



PERU TRAVEL MART 2021

November 22nd to 26th
2021
Hybrid Edition



CANATUR
CÁMARA NACIONAL DE TURISMO DEL PERÚ

About Peru Travel Mart



- Peru's most important international B2B business conference, aimed at senior international executives.
- Space for marketing and promotion of Peruvian tourism products and services offered to the international market, through pre-scheduled appointments with managers and senior executives of hotels, tour operators, airlines, cruises, museums and transportation in Peru.

Technical Data

Date:	November 22nd to 26th
Duration:	5 days
Periodicity:	Yearly
Format:	Fair: virtual zone, on-site zone Business roundtable: on-site and virtual
Mode:	Hybrid: on-site and virtual
Time:	8:00am to 10:00pm
Suppliers:	200 national suppliers

Buyers	350 international companies <ul style="list-style-type: none">✓ Tour Operators✓ Wholesalers✓ Specialized Tourism Agency
Organized by:	National Chamber of Tourism- CANATUR PERU

Format

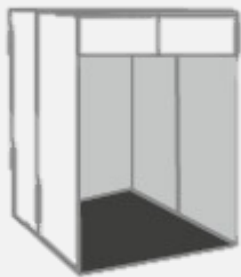
On-site Zone:

N° suppliers: 100

Location: Lima Convention Center

Buyers: 70

Set up: 2x2m stand



reference image

Virtual Zone

(Booth area + business roundtable platform)

N° suppliers: 200 * Buyers: 350 *

Set-up: virtual stand

* Companies participating in the on-site zone



reference image



Participation profiles

Buyer profile:

- Tour Operators
- Wholesalers
- Specialized Tourism Agency

Profile A

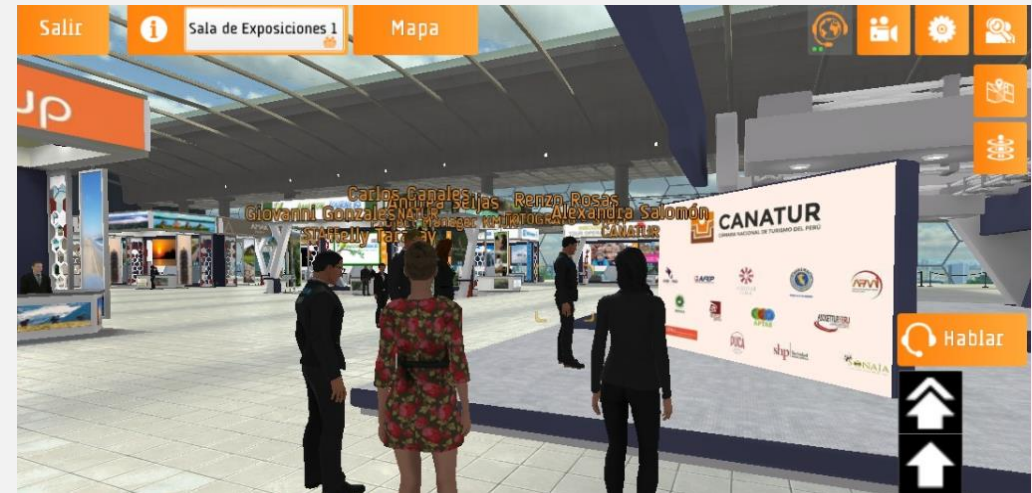
Companies that do not have an office and/or representation in Peru.

Specialties:

Mice, Luxury, Culture, Gastronomy, Health, Experiential.

Segments:

Luxury, Moderate, Economy.



Profile B

Companies with offices and/or representation in Peru. They will only have access to the virtual fair. They will not have access to the agenda of business meetings.

Participation benefits:

- Access link to the event
- Access to the Business Roundtable
- Appointment Agenda
- Networking
- Direct chat through the platform interface.
- Video call through the platform interface.
- Voice system: real-time conversations.
- Virtual suitcase: you can store business cards, brochures and products that can be downloaded at any time.
- Participation in different destination webinars.
- Tour Operators, Wholesalers and Specialized Travel Agencies
- Travel Agencies participating in the on-site event will be provided with accommodation (3 days / 2 nights). Air ticket not included.



Supplier Profile:

- Hotels
- Tour Operators
- Airlines
- Cruises
- Restaurants
- Tourist Transportation



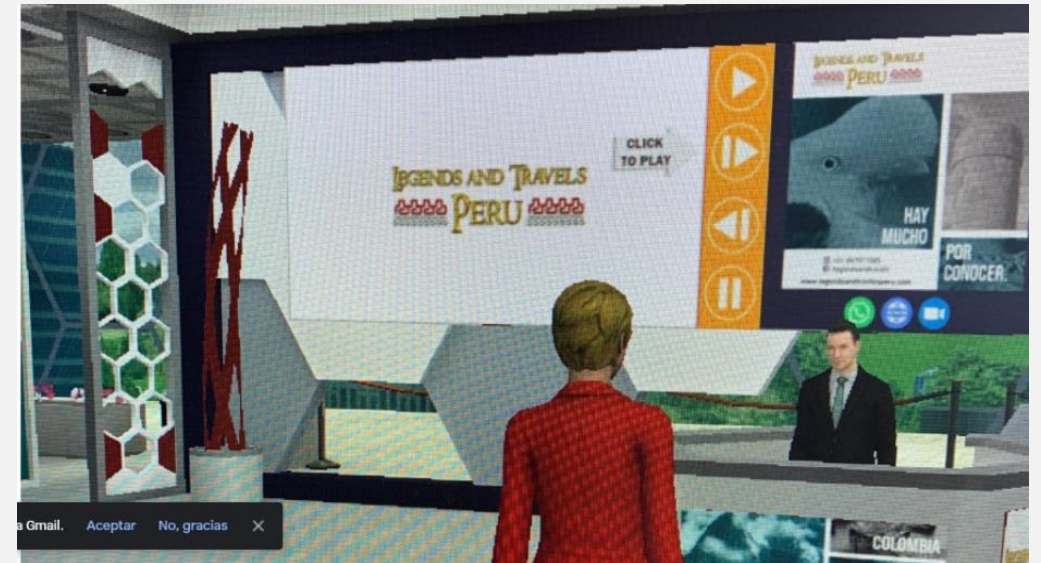
Imagen referencial

Participation requirements:

- Peruvian companies specialized in inbound tourism (tour operators, hotels, airlines, charters, cruises, transportation, trains, restaurants), legally incorporated in Peru, charters, cruises, tourist transport, trains, restaurants), legally incorporated in Peru.
- Non-retail.
Non-wholesale.
- Website in English and Spanish.
- Mincetur registration and/or registered in the National Guild.
- Plan/protocol for surveillance, prevention and control of COVID-19 in the workplace and/or quality seal implemented or in the process of implementation.

Participation benefits:

- Access link to the event.
- Access to the Business Roundtable.
- Appointment agenda .
- Networking .
- 2 delegates per company.
- 2m x 2m booth, 1 table, 2 chairs, company name.
- Official directory of the event with buyers' information.
- Videocall through the dating platform interface.
- Voice system: Real-time conversations on the virtual appointment platform.
- Virtual suitcase: you can store business cards, brochures and products that can be downloaded at any time.



2020 Virtual Edition Results



4447 appointments



5 - day event



+ than 340
registered buyers



US\$ 2.5 million
estimated business potential

Further information:

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