

ANNEX No. 1

COMPANY PROFILE

(FOR WHOLESALE TOUR OPERATORS, TOUR OPERATORS AND TRAVEL AND TOURISM AGENCIES, BOTH PHYSICAL AND ONLINE (OTAS - ONLINE TRAVEL AGENCIES))

STRATEGIC ALLIES SELECTION PROCESS No. CP-004-2025/PROMPERÚ-DT-STR

JOINT ADVERTISING CAMPAIGN IN THE UNITED STATES

I. GENERAL COMPANY INFORMATION			
1.1. Company name	Travelscape LLC (d/b/a Expedia Group Media Solutions)		
1.2. Trade name	Expedia Group Media Solutions		
1.3. Tax Code	88-0392667		
1.4. Start-up date	04/09/1988		
1.5. Type of company (Mark with an X)	<input type="checkbox"/> Wholesale Tour Operator <input type="checkbox"/> Tour Operator <input type="checkbox"/> Travel and Tourism Agency <input checked="" type="checkbox"/> OTA		
1.6. Address (Headquarters)	111 Expedia Group Way W., Seattle, WA 98119		
1.7. Phone(s)	+1 425 6793874	1.8. Websites	https://advertising.expedia.com/
1.9. Name of counterpart company in Peru (when applicable)	N/A	1.10. Number of years selling Peru as a destination (through its various distribution channels)	37
II. DETAILS OF THE LEGAL REPRESENTATIVE AUTHORIZED TO EXECUTE THE CONTRACT			
2.1. Full name	Elizabeth Espinoza		
2.2. Type and number of identity document (Mark with an X)	<input type="checkbox"/> Foreign Resident Card <input checked="" type="checkbox"/> Passport <input type="checkbox"/> Other [Specify]: No.: __ A04712436 __		
2.3. Phone	+1 7864917072	2.4. E-mail	elespinoza@expediagroup.com
III. CONTACT DETAILS (Enter the data of the person responsible for the coordination and follow-up of the selection process and execution of the alliance)			
3.1. Full name	Oton De Lima Junior		
3.2. Title	Business Development Manager		
3.3. Phone	+55 11 976613667	3.4. E-mail	olima@expediagroup.com
IV. COMMERCIAL INFORMATION OF PERU AS A DESTINATION FOR THE CURRENT YEAR			
4.1. Wholesale Tour Operator, Tour Operator, Travel and Tourism Agency, OTA			
a)	Average cost of international airline tickets to Peru in ____ Dollars (round trip)	\$532	
b)	Average cost of package tours to Peru that include international airline tickets ____ Dollars (round trip)		
c)	Average cost of package tours to Peru that do not include international airline tickets ____ Dollars	\$546	
4.2. Multidestination packages (applies only to markets considered as Long-Haul (Asia and Oceania))			
a)	Number of destinations that are part of your multidestination packages that include Peru as a tourist destination	-	
b)	Average percentage accounted for by Peru as part of the itinerary in your multidestination packages	-	
V. SALES OF PERU AS A DESTINATION			
Metrics	Year 2025 (Current year projection)	Year 2024 (Year prior to submission of proposal)	Percentage change (of current year projection vs. year prior to submission of proposal)
5.1. Number of passengers with international airline tickets to Peru sold (round trip)	159,885	156,104	2.42%

(Enter only the number of passengers who have purchased international airline tickets to Peru. Do not include in this section passengers who have only purchased package tours to Peru that include international airline tickets, nor passengers with package tours to Peru that do not include international airline tickets)			
5.2. Number of passengers with package tours to Peru that include international airline tickets sold (round trip) (Enter only the number of passengers who have purchased package tours to Peru that include international airline tickets. Do not include in this section passengers who have only purchased international airline tickets, nor passengers with package tours to Peru that do not include international airline tickets)			
5.3. Number of passengers with package tours to Peru that do not include international airline tickets sold (Enter only the number of passengers who have purchased package tours to Peru that do not include international airline tickets. Do not include in this section passengers who have only purchased international airline tickets, nor passengers with package tours to Peru that include international airline tickets)	408,633	405,310	0.80%

VI. PROJECTION OF COMMERCIAL RESULTS OF CAMPAIGN

Metrics	From Junio to Octubre 2025 (campaign execution period)			From Junio to Octubre 2024 (same period of the previous year)	Percentage variation (of campaign execution period vs. the same period of the previous year)
	Attributable to the campaign	Other	Total		
6.1. Number of passengers with international airline tickets to Peru expected to be mobilized (round trip) (Enter only the number of passengers who will purchase only international airline tickets to Peru. Do not include in this section passengers who only purchase package tours to Peru that include international airline tickets, nor passengers with package tours to Peru that do not include international airline tickets)					
6.2. Number of passengers with package tours to Peru that include international airline tickets expected to be mobilized (round trip) (Enter only the number of passengers who will purchase package tours to Peru that include international airline tickets. Do not include in this section passengers who only purchase international airline tickets, nor passengers with package tours to Peru that do not include international airline tickets)	26,481	266,757	293,238	163,461	79%
6.3. Number of passengers with package tours to Peru that do not include international airline tickets expected to be mobilized (Enter only the number of passengers who will purchase package tours to Peru that do not include international airline tickets. Do not include in this section passengers who only purchase international airline tickets, nor passengers with package tours to Peru that include international airline tickets)					

VII. PROJECTED TRAVEL PERIOD FOR CAMPAIGN SALES

7.1. From **Junio** to **Noviembre 2025** (travel period for campaign sales)

VIII. REFERENCE INFORMATION (Mark with an X where applicable and complete if necessary)

Have you previously signed any international strategic alliance agreement or have you been issued a service order in the framework of any allies selection process called by PROMPERÚ?

Yes (☒) No (☐)


If yes, please complete the following information, taking into account the most recent engagement:

- Year: 2024 International strategic alliance agreement and/or service order No.: OS24080061
- Type of engagement: Individually (☒) As part of a consortium (☐)

IX. AFFIDAVIT OF KNOWLEDGE, ACCEPTANCE OF BIDDING CONDITIONS AND TRUTHFULNESS OF INFORMATION

I hereby declare that I am aware of and agree with PROMPERÚ's internal regulations governing the implementation of strategic alliances to promote Peru as a tourist destination abroad, and that I fully accept the Bidding Conditions of the strategic alliance selection process No. CP-004-2025/PROMPERÚ-DT-STR to carry out joint advertising campaigns with companies in the tourist industry in the United States.

Moreover, I hereby declare under oath that all the information and documentation provided to PROMPERÚ is true and valid, under the principle of presumption of truthfulness established by Section IV of the Preliminary Title of the Single Harmonized Text of Law No. 27444, General Administrative Procedure Act, approved by Supreme Decree No. 004-2019-JUS. I therefore submit to the applicable civil, criminal and administrative liabilities, if it is proven to be false through any subsequent verification action.


Elizabeth Espinoza (Mar 26, 2025 15:31 EDT)

Signature of legal representative

Date: 03/26/25 / ____