

AGENDA

Agenda

Until May 11
Women's Handicraft Fair
Lima, Peru

More than 100 women artisans from all over the country showed their competitive and quality handicrafts. The large exhibition will be on the terrace of the Museo de la Nacion.

Organized by: Association of Cooperation with Campesina Women -ACOMUC

5-9
Meeting of the Inter-American Commission of Science and Technology
Lima, Peru

Authorities and delegates from 34 member countries discussed issues that are a priority for the region in the fields of science and technology.

Organized by: Office of Science and Technology, OAS

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Meeting of South American Commission
Lima, Peru

Representatives from the tourism industry in South America met with airlines that cover the region, as part of the campaign "South America for South Americans."

Organized by: PromPerú

9-18
Touristic Week in Nasca «100th Anniversary of Maria Reiche»
Nasca, Ica

A number of cultural activities, as well as street dancing exhibitions and parade, will be held in Nasca to commemorate the 100th Anniversary of Maria Reiche's birth.

Information: www.nanasca.com



Nasca Lines, Ica

News

Successful presentation of Peru's Banner Products in Spain



Peruvian Pacer Horse in Sevilla, Spain.

Peru's Banner Products, Pisco and the Pacer Horse, were presented in Madrid and Sevilla, Spain, to diplomats, European authorities, recognized vintners and sommeliers.

Part of this campaign for the world launching of these products was the presentation, in Madrid, of the book "Pisco is Peru", written by Mariella Balbi and published by PromPeru. Additionally, six beautiful Peruvian pacer horses participated in the 18th Carriages Exhibition at the Bullfight Festival in Sevilla, at which Peru was the guest of honor. It is the first time that a foreign country has participated in the event. Adorned in their best bridles and tack and mounted by Peruvian riders dressed in their traditional apparel, the horses took part in a cavalcade and a parade of carriages (150 in all). The Peruvian pacer horse graced the inauguration of the Bullfight Festival of Seville, the most traditional event in the world of bullfighting.

Peru will be holding similar launchings in other countries considered priorities as destinations for Peruvian exports and as tourist markets.

NEWS

Travel services to be improved at town of Machu Picchu

Within the framework of the presidential summit of the Rio Group, to be held in Cusco, the "Boulevard of the Presidents" is to be inaugurated at the end of May in the town of Machu Picchu.

The boulevard is part of the First Stage of the Project for Urban Redesign and Cultural Development of the town of Machu Picchu, and will help improve services for travelers at this gateway to the citadel of the Incas.

The project also includes the construction of an artisans' square, a foot bridge leading travelers to the opposite side of the river, and a station for the buses that carry the hundreds of tourists up to the Inca site.

Corte Ingles to launch travel campaign for Peru in Spain

Viajes El Corte Ingles, Spain's major tour operator, during its 2003-2004 campaign, is to promote Peru's competitive advantages as a travel destination "that has it all".

The campaign is the result of an agreement signed between the Commission for the Promotion of Peru -PromPerú- and Viajes El Corte Ingles S.A. -Vecisa. The year-long contract comes into effect on May 15 and is to include a series of publicity events focused towards several segments of potential travelers. The campaign is scheduled to be launched in June, timed to coincide with the high season in Spain.

The promotion will be made through the Spanish communications media, fam trips to Peru, as well as training courses for travel package sales staff and press tours for Spain's leading publications.

12 -17

**6th National Congress of Travel Guides of Peru
Huaraz, Peru**

The objective is to integrate Peru's travel guides in order to strengthen the professional, labor, legal and social aspects of their profession and services.

Organiza: Asociación de Guías Oficiales de Turismo de Ancash
Information:
www.argotancash.t2u.com

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**Mining and Environment
Lima, Peru**

The seminar "The new social and environment situation in mining" is to look at the current issues and situation in mining operations.

Organized by: Committee for Environmental Responsibility, AmCham
Information: (01) 241-0708

23 - 24

**Summit of Heads of State and Government of the Group of Rio
Cusco, Peru**

The heads of state and government of 19 countries are to meet to propose new financial mechanisms to sustain current democracy and to discuss issues related to political parties and democratic governance.

Information: Ministerio de Relaciones Exteriores

Taquile Island has all the features to become a World Heritage site

A land of ancestral weavers and spinners, the Island of Taquile, on Lake Titicaca and 35km north of Puno, has all the features of historic, ethnic and cultural originality, as well as unparalleled scenery, to be declared a World Heritage site by the United Nations Education, Science and Culture Organization, UNESCO.

The National Institute of Culture in Puno presented its technical report for this proposal to the world organization. The only way to reach the island is a three-hour voyage by boat. After landing, the visitor must climb 567 steps up to the center of the village, at 3950 m.a.s.l.



Taquile Island, Puno

Peruvian Adventure Travel Operator obtains ISO 14001 certificate

The recognition of Explorandes with the ISO 14001 certificate makes Peru the only country in the world with an adventure travel company that has an internationally recognized environmental management system.

The ISO certification recognizes that the company has adopted the necessary tools to control environmental impact in its activities or services.

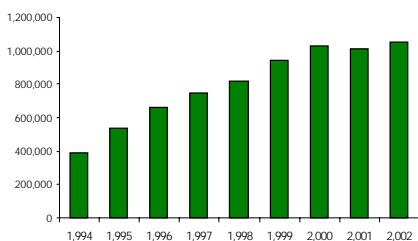
Explorandes has earned recognition for managing its activities and processes to avoid environmental damage. The awarding of this certificate is also a recognition of a long-established system to adopt measures for responsible tourism in Peru.

Funds donated for conservation of biodiversity in Amazonia

The government of Finland is to provide support to a new environmental protection plan whose objective is to preserve the biological diversity of the Peruvian Amazon jungle and ensure that Peru continues to be one of the fifteen nations with the richest natural resources in the world. Finland has granted US\$3 million to Peru to develop the Peruvian Amazonia Biological Diversity project (BIODAMAZ). The project will also help communities native to the area to develop their natural resources.

Profile of Foreign Tourist 2002

**Arrivals International to Peru
(with passport)**



- On average, visited 4 cities
- Cities Visited: Lima, Cusco, Puno, Arequipa.
- Average stay in Peru was 15 nights.
- It is estimated that each tourist spent US\$763. Daily expenditure is estimated at US\$86.

SOURCE: PROMPERU

in BRIEF

Peruvian pisco wins award in France

Viejo Tonel pisco received an important distinction at the Challenge International du Vin, a competition held in Bourg, France.

The art of ancient Peru

On May 22, Cusco will open the doors of its Museum of PreColumbian Art. The first of its kind, the museum will present a collection of 403 objects from Peru's principal ancient cultures.

Interest in Ayacucho handicrafts

Investors from Japan, the United States and Europe are interested in importing handicrafts from this highland region in Peru.

Unesco officers visit Historical Center

Esteban Prieto and Virginia Flores, officers at Unesco, visited Lima to evaluate the situation of the city's Historical Center, which is registered

with the international institution as a World Heritage.

Lima- Cajamarca route

The commercial airline Aero Continente inaugurated flights to the city of Cajamarca, covering the route with one daily flight.

A boost for the vicuña

The Region of La Libertad is to boost the breeding of vicuñas in its highland area, as part of a project to develop the use of the animal's wool, and also generate a new tourist attraction.

Photographic exhibition in Brazil shows beauty of Machu Picchu

A photographic exhibition on "Machu Picchu, Sacred City of the Incas" has been very well received in Brazil, which indicates the interest that potential Brazilian tourists have to know about Peruvian history and culture.

ESPECIALS

Especials

Peru: The country where discoveries never

Peru has just given the world the temple of Choquesuysuy, whose name "where gold is sifted" speaks to us of the beauty of its fresh water springs and the vistas that surround its terraces, areas of carved stone, steps and canals.

The chronicles tell us that this center was a point that linked Cusco, capital of the Inca Empire, to the valleys of the jungle. The truth is that today the hundreds of thousands of tourists who visit Machu Picchu will be able to visit this center since it is part of the circuit for the famous citadel, emblem of Peru's rich archaeological and historical past. This center is only one of the possibilities that open up each new day in Peru for those who visit, since archaeological discoveries occur continually and particularly of traditions much older than that of the Incas.

Just a little over two months ago, for example, a group of archaeologists made a surprising discovery while carrying out excavations at a complex of the Wari culture, in the department of Ayacucho: hidden to the world for hundreds of years, an imposing underground stone structure began to unfold before their eyes, a structure that held a series of funerary chambers, most of them intact, ready to reveal details to its discoverers of life in that epoch.

The archaeologists believe that the building, about 15 meters deep and in the shape of a llama (the Andean camelid), is as important as that of the Lord of Sipan and is remarkable for its exact geometric measurements and the importance of the hierarchy that rests there.

The cradle of ancient cultures, Peru abounds in these types of finds that amaze the world. Towards the beginning of last year, a citadel that had housed over a thousand inhabitants was discovered at the foot of the snow-capped mountain of Corihuayrachinae, in the department of Cusco. A few months later, an Anglo-American expedition, following up on stories from local highlanders, found the lost city of Cota Cola in a valley close to the citadel of Machu Picchu.

Amazing discoveries are continually being made in Peru

Living cultures exist within modern Peru and help understand its rich past



Temple of Choquesuysuy, Cusco

And later, in mid-2002, there was the discovery of thousands of mummies from the end of the Inca Empire, buried in the archaeological area of Puruchuco, in Lima. While in Cajamarca, in northern Peru, a mission from the University of Tokyo and experts from



Archaeological site of Puruchuco, Lima

the National Culture Institute found several monoliths at the temple of Kuntur Wasi.

These finds only confirm that Peru is never static. Each day there are new marvels of its heritage found to amaze the world. Yet over and above the remains that are discovered, Peru offers something more: the unique experience created this mythical past.

Today, the way of life of ancient Peruvians is still alive in their descendants, through their occupations: ingenious farmers, industrious artisans and gold and silver smiths, and tireless builders; their culture, which treasures ancient traditions that allow us to understand the past, and their unique and varied art, is still present, but it has grown. Over the years, Peru has become a cultural melting pot in which Andean and Amazonian traditions have received Western, African and Asian heritages that have made this nation a multiple and diverse country that welcomes all who visit.

Travelling on the Web

Taquile Island

Located on Lake Titicaca, it is inhabited by a community that maintains its identity intact despite contact with other cultures.

<http://www.titicaca-peru.com/puno1e.htm>

Exploring the Andes

Organization dedicated to adventure travel, recognizes its responsibility towards the conservation of the environment.

http://www.explorandes.com/peru_esp/principal_peru.htm

Peru's promotion web

A new image for the website promoting Peru includes more attractions for visitors. Improved sections, greater interactivity and new content.

www.peru.org.pe