

# Debate presidencial Segunda vuelta



Lunes, 30 de mayo de 2011

Año del Centenario de Machu Picchu para el Mundo

Noticias

Actualizado 08:44 ENGLISH VERSION

08:57:03 (13:57 GMT)

Lima, Perú - Nublado, 21°C

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## 14:12 Peru becomes leading market attracting Lat-Am luxury tourists



Suite of Inkaterra La Casona Cusco. Photo: ANDINA / Inkaterra.

**Lima, May 24 (ANDINA).** Peru has become one of the most important leading markets attracting luxury tourists from all Latin America with Machu Picchu as its top destination, reported Best Of Patagonia (BOP), the most exclusive collection of hotels and resorts in Cono Sur.

The president of BOP Juan Pedriel said Machu Picchu is a World Wonder which attracts many tourists every year, but on the occasion of the 100th anniversary of its scientific discovery, more international visitors are interested to arrive in Cusco.

"The celebrations, to take place in July, place Peru in the eyes of the world, representing an excellent opportunity to promote the country as an exceptional destination," Pedriel noted.

"We aim to attract tourists with high purchasing power that are able to spend about US\$500 per person daily and that could stay in Cusco between 7 and 15 days," Pedriel added.

Finally, he went on to add they're working along with the distribution channels, media and end users in order to capture the attention of final consumer purchasing power.

(END) RBM/JPC/CRB/LVT

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