



## BOP in Lima, Perú

*FEBRUARY 2012*

BOP, the collection of the most exclusive Hotels & Cruises in South America, continues to promote the most outstanding and luxurious experiences for the sophisticated traveler.

During the last week of February, Manuel Lebrecht from Puyuhuapi Lodge & Spa, Carla Huertas, Marlene Soto, Claire Andre from Inkaterra and Mariana Bruggia from BOP were in Lima, where the first BOP mission of 2012 took place.

It was a very productive week. Meetings were organized with Peru leading travel agencies and tour operators. The topics discussed during this meetings referred to latest developments and news from BOP exclusive properties, the way to combine them and how to create itineraries increasingly attractive for their demanding passengers. BOP benefits were reviewed.

The mission also included meetings with Peruvian media which strengthen the ongoing press activities performed by BOP.

BOP is the marketing alliance that brings together the most exclusive properties in South America. Through BOP, its members promote together the region to the highest level.

*Upcoming Destinations: Sao Paulo, Rio de Janeiro, Montreal, Vancouver, Toronto, Seattle, Dubai, Frankfurt, Munich, Zurich, Sidney, Melbourne; Santiago de Chile, Cartagena, Bogotá, Philadelphia, Westchester, Connecticut*

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