESERVE:** Heading into the northern Amazon river system, travelers might spot – and even choose to swim with – rare, pink river dolphins, a species of toothed whale called "Boto." For a heightened sensory experience, take a boat ride at night in search of caimans.

**TITICACA NATIONAL RESERVE:** Travelers visiting Lake Titicaca, the world's highest navigable lake, will observe the Uros people's floating reed islands, as they live on the lake. It's also an eco-adventure to identify birds and different frog species, with the possible bonus of fabulous lake views at sunrise.

**MANU NATIONAL PARK:** Spanning several protected tropical rain forests yet with a locale near the Andes, this park excels as a birdwatcher's paradise. Staying at a lodge in the area affords even more time to peruse flora and fauna, and perhaps get a glimpse of monkeys, giant river otters or even a jaguar.

# HERITAGE: ECHOES OF THE PAST



A land rooted in 10,000 years of civilization, Peru is a heritage lover's playground with an astonishing array of 12 UNESCO World Heritage sites, ancient trails, historic textile arts, historic attractions and more.

## Historic Sanctuary of Machu Picchu

Gazing at the citadel of ancient Machu Picchu, an Incan Empire site atop the Andes, travelers will immediately feel a sense of wonder and awe.

Did this ancient site serve as a royal estate for Inca emperors and nobles? Was it a religious site or even something else?

Theories vary but it's both a scenic wonder and a UNESCO World Heritage Site, and here's what travelers need to know:

- Machu Picchu covers a five-square-mile area.
- It's built with more than 3,000 tightly fitting stones that link its different levels
- Visitors can stroll in the "footsteps" of the Incas to the Temple of the Sun, Temple of the Three Windows and the Intihuatana (ritual stone) or ceremonial center.
- Fit travelers also can visit the Sun Gate or climb Huayna (or Wayna) Picchu, the iconic peak towering over Machu Picchu.

## Historic Inca Trails

**The Great Inca Trail, known as Qhapaq Ñan was an ancient trade route that extended 25,000 miles through the Andes and connected outposts in the Incan Empire. Today, it's on the serious trekker's "bucket list," with Peruvian DMCs offering excursions along portions of this great trail. There are other, shorter treks on historic trails too — varying by distance and level of difficulty.**

*Above: Machu Picchu  
Gihan Tubbeh / PROMPERÚ*

*Above Right: Chan Chan  
Daniel Silva / PROMPERÚ*

*Right: Taquile textile arts PROMPERÚ*

## Chan Chan Archaeological Zone

Just three miles from Trujillo is the ancient adobe metropolis of Chan Chan, a UNESCO World Heritage Site. Prior to Inca times, the city was the capital of the Chimu culture with 60,000 residents.

Today, travelers will be absolutely amazed by the miles of high ancient walls surrounding a maze of palaces, temples, houses, gardens and a huge reservoir. In addition, they'll gaze at wall reliefs depicting geometric figures and mythological beings.



## Sacred City of Caral

Situated on a dry desert terrace overlooking the Supe River's green valley, the well-preserved Sacred City of Caral in Lima's Barranca province dates back 5,000-plus years. To experience it fully:

- Stroll through the oldest center of civilization in the Americas.
- Look for architectural complexity in monumental stone and earthen platform mounts and sunken circular courts.
- Admire Caral's six adobe pyramids.
- Feel the history in every step with evidence of ceremonial functions and a powerful religious ideology.

## Historic City Sites

In urban centers across Peru, heritage-focused travelers can dive deeply into history – exploring

sites associated with pre-Columbian civilizations to ancient ruins of the Inca period and buildings from Spanish colonial history. Or, they can visit other historic attractions to learn about the later Republican era or other chapters of Peru's past.

For example, in Iquitos, gateway to the Amazon, it's fascinating to tour the Cathedral of Iquitos, the early 20th-century Old Hotel Palace, Cohen House and other historic sites. One "not to be missed" highlight is the Iron House, a superb example of civil architecture during Peru's Amazon rubber boom.

Elsewhere, the UNESCO World Heritage Sites of the Amazon, Cusco, Lima and Arequipa are home to grand city squares, historic cathedrals and churches and museums with priceless artifacts.

## Taquile Island's Ancient Textile Arts

**One place on Earth where knitting is men's work is Taquile Island, a center of traditional textile**



**arts within Lake Titicaca, on the Peruvian High Andes Plateau.**

**Lying 45 miles offshore from Puno, this island was relatively "lost in time" as it was isolated from Peru's mainland through the 1950s. Visitors will delve into a culture dating to the ancient Inca, Pukara and Colla civilizations.**

**Here, the ancient arts of knitting and weaving are passed from generation to generation. Taquile men knit (from the age of nine), while women weave, and the town has a special school for handicraft arts.**

**These signature Taquile Island creations make great gifts or souvenirs**

- **A chullo, a knitted Andean-style hat with earflaps**
- **A calendar waistband (wide belt) depicting annual cycles connected to ritual and agricultural activities**

# Savory Art, Literature and Architecture

Fascinating museums and galleries, magnificent edifices and a rich literary heritage are all musts to explore in Peru.

## ICONIC ART TREASURES

### Lima's Stellar Museums

Art lovers strolling through Lima's Museum of Art or MALI will think they've entered an art kaleidoscope spanning 3,000 years of Peru's cultural history.

### Cusco's Vibrant Art Scene

In the shadows of Andean peaks, Cusco exudes a vibrant artistic feel. Art-focused visitors can browse superb galleries at the Museum of Pre-Columbian Art

focusing on the natural material used to create the room's art.

Visitors can purchase individual entry tickets for MAP Cusco and some other museums, but many of the popular Cusco/Sacred Valley museums, archaeological sites and monuments (such as Pisac, Chinchero, Ollantaytambo, Tipón and Pikillaqta) require a Boleto Turístico (tourist ticket) to be admitted. Tickets can be purchased at the COSITUC office: [cosituc.gob.pe/](http://cosituc.gob.pe/).

### Creative Art Across Peru

At Punchana outside Iquitos, travelers browsing works at the Camu Camu Gallery will see lovely Amazon scenes painted on "llanchama" (tree bark) by

Peruvian artist Francisco Grippa. Cruise visitors arriving in Callao might spot colorful street murals on Callao's buildings.

### More Art Diversions

- Modern plastic Peruvian art at Arequipa's Museum of Contemporary Art.
- Traditional Wari pottery, created by craftspeople in Ayachuco
- Nazca-culture textiles and ceramics at the Regional Museum of Ica
- Artist Gerardo Chavez's private collection at Trujillo's Museum of Modern Art

## LITERARY DISCOVERY

A literature lover's gem, the House of Peruvian Literature is cocooned within Lima's renovated, neo-classical Desamparados Train Station. It celebrates the literary legacies of the "2010 Nobel Prize in Literature" winner Mario Vargas Llosa, Alfredo Bryce Echenique, César Vallejo and other famous Peruvian writers. For those preferring to pop into Lima's famous "writer watering holes" there's:

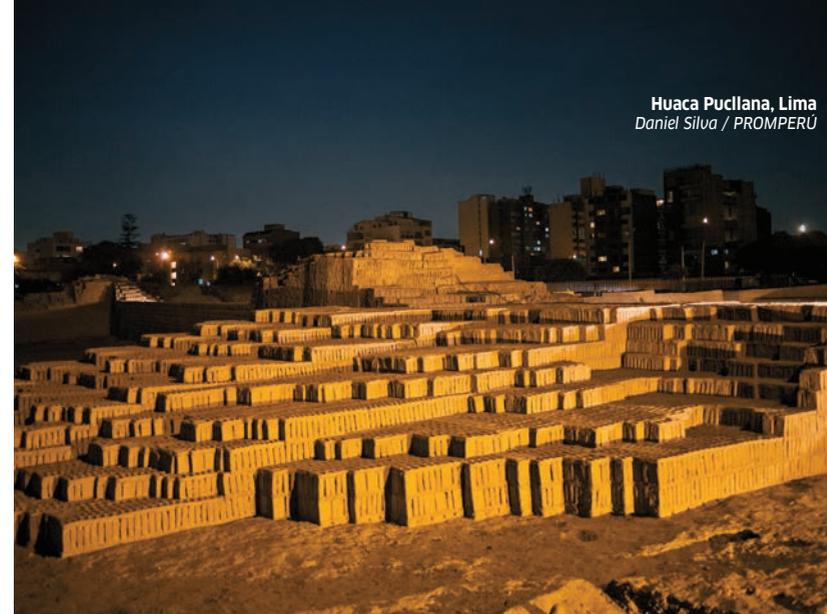
- Bar Queirolo was frequented by writers of the 1970s Hora Zero literary movement (focused on poetry about daily life, not elitism).
- Bar Cordano was a favorite of American poet, philosopher and writer Allen Ginsberg.

Across Peru, fans of Mark Adams' book, "Turn Right at Machu Picchu: Rediscovering the Lost City One Step at a Time," often can't wait to explore the citadel for themselves.



Cusco Cathedral (here)  
Gihan Tubbeh / PROMPERÚ

Plaza de Armas, Arequipa (below)  
Eduardo Flores / PROMPERÚ



Huaca Pucllana, Lima  
Daniel Silva / PROMPERÚ

## ICONIC ARCHITECTURE

### Cusco's Architectural Layers

Once the Highlands epicenter of Peru's Quechua culture, Cusco, called the "Navel of the World," still bustles 'round the clock at its historic Plaza de Armas. Here colonial buildings stand side-by-side with contemporary restaurants, coffee shops and bars, all built atop Inca walls.

### Fun Factoids

- The Spaniards used stones from dismantled Inca temples to build the plaza's 16th-century Cathedral Basilica of the Assumption of the Virgin.
- Inside this cathedral, visitors will find "The Last Supper," a 17th-century painting by Marcos Zapata. In a Peruvian twist, Jesus and his 12 disciples are shown dining on a roasted guinea pig ("cuy"), a traditional specialty.
- Close to the square are colonial-era Spanish homes ("casonas"), some re-born as boutique hotels.

### Arequipa's White Look

Called the "White City," Arequipa's lovely main square, "Plaza de Armas" is ringed by historic buildings made from sillar, a whitish/pinkish volcanic stone. It's soft, lightweight and weatherproof. At nearby quarries, visitors can learn how the stone is extracted by hand.



## Lima's Dynamic Designs

**SACRED HUACA:** Rising 72 feet into the sky, the adobe-and-clay Huaca Pucllana in Lima's Miraflores district was a sacred site in pre-Columbian times. Travelers might tour the archaeological site and then (with reservations) taste Peruvian dishes at the Huaca Pucllana Restaurant overlooking the pyramid, dazzlingly illuminated at night.

**SPANISH INFLUENCES:** To learn about Spanish colonial-era architecture, travelers should take a guided walking or audio tour of Lima's Plaza Mayor ("Plaza de Armas"), a UNESCO World Heritage Site. Here Francisco Pizarro founded the city in 1535. For a peek into his world:

- View the mid-day changing of the guard at Government House, built atop the ruins of Pizarro's palace and the headquarters of Peru's President.
- Snap a selfie at the square's 17th century, tiered bronze fountain. In Pizarro's day, this site was "the gallows."
- Admire Plaza Mayor's buildings including Municipal Palace's neo-classical façade and Casa del Oidor's colonial balconies.
- Tour the gorgeous Basilica Cathedral of Lima. Construction began in 1535 and was completed in 1649. It's the conquistador's final resting place.

**MODERN DESIGN:** Lima's skyline shimmers with impressive edifices. One architectural masterpiece in the Barranco district is the University of Engineering and Technology's (UTEC) building, named in 2016 as the world's best new building by the U.K.'s Royal Institute of British Architects (RIBA). Nestled atop a ravine's edge and towering over a highway, it's designed with buttresses, soaring slabs, staggered terraces, cantilevers and patio gardens.

# GASTRONOMY



An ancient culinary tradition, “pachamanca” – meaning “Earth” and “pot” in the Quechua culture – celebrated the Andean Highlands’ harvest and spirit of rejuvenation.

Today, travelers can experience that by joining villagers to combine marinated meats with potatoes, fava beans, humitas and herbs; lowering the mixture onto sizzling hot stones in an underground pit; and covering it with corn husks and soil.

Once it’s baked and pulled from the ground, travelers can both admire and feast on their culinary masterpiece. Pachamanca is just one colorful example of Peru’s highly diverse portfolio of gastronomic experiences.

## World’s Best Restaurants

A culinary star on the world stage, Peru has been named repeatedly by the World Travel Awards as the “World’s Leading Culinary Destination.” Within sophisticated Lima, travelers will discover:

- Trendy Peruvian Fusion restaurants which meld local cooking techniques with Asian influences.

- Superb international restaurants serving all types of cuisine — from French to Japanese, from traditional Peruvian to Italian, Middle Eastern and steakhouse fare.

- Night after night, foodies can experience one world-class culinary experience after another.

Most notably, a panel of 1,000 culinary experts selected the “2019 World’s 50 Best Restaurants,” and chose two Lima restaurants, Central and Maido,

## Traditional Picanterias

In the past, Peruvian “picanterias” were identified by a red flag on an outside post – alerting field workers that the home offered tasty, lunchtime “picante” (spicy food). Entering the home’s kitchen, the workers could view the dishes and order.

## Drink Specialties

**CRAFT BREWS IN THE SACRED VALLEY:** While visiting the Sacred Valley, brew fans can taste chicha (corn beer), experimental craft beers, ales, IPAs and stouts. Some brewmasters tap into such ingredients as cacao, pumpkin or passionfruit.

**PISCO SAMPLING IN ICA:** At the heart of Peru’s wine production is Ica, famed for “pisco,” a white grape brandy that’s the country’s national spirit. Travelers can go “pisco sampling” around Ica, or throughout Peru, order a “Pisco Sour” or other pisco cocktail.

Today, in and around Arequipa and Cusco, travelers can still pop into a traditional picanteria for lunch. Diners typically can order a soup and a small main entrée (varying by day), perhaps a stuffed chili, fried pork, guinea pig dish or shrimp.

Above Left: Potato Park  
Leslie Searles / PROMPERÚ

Below: Picanteria in Arequipa  
PROMPERÚ

Above Right: Cooking lessons  
PROMPERÚ

Right Center: Mercado de Surquillo  
a.bryce / PROMPERÚ

Far right top: Causa Rellena  
PROMPERÚ

Far right bottom: Picarones  
Karina Mendoza / PROMPERÚ



## Local Foods

Sometimes, a rich gastronomical experience is simple. It’s all about tasting simple foods beloved by locals.

- The Sacred Valley’s climate produces giant corn with kernels three times the normal size and nutty flavor. One street-cart treat is “choclo con queso,” a hot boiled corn snack served with salty Andean cheese.

- Peru’s famous national dish, “ceviche,” can be ordered at restaurants or food carts. Raw fresh fish chunks are marinated (cooked) in lime/lemon juice with garlic and hot peppers.

- A popular Amazon breakfast, “tacacho,” features roasted or boiled plantains served with pork cracklings or dried pork.



## Cooking Schools

Well-known chefs and acclaimed restaurants throughout Peru offer culinary classes. Depending on their gastronomic interests, travelers can choose classes that teach them how to cook a seafood stew, bake a tasty dessert or prepare a traditional Andean meal.

For a hands-on culinary experience, class participants often accompany a local chef/culinary expert to a fresh market, help select fresh ingredients, return to their classes to prepare new dishes and then dine on their creations.



## Fresh Food Markets

Ambling through fresh food markets throughout Peru, travelers will eyeball a bountiful array of local spices, fresh fruits and vegetables, coffee, quinoa, potatoes, fish, seafood, cheeses and meats. Visitors also will spot such Peruvian specialty items for making soup and guinea pigs for roasting.

- Explore Cusco’s San Pedro Market (Mercado San Pedro de Cusco) for its large selection of fresh produce,

## Foodie Tours

At least 40 percent of travelers come to Peru for the acclaimed cuisine and gastronomic experiences. Food tours are soaring in popularity, with many tasty options.

- A culinary expert will guide visitors through a fresh market, introduce them to a coffee roaster, teach them to make a Peruvian dish, and explain local dishes they’re tasting at lunch.

In evening, a guided walking tour can provide cultural insights about a chic, bohemian neighborhood as travelers enjoy gourmet tastings at local eateries along the route.

- Specialized tours stop at street food carts; visit a neighborhood for residents’ culinary perspectives; or allow guests to sample traditional desserts within an ancient temple.

meats, cheeses and chocolate. Many sellers are dressed in traditional Andes attire and the market was designed by famed architect Gustav Eiffel.

- At the Surquillo Market (“Mercado Surquillo”) near Lima’s Miraflores district, travelers who’ve viewed the fresh merchandise often head for the on-site food stalls to order a freshly cooked, inexpensive meal – perhaps ceviche or soup, plus fried meat or fish with rice.



# Sophisticated and Stylish Shopping

From top fashion brands to silver jewelry, hand-crafted woolens, designer accessories, stylish household goods and much more, Lima is a sophisticated shopper's paradise.

Fashionistas and shopping enthusiasts can “shop ‘till they drop” with such Lima shopping experiences as these:

- Trendy boutiques and mini-malls in Lima's upscale Miraflores and San Isidro districts.
- A high-end outdoor mall, Larcomar, nestled atop a cliff along the Pacific Ocean.
- The Jockey Plaza Shopping Center for a modern, American-style shopping experience, where travelers can browse a multitude of stores and shops.

And many more retail experiences.



## Notable Souvenirs

In addition to lovely alpaca wool and textile creations, silver jewelry and artwork, these other items make great souvenirs or gifts to take home.

- “Retablos,” brightly colored wooden boxes created with delicate figures on two levels (representing Heaven and Earth) that depict historical, religious or life events
- High-quality ceramics made throughout the Sacred Valley, but particularly in Urubamba.
- Andean musical instruments such as wooden flutes, zamponas (panpipes), bombo drums and charangos.

Larcomar Shopping Center (left)  
Centro Comercial Larcomar

Shopping (below left)  
a.bryce / PROMPERÚ

Museo Taller Gallery (below center)  
PROMPERÚ

Handicrafts in Chincho (below right)  
a.bryce / PROMPERÚ

### Lovingly Hand Crafted Silver Jewelry:

Peru is the world's second largest silver producer. While several Peruvian small towns are famous for their silver creations, Cusco and Lima boutiques or the Inca Market in Miraflores also offer high-quality original designs.

**Textiles:** The city of Arequipa is renowned for its textiles, especially

those hand crafted with alpaca wool. Travelers will discover such alpaca goods as wool capes, jackets, sweaters, hats and gloves. Baby alpaca wool is exceptionally soft, and thus a bit more expensive.

Taquile Island in Lake Titicaca, offshore from Puno, has a strong textile arts community (see page 11 for more detail.)

**Andean Crafts & Art:** One feels the creative energy flowing from every nook and cranny of the San Blas neighborhood. Located close to Cusco's Plaza de Armas, it's home to many artists' studios and artisan workshops selling ceramics, woolen goods, metalwork, art pieces, silver, furniture, figurines, religious sculptures and art prints.

Traveling farther into the Sacred Valley, nothing beats Pisac's Craft Market for wading into a “sea” of bright, bold textiles. Heaping displays feature Andean dolls, rugs, ponchos, “chulos” (hats with an ear flap), alpaca sweaters, backpacks, hand-woven finger puppets and more.



## AFTER SUNSET IN LIMA

As the sun goes down, Lima – spanning both urban and beachside locales – is just gearing up. Among the hot spots are downtown Miraflores and Barranco, a sleepy bohemian neighborhood by day, pulsating entertainment magnet at night.

■ In Lima, travelers will discover a plethora of chic bars, restaurants with “live” music, pubs, music clubs and high-octane nightclubs.

■ Or, for ballet, opera, theater or symphony music, Lima's Grand National Theater (“Gran Teatro Nacional de Peru”) or the Municipal Theater (“Teatro Municipal de Lima,”) await.

■ Perhaps pop into a “peña,” a Peruvian bar and restaurant, for “criolla” or coastal and Andean ballads and Afro-Peruvian folk music and dancing.



### Urban Enclaves

Throughout Peru, travelers can find a plethora of night-time dining, dancing and entertainment spots.

■ Backpackers and night-owls often gather at Cusco's lively Plaza de Armas, or enjoy its live music venues, theaters, pubs, dance sessions and nightclubs.

■ In Arequipa, travelers can mix and mingle with local residents in the city's old quarter, home to chic bars, eateries, down-to-Earth watering holes and music clubs.

■ Paracas' laid-back beachy style is reflected in its many casual bars with music, but vacationers can find elegant “drinks out on the town” experiences too.

■ In Iquitos, the big night-time draws are Malecon bars, open-air dancing and even drinks with Amazon flora ingredients.

## Pisco Proud

When in Peru, travelers often “do as the Peruvians do,” which means sipping on a cocktail made with pisco, a local white grape brandy. So, enjoy night-time music and the national drink of sorts, a “Pisco Sour,” concocted from pisco, egg whites, lemon/lime juice, sugar or simple syrup and Angostura bitters. Another local option? Order a glass of Peruvian wine. The country's regional wine production is growing.



Above Left: Ayahuasca Bar  
PROMPERÚ

Above Right: Afro-Peruvian music  
PROMPERÚ

Left: Pisco Sour  
Ricardo Zamudio / PROMPERÚ



# ENIGMATIC AND UNUSUAL SITES



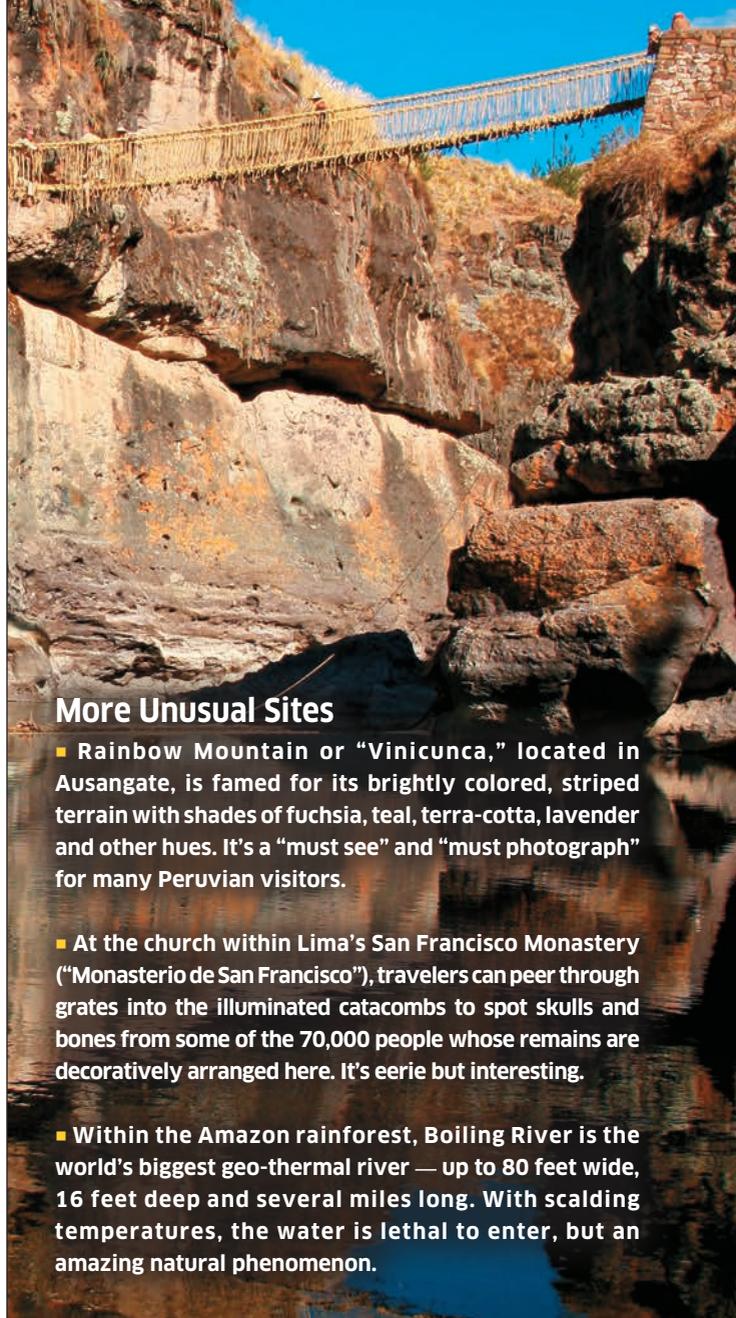
High above the Earth, a “flightseeing” airplane swoops down to give tourists a closer look at Peru’s southern desert landscape. Gazing out in awe, passengers see one of Earth’s most unusual sites — the Nazca Lines or Palpa Lines, classified together a UNESCO World Heritage Site consisting of hundreds of massive ancient figurines etched onto the sandy landscape.

But what are the lines? How did they get here? No one knows for sure, but the Nazca Lines are thought to have originated from the pre-Incan Nazca culture between 500 B.C. and 500 A.D. The Palpa Lines are even older — by a millennium.

What’s clear is that they’re mysterious, enigmatic and utterly fascinating. Travelers’ faces take on incredulous expressions as they spot the biomorphs (depicting animal and plant figures) or geoglyphs (which take geometric forms). Huge etchings depict a gigantic spider, hummingbird, shark, tree, monkey or even a thousand-foot-long pelican, as well as spirals, circles, trapezoids and straight lines. One straight line stretches for nine miles.

While “flightseeing” is the best way to see the Lines, visitors also can see a few by climbing a nearby hill or, for the Nazca Lines, going to an observation tower along the Pan-American Highway. These lines lie in the arid coastal plain near Nazca and Palpa, several hundred miles south of Lima.

Full page: Q’eswachaca Inca Bridge PROMPERÚ  
Above: Nazca Lines PROMPERÚ



## More Unusual Sites

- **Rainbow Mountain or “Vinicunca,”** located in Ausangate, is famed for its brightly colored, striped terrain with shades of fuchsia, teal, terra-cotta, lavender and other hues. It’s a “must see” and “must photograph” for many Peruvian visitors.
- **At the church within Lima’s San Francisco Monastery (“Monasterio de San Francisco”),** travelers can peer through grates into the illuminated catacombs to spot skulls and bones from some of the 70,000 people whose remains are decoratively arranged here. It’s eerie but interesting.
- **Within the Amazon rainforest, Boiling River is the world’s biggest geo-thermal river — up to 80 feet wide, 16 feet deep and several miles long. With scalding temperatures, the water is lethal to enter, but an amazing natural phenomenon.**

## Prehistoric Candelabro

“Look at that gigantic three-pronged fork,” is what visitors often say when first seeing the Paracas Candelabro, also called the Candelabra of the Andes, located 130 miles from the Nazca Lines. It’s a large prehistoric geoglyph etched into a hillside facing the sea.

# A SUSTAINABLE JOURNEY

Sustainable tourism is all about enjoying authentic cultural and natural experiences and getting a true sense of a destination and its people. It’s a deeper and more rewarding experience. A visit to Peru is an opportunity to witness the sustainability travel

**movement in action. Peruvian culture and respect for the environment is so well engrained here, it’s a day-to-day occurrence, as common – and vital – as the air we breathe.**

In Peru, there’s a deep love and respect for the Earth and its inhabitants that goes back for centuries. The Incas worshiped Pachamama, or Mother Earth. Today, native communities can benefit from responsible travel and maintain their centuries-old cultural traditions without prejudicing their well-being as ‘nobody shall be left behind nor lose its growth potential’ has turned into a maxim for the Peruvian State – along with the industry stakeholders.

The growth of sustainable tourism is testament to the fact that many of today’s travelers understand the impact their visits have on a destination and want to take responsibility for that.

## Environment and the Economy

Environmental responsibility is not the only way sustainable tourism is manifesting in Peru. New economic opportunities provided by private enterprises in the tourism industry are helping communities, especially those in remote locations, improve their quality of life, and maintain centuries-old cultural traditions.

## Examples of Sustainable Tourism in Peru:

- Cacao route in San Martin
- Llamatrek in Ancash
- Chaccu, the Great Vicuna Roundup, in Arequipa
- Paramis, a community that keeps its traditions in Lake Titicaca

## How Hotels Are Going ‘Green’

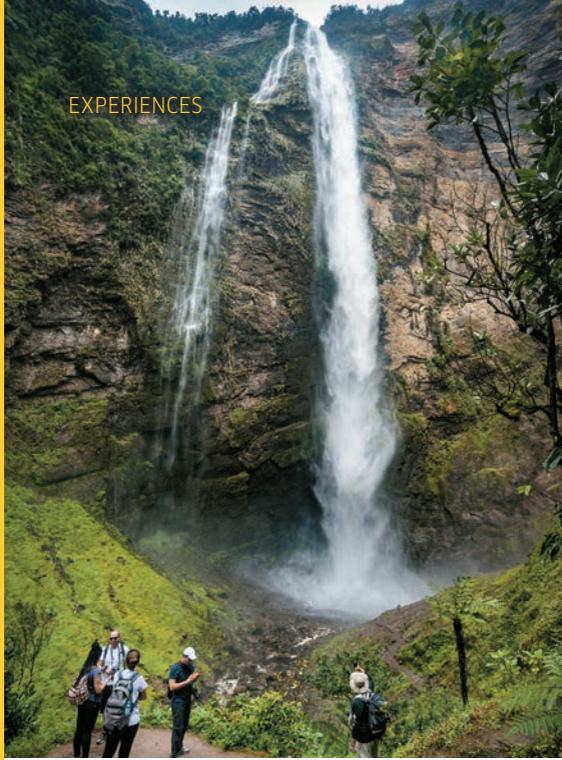
A major world-class chain with a strong presence in Peru is replacing tiny, single-use toiletry bottles of shampoo, conditioner and bath gel in guestroom showers with larger, pump-topped bottles.

Another provides such eco-friendly alternatives as energy-saving light bulbs, double-sided note pads and plastic-free water jars bottles.

New-build hotels in Peru are being designed for sustainability, using native materials in harmony with the environment.



Great Vicuna Roundup, Chaccu  
PROMPERÚ



## Rural Peru - Off the Beaten Path

To dive deeply into Peru's culture, simply head off the beaten path. Travelers can hike high-mountain trails, explore caves, see how the Incas mined salt, learn how potatoes are farmed, visit a remote island, and enjoy a home stay with an indigenous family living a traditional lifestyle. Simply put, it's all about seeing Peru in a new, enriching way.

### Cascading and Towering

In northern Peru's Amazon region, it's enriching and spiritual to hike paths surrounded by tropical flora and fauna and then feel the water spray from the 2,529-foot-high Gocta Falls, one of the world's largest waterfalls and second tallest in South America. It's reachable from San Pablo or Cocachimba.

For a totally different experience in that region, active travelers can trek/climb to view the impressive 6th-century citadel of Kuelap, built by the Chachapoyas who had a reputation as fierce warriors.

Good to know? Travelers who venture here will find it's much less touristed and yet often described as rivaling Machu Picchu on the impressiveness scale. Overlooking the Utcubamba Valley, its 60-foot-high outer walls are built with

massive limestone blocks larger than those used to construct the Egyptian pyramids. Inside the walls are moss-covered roundhouses.

### Heaven for Potato Lovers

Did you know that more than 1,300 potato varieties are grown in Peru? Spud lovers can learn about Sacred Valley farming traditions at Parque de la Papa, an eco-park in Chahuaytire run by several indigenous Quechua farming communities.

- Admire how residents have banded together to preserve their agricultural traditions.
- Learn about their biodiversity efforts at a seed bank
- Tour their sustainable farms.
- Enjoy cooking workshops and day treks.

### Island in a Lake

To uncover paradise surrounded by water, travelers can hop on a boat to Amantani Island within Lake Titicaca. This mystical isle is 25 miles offshore from Puno in southeastern Peru.

- Quechua-speaking residents carry on a traditional lifestyle and wear colorful hand-made skirts and shawls.
- It's fun to explore on foot, and for those willing to climb to the top of the island, the views are stunning.
- For an in-depth adventure, book an overnight home stay with a local family and dine on a home-cooked meal of quinoa, potato soup, and fried cheese.

### Salt, Glorious Salt

One intriguing Sacred Valley sight is the cascading, almost magical look of thousands of shallow salt-water pools on a Sacred Valley mountainside north of Cusco. At the ancient Inca Salt Mines at Maras ("Salinera de Maras"), travelers can snap selfies at picture-perfect spots as an expert guide explains the age-old salt production process. Over time, the saltwater simply evaporates, leaving crystallized salt.

Tip: Also visit Moray agricultural experimental center and Mullakas Misminay, an indigenous community where travelers are encouraged to go "hands on" into the local lifestyle by helping with farm work, cooking, herding, weaving or other tasks.

### The Stone Village

Looking the stone walls topped with ichu (grass) for roofs, it's easy for travelers to see how Sibayo got its name, "Stone Village." Nestled within southern Peru's deep Colca Valley, this picturesque, small village was founded 8,000 years ago and is a gateway to adventure.

Sibayo's residents are engaged in "smallholder" agriculture, raising alpacas and rural tourism. To "live"

the lifestyle, travelers should consider an overnight stay in a local family's home with freshly cooked meals.

What's to do? Outside the village, travelers will see huge, gorgeous plains that are home to cattle ranches. Heritage buffs should explore the Paraccra archaeological site just 20 minutes away, plus true explorers can enter local caves to see petroglyphs and mummies.

*Above far left: Gocta Falls PROMPERÚ*

*Above center: Salinera de Maras PROMPERÚ*

*Above: Sibayo, Stone Village PROMPERÚ*

*Below: Wiracocha Temple, Raqchi Enrique Nordt / PROMPERÚ*

## Rural Adventures

Soak in Peru's off-the-beaten-path, local culture in these rural locales:

- Huilloc, a Quechua-speaking village, beckons visitors with a superb cultural immersion into the customs and lifestyle of the Sacred Valley's indigenous people.
- Vicos on the western flank of the Cordillera Blanca, the world's highest tropical mountain range, is famed for culinary traditions (pachamanca), as well as living culture and nearby Huascarán National Park.
- The Tambopata jungle is home to Posada Amazonas Lodge, a wonderful eco-spot to engage in birding and other natural activities within a native community's private Amazon reserve.
- Raqchi in the Sacred Valley is a gateway to impressive Inca ruins. Most notable is the enormous, 302-foot-long Wiracocha Temple.
- Chaparri, in northern Peru's dry forests, is popular for hiking and birding within the country's first recognized Private Conservation Area (ACP).



# Have a Truly Festive Time in Peru

Fiesta de la Candelaria (here)  
Musuk Nolte / PROMPERU

Virgen del Carmen (below)  
Walter Hupiu / PROMPERU



Cultural travelers and funseekers who wish to make the absolute most of their Peru experience can time their visit to coincide with one of the country's lively and colorful festivals. Peru hosts more than 3,000 festivals and celebrations annually. Across the country, Carnival is celebrated the week before Lent with eating, drinking, partying and pageantry. Cajamarca in northern Peru has one of the wildest Carnival celebrations.

Every year at the start of February, Fiesta de la Candelaria is celebrated in Puno on the shores of Lake Titicaca in South Peru. Declared an Intangible Cultural Heritage of Humanity by UNESCO in 2014, the festival includes a procession of the Virgin and more than 200 music groups, and a like number of dancing groups in colorful outfits, who dance all through the town.

Oenophiles, or anyone who enjoys sipping a flavorful vintage, may appreciate Ica's Wine Harvest Festival in March. Guests are invited to visit local wineries and witness the crowning of the Harvest Queen. There's also traditional grape stomping, dancing, handicrafts, food and, of course, lots of pisco and wine.

Every June 24, Cusco's Inti Raymi, or the Festival of the Sun, is a lavish winter solstice tribute to the Inca sun god with parades, music and dance.

## Peru Bicentennial

The biggest celebrations next year will no doubt revolve around Peru's bicentennial, marking 200 years since the nation's independence from Kingdom of Spain was declared on July 28, 1821, by the southern Liberator José de San Martín. Details are still in the works, but anyone who remembers the U.S. bicentennial in 1976 knows that they can expect something spectacular and culturally enriching.

## "Virgen del Carmen"

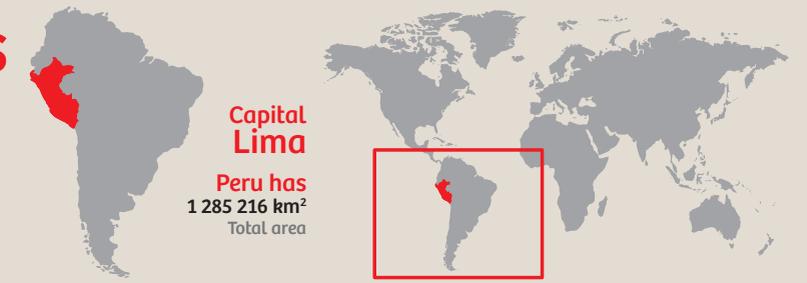
One of Peru's wildest, most colorful and energetic celebrations is the three-day dance festival honoring the "Virgen del Carmen." It kicks off every July 15 in the tiny colonial village of Paucartambo, about four hours by road from Cusco.

Look for unbridled revelry and over-the-top costumes as the celebrants process through the streets of the town, accompanied by music, choirs that sing in Quechua, regional dances, and carnival groups that represent passages from Peru's history. The festival includes a blessing from the Virgin and, on the final day, the sacred image of the Virgin is taken to the temple and blessed by the priest.

Good to know: Paucartambo is also a gateway to Manu National Park.



# Peru: experiences that you should not miss



Map



