



## Peru News – January 2012



### ARCHEOLOGICAL SITES, KUELAP FORTRESS ARE MAIN ATTRACTIONS IN NORTHERN PERU

Archeological tourism in Lambayeque and Kuelap Fortress in Amazonas are the main attractions for visitors who have arrived in northern Peru this year, Peru's tourism information and assistance service (Iperu) reported.

Iperu representative Jose Herrera noted that the tourists have requested information about the location, entrance fees and transportation to the archeological sites in Lambayeque and museums such as the Royal Tombs of Sipan, Brüning, Huaca Rajada and Sican.

Tourists were also interested on the attractions located in surrounding areas such as Amazonas, especially Kuelap Fortress, the sarcophagus of Karajia and Gocta Cataracts, which might be the third world's highest waterfall.

Iperu Chiclayo provided information to some 6,126 both national and foreign visitors from countries such as Spain, France, United States and Germany between January and November this year, Herrera stated.

Herrera recalled that Iperu assisted 7,315 tourists in 2010 and expects to increase said figure in 2011.

According to Herrera, Iperu started to promote Ventarron archeological complex -which received Franco-Peruvian funds- as it meets the infrastructure conditions to be visited.

### USA TODAY PRAISES LIMA AS BIGGEST TOURIST SURPRISE OF 2011

USA Today online version awarded the city of Lima with the Biggest Surprise award saying it is a destination that surpasses expectations, with its architectural heritage and its exquisite gastronomy.

The article titled "2011 in Review: Biggest Surprise (Lima, Peru)," the journalist praised the beauty of the wooden Moorish-influenced balconies that make the city center an Unesco World Heritage site.

Gray noted that both the Lima Cathedral, which houses the tomb of Spanish conquistador Francisco Pizarro and the

Monastery of San Francisco, with bones piled high in its catacombs, were historic sites as worthy as any you'd find in more well-known tourist spots.

Later, the journalist ate at a restaurant owned by Peru's celebrity chef, Gastón Acurio, drinking pisco sours while the city's chic set drifted by in their beachy best.

His 18 hour stay in Lima ended with an eyeful of erotic pre-Columbian pottery collection at Museo Larco.

"All too soon, I got on my plane – and plotted when I could come back. I'm not saying that Lima is perfect – you do need to take safety precautions, as I mentioned – but the city certainly made me realize that Peru contains many stops beyond the tried-and-true tourist trail that are worth exploring," noted Gray.



### PERU TO RECEIVE ABOUT 1.5 MILLION PEOPLE DURING DAKAR RALLY

Peru's export and tourism agency PromPeru announced that the country will receive more than one and a half million people who will attend the final stages of the Dakar Rally, to be run in Peru.

"Just to give you an idea, almost three and a half million people attended the 2011 Dakar in Argentina and over one million in Chile. Thus, Peru is expected to house more than 1 and a half million fans," project manager at Promperu Rosemary Hernandez stated.



In its fourth edition in South America, Dakar 2012 included Peru for the first time. Therefore, the competition will start on January 1 in Mar del Plata (Argentina), pass through Copiapo (Chile) and end in Lima on January 15.

"Promperu and other institutions have done quite a hard work; we are very happy. We are in charge of the promotion activities before and during the race. You can already feel the Peruvian's expectations," she added.

The Rally will consist of fourteen stages and will cover a total of 9,500 kilometers.