



# **UNWTO: Peru is gaining global popularity due to great tourism destination's image**

The Regional Director for the Americas at the UN World Tourism Organization (UNWTO), Carlos Vogeler, today affirmed Peru is having remarkable place in the world's tourism industry due to its diversity and quality of products this sector has to offer.

Peru is not well known only for the Historical Sanctuary of Machu Picchu, but also for other tourist attractions such as the Moche Route –which links Lambayeque and La Libertad– and tourist circuits in Lima, Arequipa, and other areas across the country.

“We are talking about a very attractive country that offers diversity, cultural, archaeological and historical value, in addition to its gastronomic culture as an intangible asset with significant value. Peru is gaining popularity in the world tourism map due to its great tourism destination's image,” he told Andina news agency.

This is due to improved public policies, up-to-date-infrastructure of hotels and restaurants, as well as fulfillment of promotion campaigns.

“I am convinced Peru has enormous tourism potential; we have been following its evolution very closely and we have noticed a good implementation of public policies,” he commented after attending the 15th Global Summit held by the World Travel and Tourism Council in Madrid.

Vogeler also praised the advertising campaign ¿Y tu que planes?, a domestic tourism promotion initiative launched by the Ministry of Foreign Trade and Tourism (Mincetur) seeking to nurture a true travel culture among Peruvians, which

obtained the UNWTO Ulysses Award in January last year. One of the challenges of Peru, he added, is to improve tourism-earned incomes and make the activity more beneficial for populated areas where tourism projects are implemented.