

# PROMPERÚ

## 2025 Convocatoria Estados Unidos CP-004-2025/PROMPERÚ-DT-STR

Oton de Lima Junior

26.03.2025





# Insights summary

1

Peru's performance in 2025 is slightly below 2024 levels. However, strong results from key markets have helped mitigate the decline, balancing overall performance.

2

The next months present itself as an opportunity to keep up the momentum and increase awareness and conversion.

3

An awareness campaign would help to consolidate the interest for secondary destinations in Peru, helping to increase the average trip duration and tourist spend in the country.

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A dramatic landscape photograph of the ancient Inca city of Machu Picchu. The city's stone ruins, including terraces and buildings, are nestled on a steep mountain slope. In the background, a massive, jagged mountain peak rises sharply against a sky with soft, orange and pink hues from a setting or rising sun. The overall scene is atmospheric and majestic.

# Peru Expedia Performance

# Global

## MICRO INSIGHT

# Peru performance in 2025 is slightly below 2024 levels for the same period

Air ticket sales increased by 3% despite a slow start to 2025

Source: 1st Party Expedia Group Gross Booking data for Peru

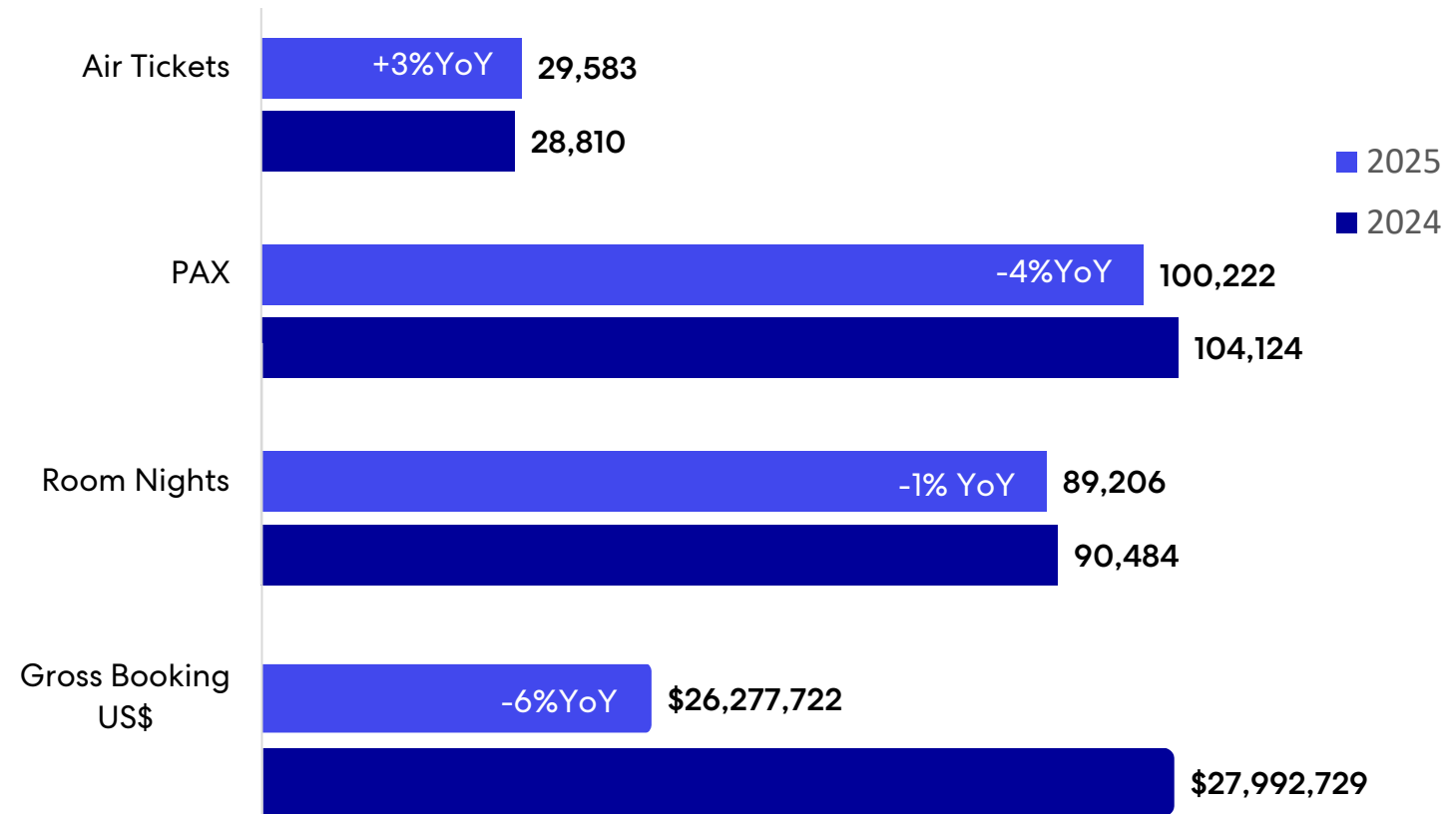
Points of Sale (POS) used: Global (International Travelers)

POS Date: Jan – Feb, 2024 and 2025

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## Peru YTD Performance (Jan – Feb 2024 and 2025)

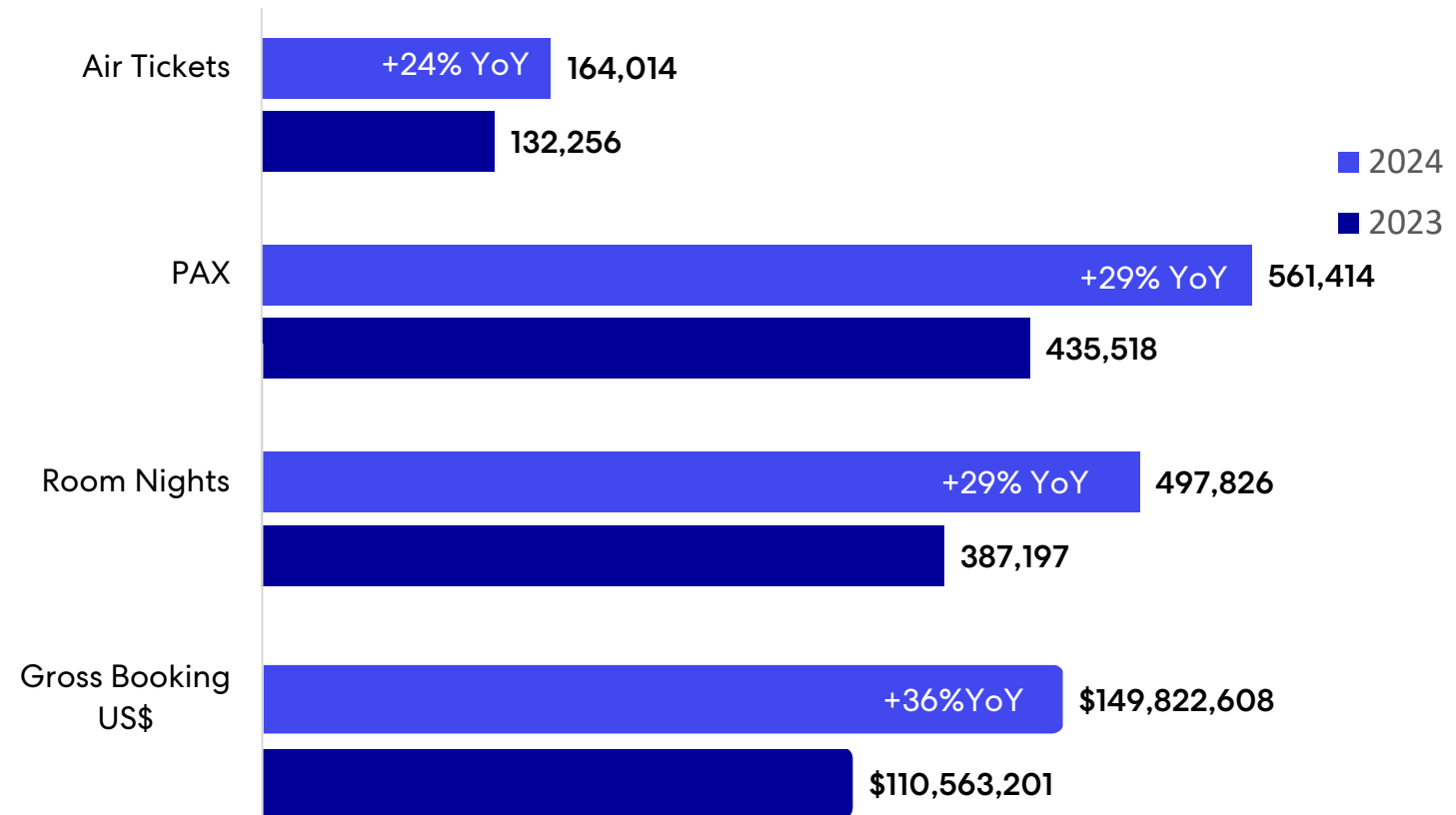


## MICRO INSIGHT

# Peru performance in 2024 is above 2023 levels



## Peru Performance (2023 and 2024)



Source: 1st Party Expedia Group Gross Booking Data for Peru

Points of Sale (POS) used: Global (International Travelers)

POS Date: 2023 and 2024

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# US Performance

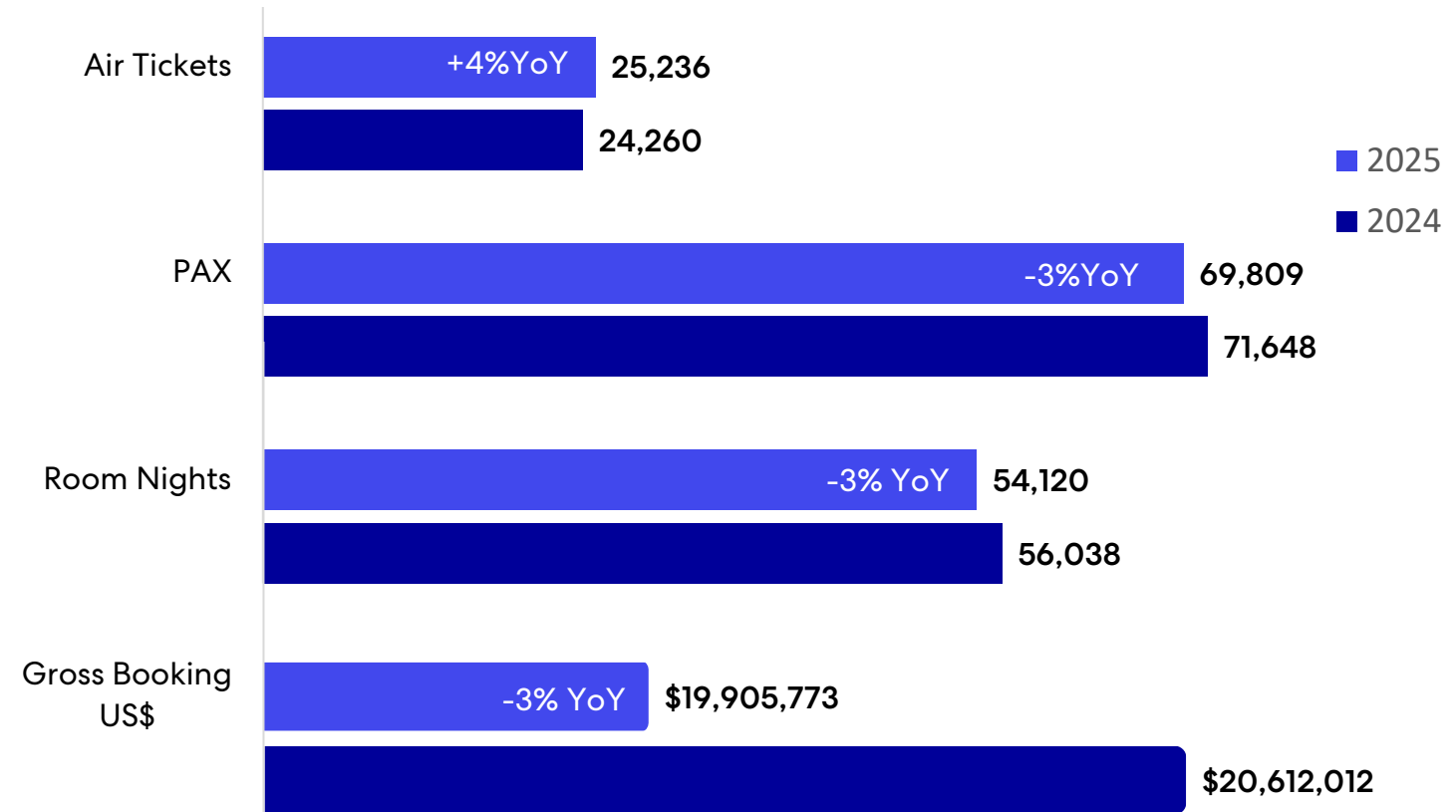


## MICRO INSIGHT

Peru's performance in 2025 is slightly below the same period in 2024.



### Peru YTD Performance (Jan – Feb 2024 and 2025)



Source: 1st Party Expedia Group Gross Booking data for Peru

Points of Sale (POS) used: USA (International Travelers)

POS Date: Jan – Feb, 2024 and 2025

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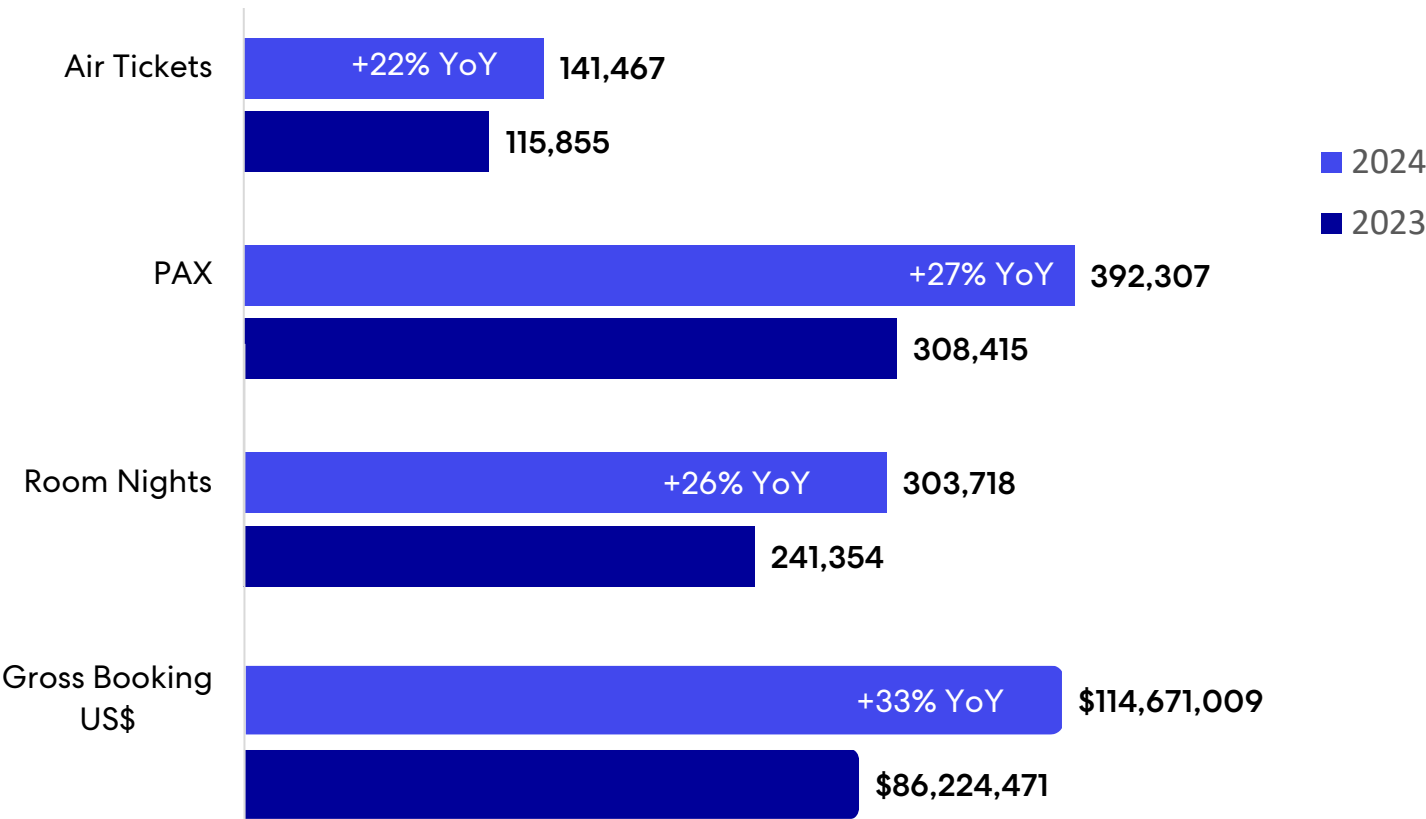


MICRO INSIGHT

# Peru performance in 2024 is above 2023 levels



Peru Performance  
(2023 and 2024)



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# Search & booking Trends

## MICRO INSIGHT

The average ticket price increased YoY, while average daily rate decreased in the same comparison



All POS - International Travelers  
(YTD: 2023, 2024 and 2025)

Year	 Avg Ticket Price	 Avg Daily Rate	 Avg Trip Duration
2023	\$560	\$104	5.46
2024	\$570	\$128	4.42
2025	\$547 	\$113 	4.30 

Source: 1st Party Expedia Group and Gross Booking Data for Peru

Date Range(s): Jan – Feb in 2023, 2024 and 2025

Points of Sale (POS) Used: Global (International Travelers)

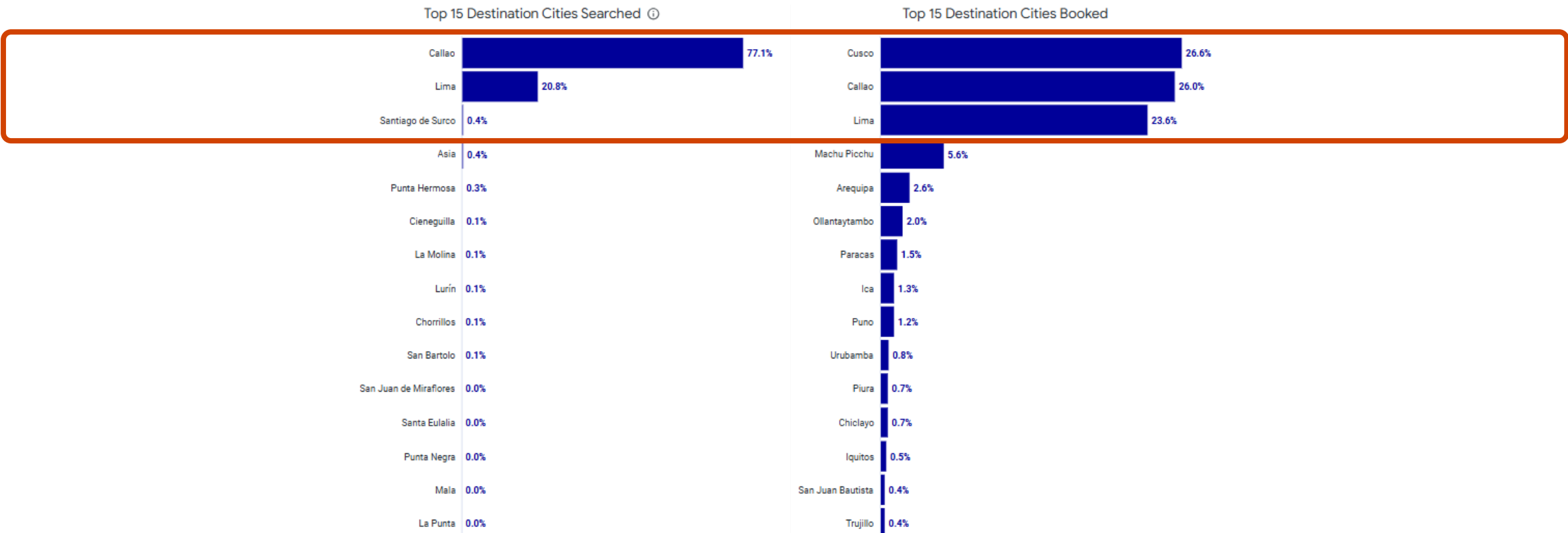
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MICRO INSIGHT

# Cusco, Callao and Lima are Peru’s top 3 destinations cities for bookings

Take advantage of our campaigns to raise awareness about other destinations within Peru



Source: 1st Party Expedia Group , Search & Gross Booking Data for Peru  
Date Range(s): Jan – Feb 2025  
Points of Sale (POS) Used: Global (International Travelers)  
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MICRO INSIGHT

Travel costs to Peru are decreasing and so is the average trip duration



International Travelers  
(YTD: 2023, 2024 and 2025)

Year	 Avg Ticket Price	 Avg Daily Rate	 Avg Trip Duration
2023	\$546	\$108	5.88
2024	\$562	\$125	4.7
2025	\$532 	\$120 	4.55 

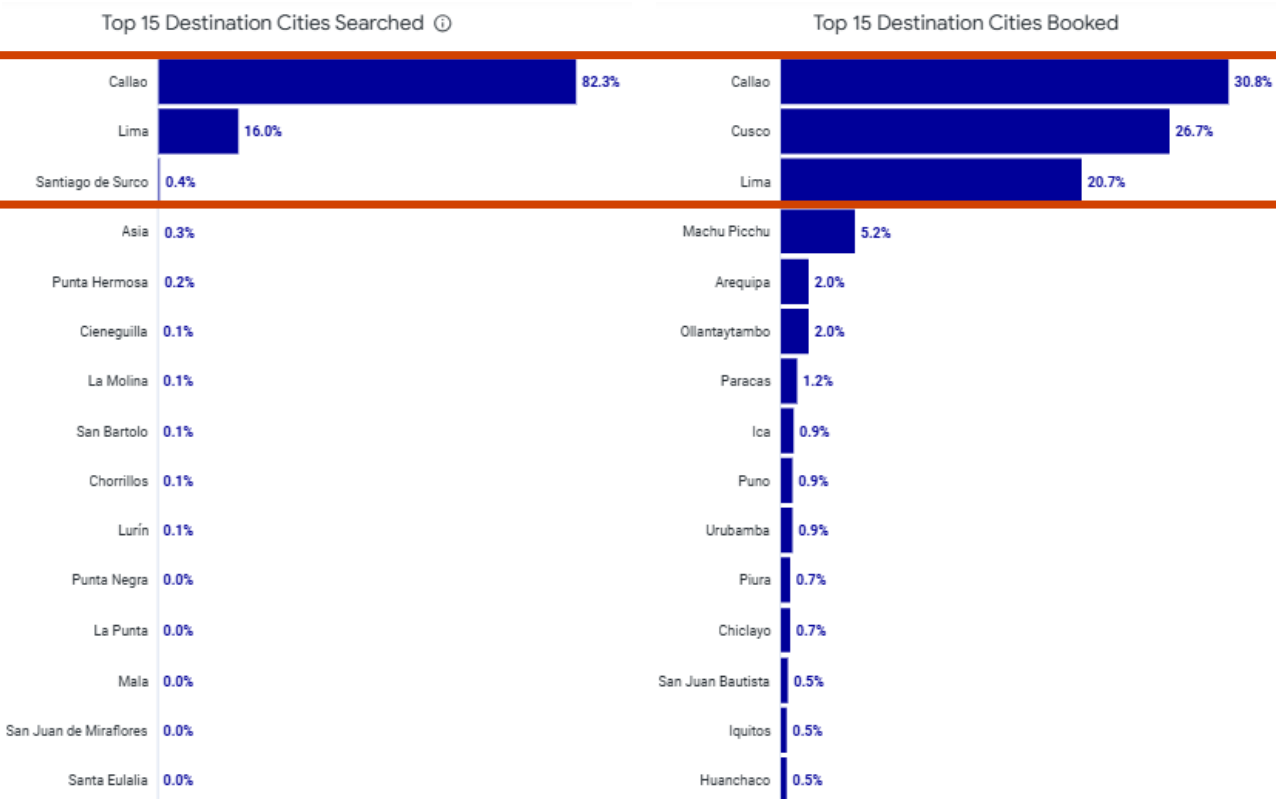
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MICRO INSIGHT

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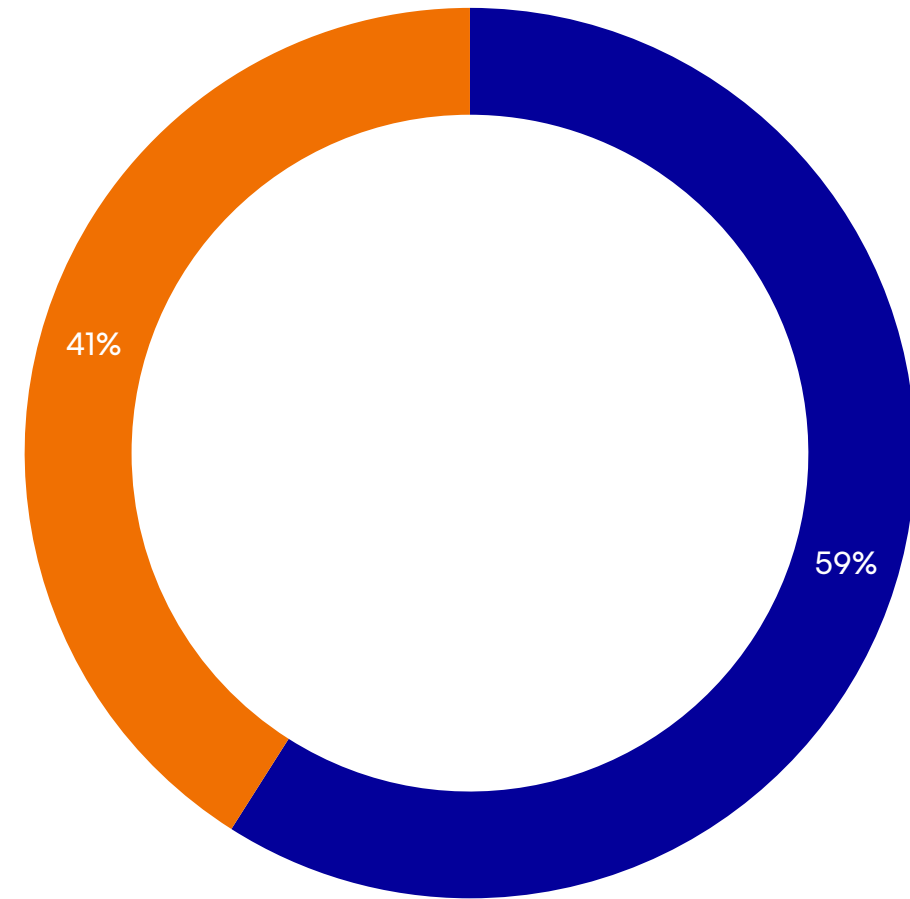
# Propuesta de Medios

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# Most travelers aren't set on a specific destination

**59% of travelers** did not have a specific destination in mind or considered multiple destinations before selecting where to go on their trip



■ 2+ destinations considered

■ Did not consider any other destinations



The path to purchase | Inspiration

**Among travelers influenced by  
advertising 67% noticed an influential  
ad during the inspiration phase**



# Propuesta



## Objetivo:

Incrementar el número de viajeros a Perú capturando una audiencia de viajeros propios y exclusivos del Grupo Expedia y llevarlos a una página personalizada de destino rica en contenido que inspire a viajar a Perú y facilitando la compra.

## Estrategia:

Utilizando datos propios de Expedia, por medio de banner digitales nativos y tradicionales hacemos seguimiento y acompañamiento durante todo el proceso de búsqueda y compra para inspirar, educar y aumentar viajeros a Perú. Capturamos una audiencia calificada en las páginas de Expedia como fuera de ella bajo una estrategia de audience extensión (remarketing/retargeting) utilizando EGReach+ para amplificar el mensaje cubriendo de forma 360.

- **1.Banners Nativos y Tradicionales:** Capturar el tráfico potencial de viajeros realizando búsquedas de viajes
- **2.EGReach+:** Retarget & Remarket viajeros a los pasajeros que mostraron en las páginas de Expedia interés por el destino
- **3.Página de Destino:** Microsite dedicado a Perú para inspirar, educar viajero y desplegar las mejores ofertas disponibles en el momento de tarifas aéreas y hoteles. (Bono: Expedia US)

# 1. Display Advertising

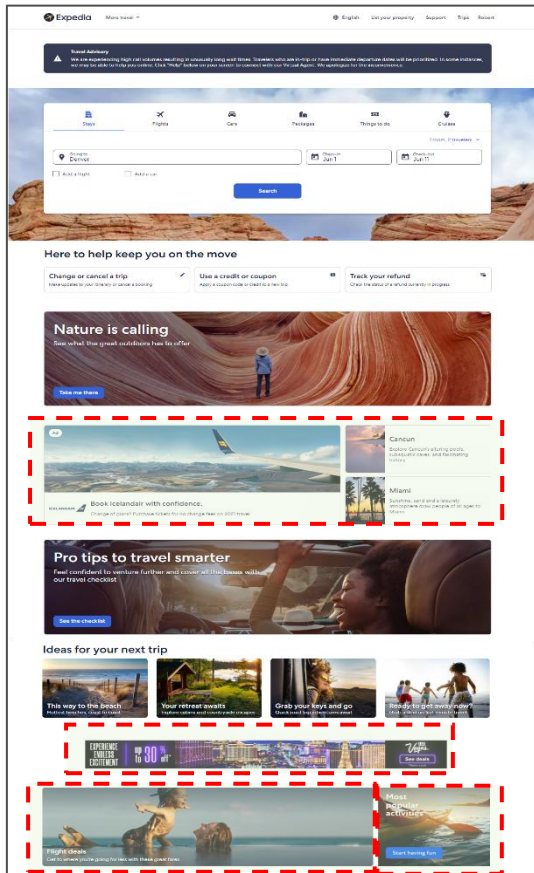




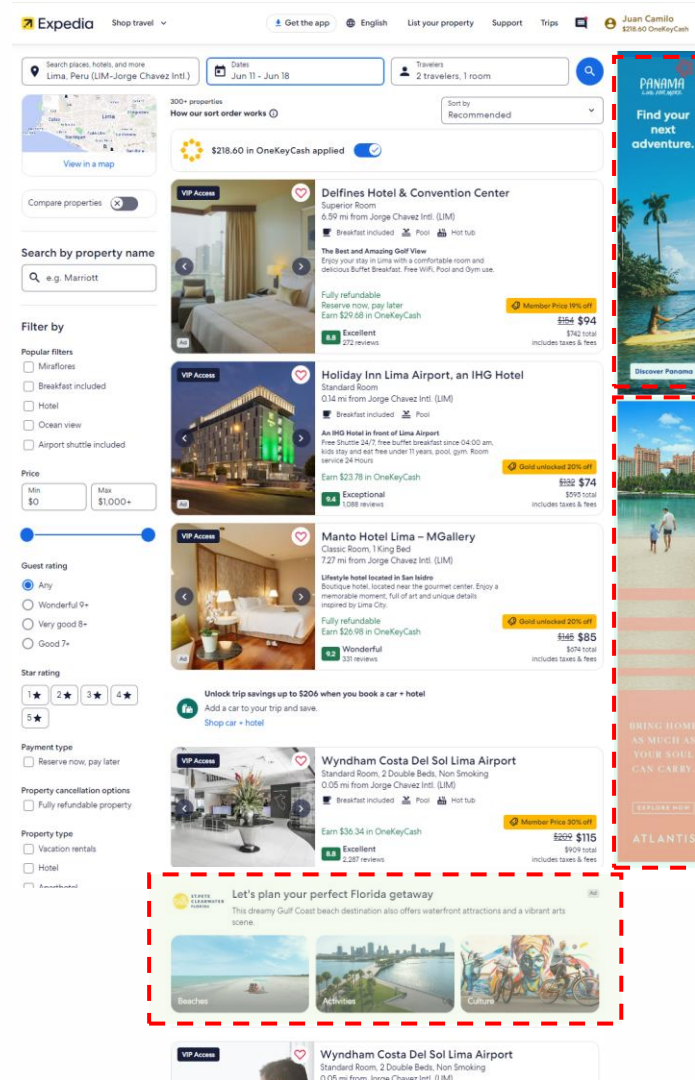
# Display Booking Path

Derivar tráfico a la pagina de destino

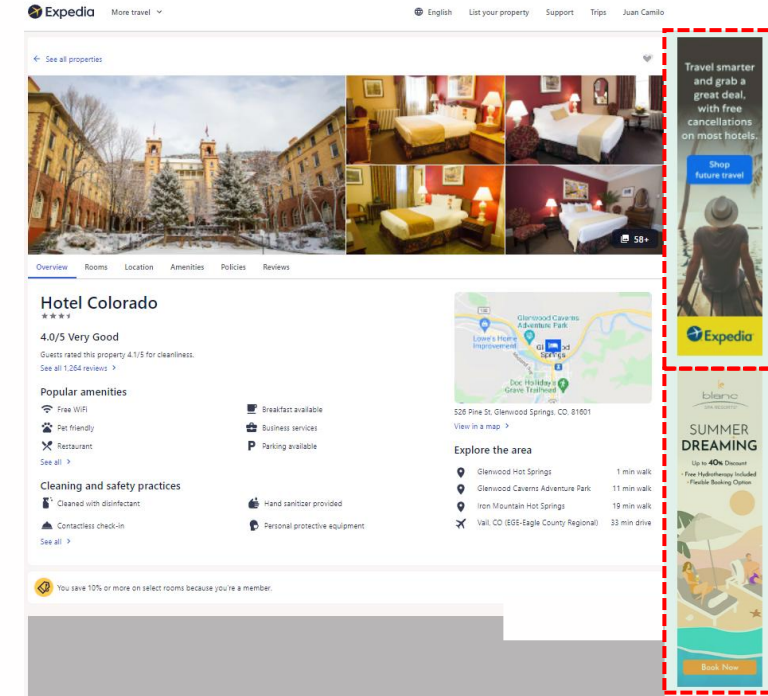
## HOMEPAGE



## RESULTADOS



## PAGINA DETALLES





## SOLUTIONS

# Display advertising

Ads that engage travelers no matter where they are on their shopping journey



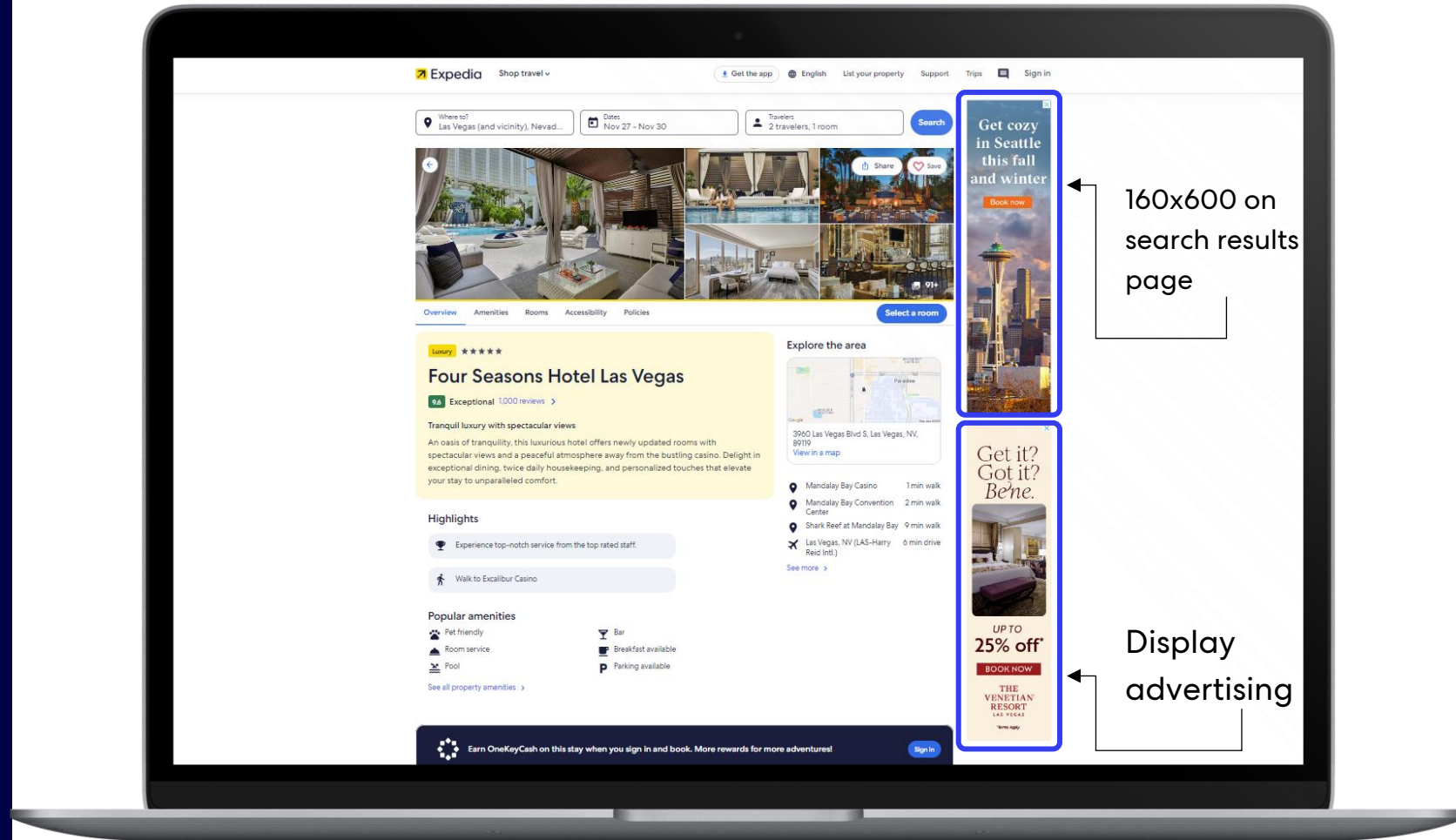
Ads designed to create cohesive shopping experiences for travelers



Flexible and scalable solutions for brands of all sizes and business goals



Precise targeting to reach the right traveler with the right message



## SOLUTIONS

# Native advertising

Influence and inspire active travelers,  
by seamlessly integrating your message  
into the travel shopping experience



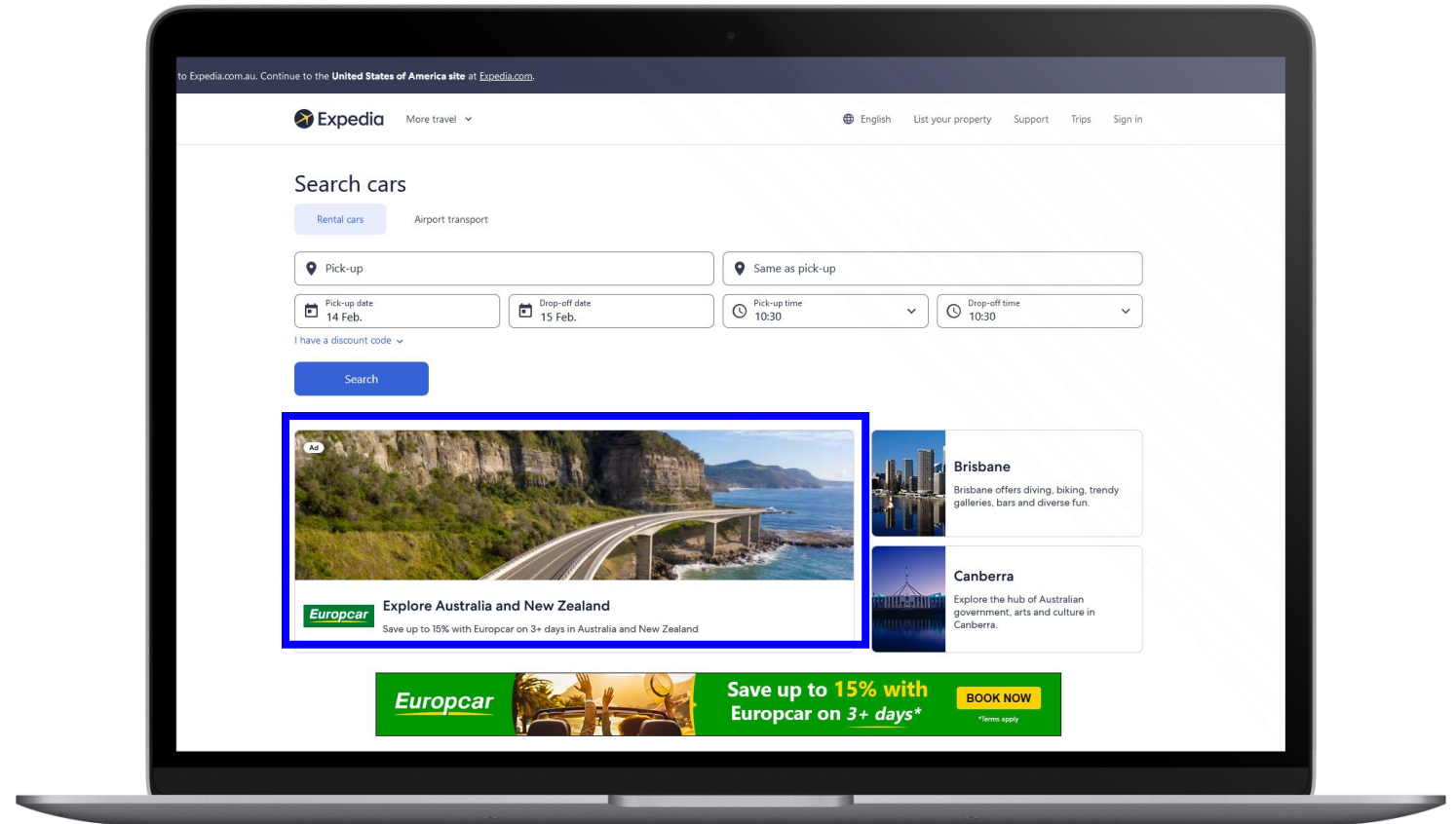
Reach travel shoppers  
organically wherever they  
are on their shopping journey



Show up in a contextually  
relevant way that is additive  
to the traveler experience



Highlight your brand using  
inspirational imagery and copy on  
our most prominent placements





## 2. EGReach+ Retargeting & Remarketing



SOLUTIONS

# Audience extension

## EGReach+

Connect with hundreds of millions of highly qualified travel shoppers wherever they are online.



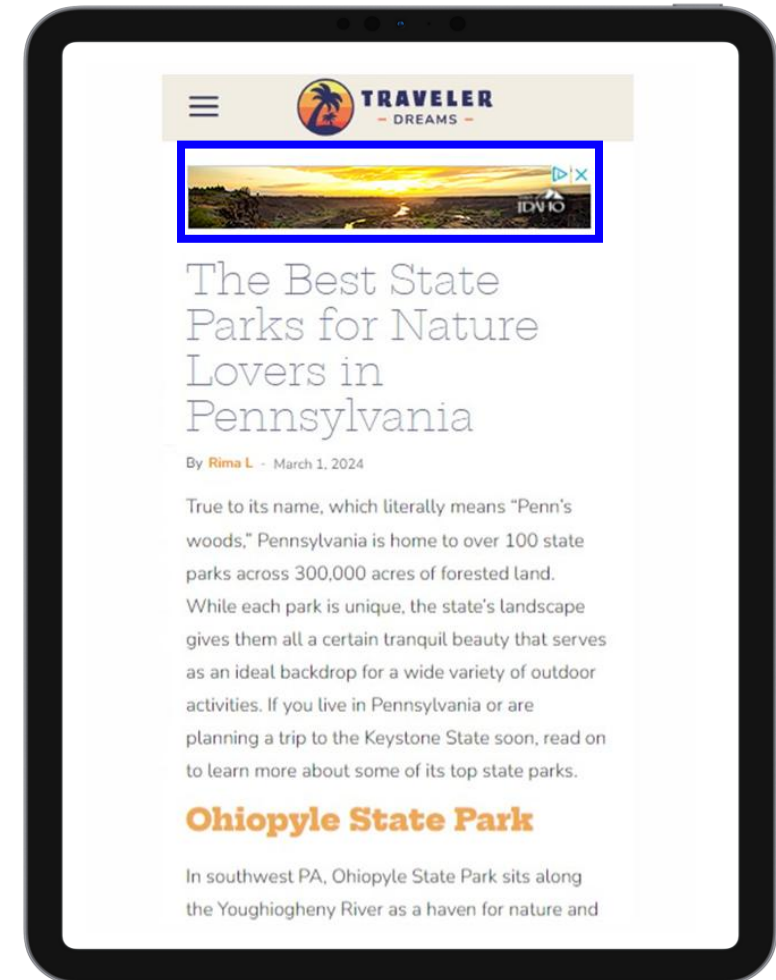
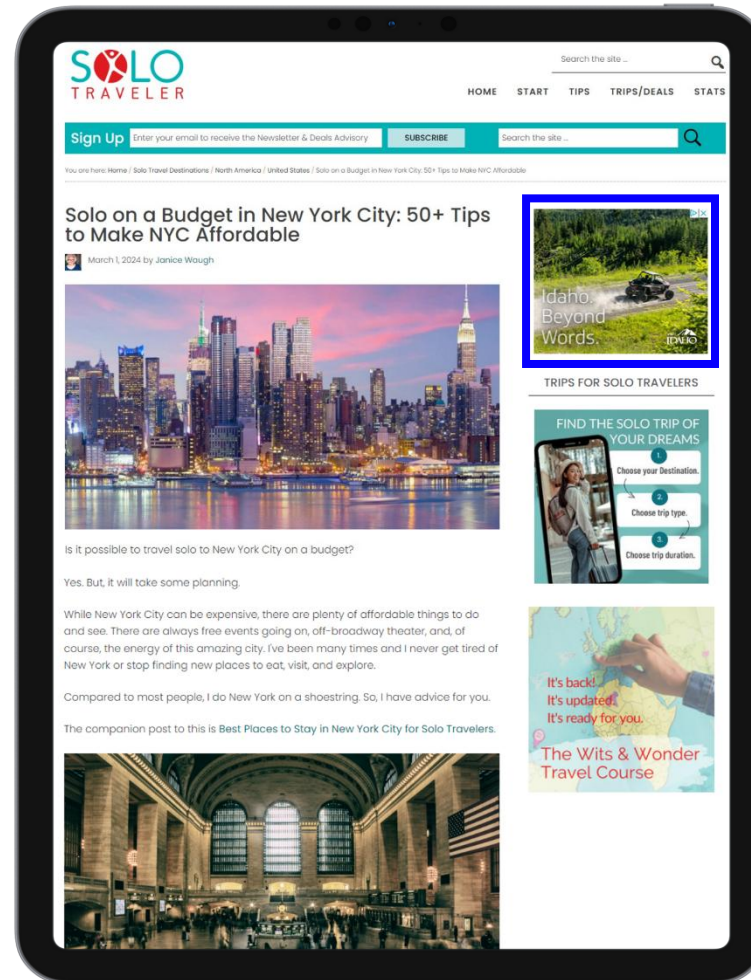
Reach relevant travelers beyond Expedia Group sites



Build and scale custom audience segments

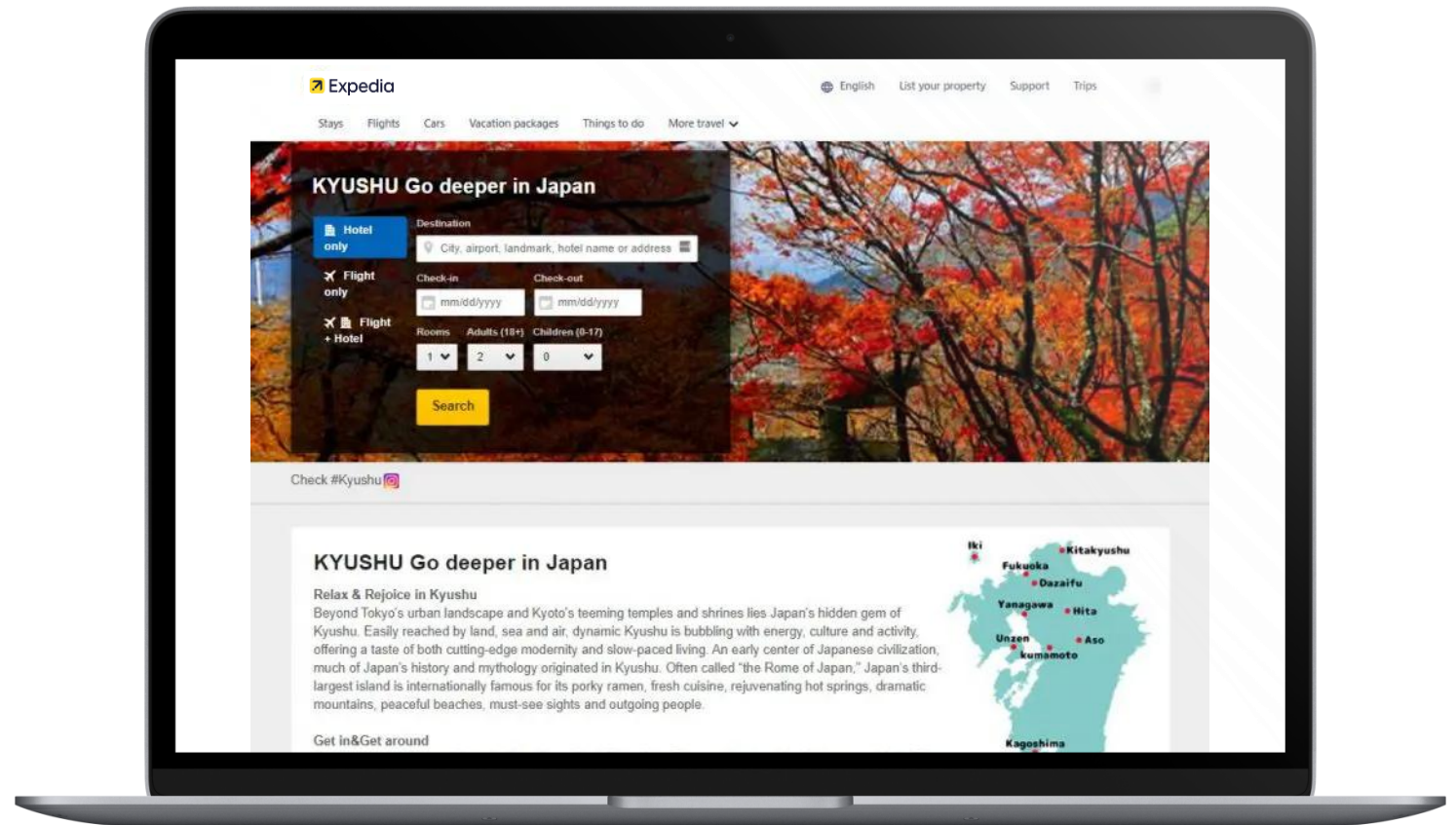


Target specific segments anywhere online to reinforce your message





### 3. Landing Page





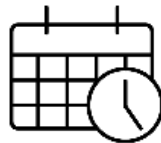
# Dedicated Landing Page

## Educar, Inspirar y Convertir

**Página de Destino dedicada** con contenido especialmente diseñado y dedicado a su destino. Inspirar y educar usando pestañas de información. Mejores ofertas destacadas de vuelos, hoteles y experiencias en destino



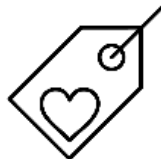
Página de destino personalizado inspirador



Caja de compra sesgada al destino

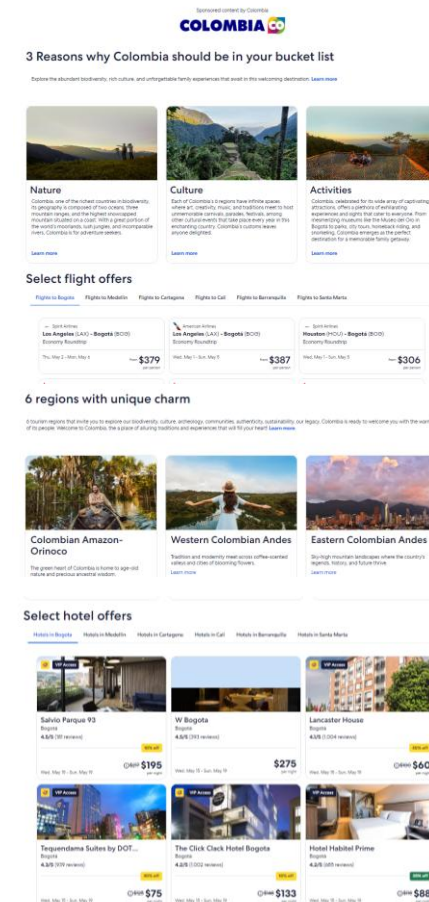
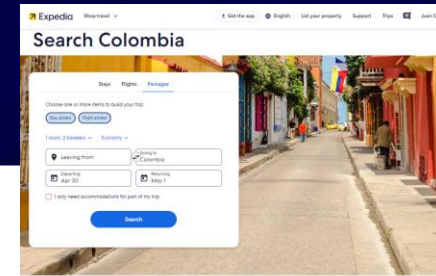


Llega a los viajeros que están listos para vivir nuevas experiencias



Mejores ofertas de tarifas aéreas y hotel

BONO Landing Page:  
Expedia US



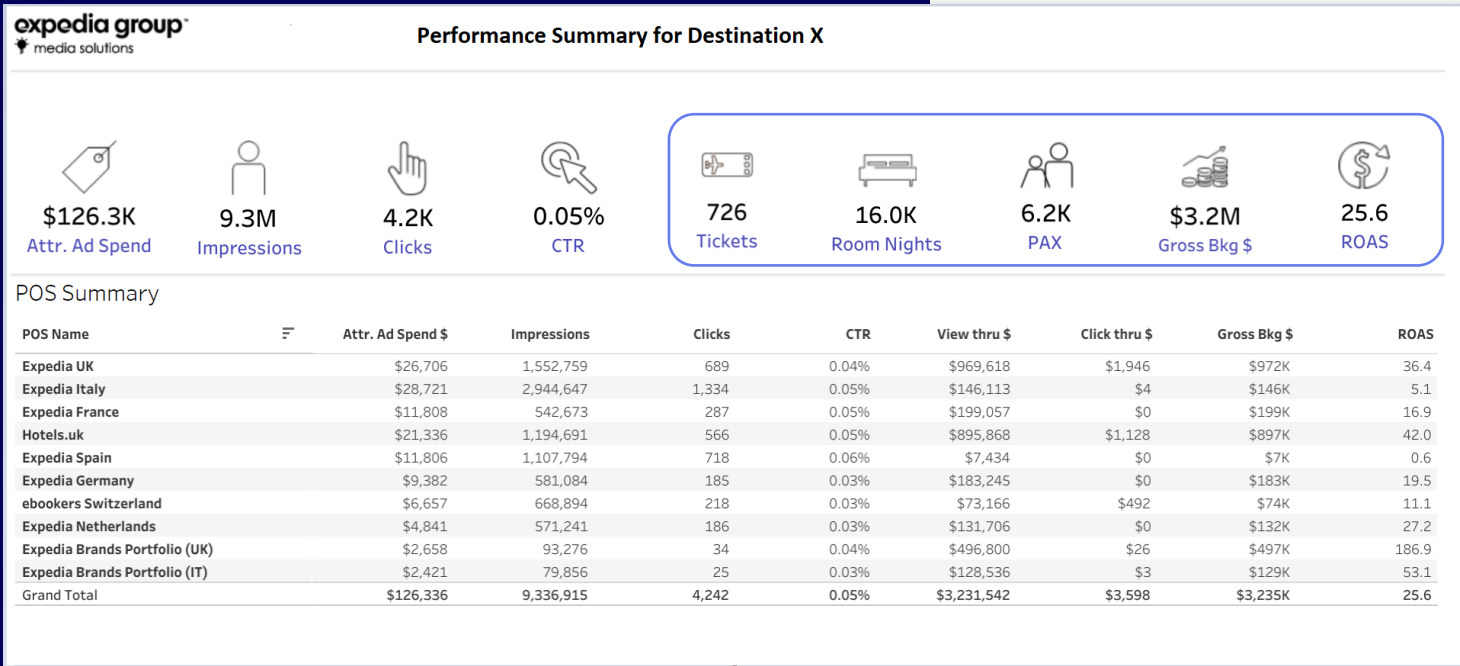
➔ Contenido

➔ Ofertas de Vuelos

➔ Contenido

➔ Ofertas de Hotels

# Reportes en Tiempo Real



Monitoreo y optimización de campañas en tiempo real

Monitoreo del rendimiento

Vea qué anuncios obtienen más clics

Realice un seguimiento de su retorno de

la inversión publicitaria (ROAS)

