

**PERU TRAVEL MART – HYBRID EDITION  
November 22nd to 26th 2021**

BUYER PROFILE:

**Participation requirements for Business Roundtable:**

- Tour Operators
- Wholesalers
- Specialized Tourism Agency
- Non-retail tourism companies
- Do not have an office and/or representation in Peru

Note: Tour Operators, Wholesalers and Specialized Travel Agencies that have an office and/or representation in Peru may participate in the event and have access to the promotional activities, not to the Negotiation Roundtable.

**Specialties:**

- Adventure
- Luxury
- MICE
- Cultural
- Others: gastronomic, health, experiential

**Customer segments:**

- Luxury
- Moderate
- Economy

**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.



# 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

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**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

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**Buyers** 350 international companies

- ✓ Tour Operators
- ✓ Wholesalers
- ✓ Specialized Tourism Agency

**Organized by:** National Chamber of Tourism-  
CANATUR PERU

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# 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

A solid green vertical bar is located on the far left side of the slide, extending from the top to the bottom.

# Participation profiles

## Buyer profile:

- Tour Operators
- Wholesalers
- Specialized Tourism Agency

### Profile A

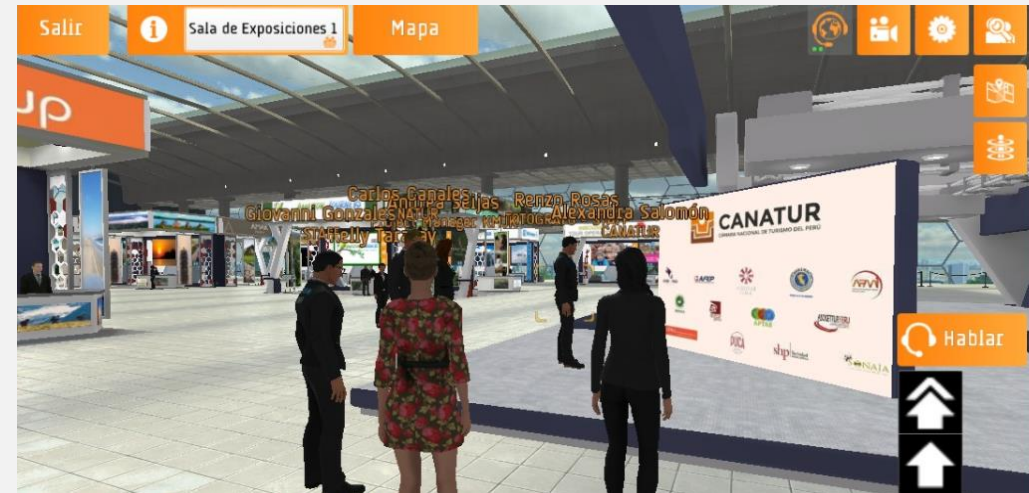
Companies that do not have an office and/or representation in Peru.

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



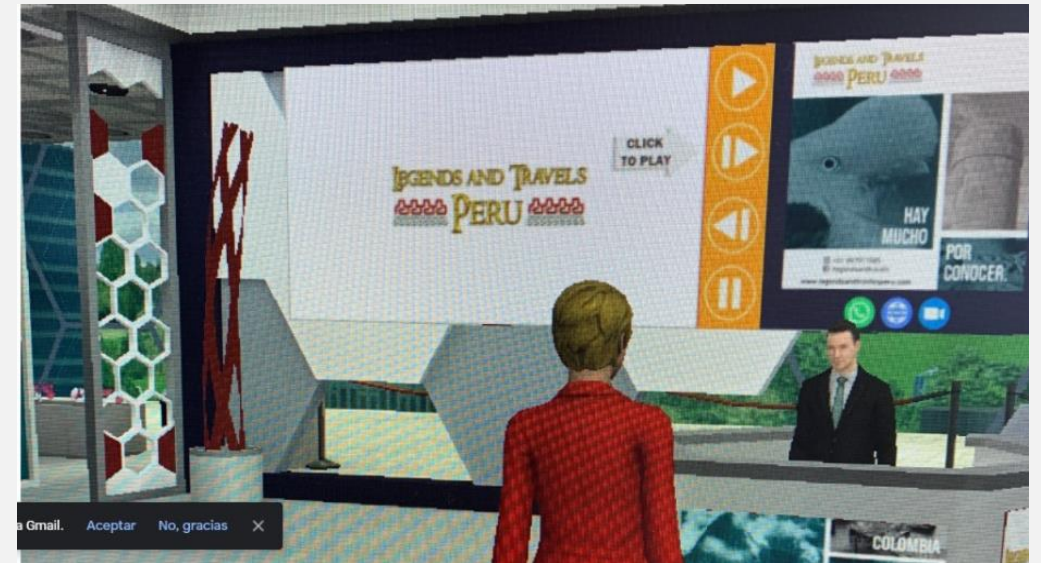
Imagen referencial

## 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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