



ACCOR HOTEL CHAIN TO BUILD 10 HOTELS IN PERU UNTIL 2014

The French hotel chain Accor plans to build 10 hotels in different cities of Peru until 2014, Accor Chairman of the board and CEO Gilles Pelisson said.

After the meeting held with Peru's President Alan Garcia at the Government Palace, Pelisson said that the investment made by the group in Peru in Ibis and Novotel hotels, brands of Accor Group, represents US\$32 million up to now.

They will also build another hotel in Cusco, with US\$10 million more.

The hotel projects in the future will be developed in Trujillo (La Libertad), Chiclayo (Lambayeque), Piura, Cusco and Arequipa.



PERU TO HOLD ROADSHOW FOR UNITED STATES AIRLINES

A roadshow will take place in United States in December in order to promote tourism to our country, Peru's Minister for Foreign Trade Martin Perez said, adding that they will meet with representatives of U.S. airlines in order to increase flights to Peru.

He pointed out that they will hold meetings for nearly a week with representatives of United Airlines, American Airlines and Jet Blue to increase the number of flights between Peru and United States.

He added that Peru will register the arrival of 2 million 56,000 tourists in 2009 and the goal for next year is to receive 2.2 million visitors.



PERU LISTED AMONG WORLD'S TOP HISTORIC & AUTHENTIC DESTINATIONS

International consulting firm Future Brand has placed Peru third as tourist and authentic destination in the world, according to Country Brand Index.

The survey analyzes the world's most powerful nation brands and this time it demonstrates that the image of Peru is positioned globally as a genuine destination offering magnificent historical past, recognized by local citizens and tourists.

Peru shares this honor with Egypt, India, Japan, Australia, France, Italy, Israel, among other countries.



WORLD TRAVEL AWARDS: PROMPERU IS SOUTH AMERICA'S LEADING TOURIST BOARD

The World Travel Awards announced Peru's Tourism and Export Promotion Board (PromPeru) as the winner of category "South America's Leading Tourist Board", while Jorge Chavez International Airport won the "Leading Airport" category and Ramada Costa Del Sol finished in first position in category "Leading Airport Hotel" in South America.

It should be noted that the World Travel Awards are described by the Wall Street Journal as the "Oscar" of the global travel and tourism industry, unveiled who were the best of the best in the region.

The World Travel Awards were established in 1993 to acknowledge and celebrate excellence in the world's travel and tourism industry.

SPECTATOR
Champion for the brain



Perú
mucho
gusto

PET SHOP BOYS' LEAD SINGER RECOMMENDS PERU AND ITS GASTRONOMY TO HIS FANS

Neil Tennant, the lead singer of the Pet Shop Boys, hailed Peru and its gastronomy in the column he writes for the British weekly The Spectator.

"Lima is a gastronomic capital," wrote the musician, who, along with his partner Chris Lowe, offered an unforgettable concert in Lima on October 20 at the Jockey Club.

In his column, called "Diary", Tennant meets with his readers after a two month tour through Latin America which ended in Lima. The lead singer recommended Peru to all his fans.

"Apparently, there are 35 weather systems on the planet and Peru has 28 of them, hence its immense variety of food," wrote the singer in The Spectator.

Regarding the local gastronomy, he recalls that "we were there for three days and every meal we ate was outstanding."

"Peru is blessed with high-quality ingredients and excellent chefs whose influences are both local and Asian," he pointed out.