



Christmas with a difference - enjoy a mystical, adventurous or gastronomic festive season in Peru

MADRID, 5 December, 2012/PRNewswire/ --

- **Peru is one of the top 10 destinations in the world for German travellers**

Christmas is celebrated all over the world and is an ideal opportunity to learn about a country's customs. With its culture, countryside and culinary delights, Peru is one of the most attractive destinations in which to celebrate Christmas in a completely different way. **It is also one of the top 10 destinations in the world for German travellers.**

The number of tourists in Peru has increased from 1.5 million in 2005 to 2.5 million in 2011. Of these, 17.7% are European. In comparison with the rest of Europe, Germany ranks third (2.2%) in terms of travel to Peru, after Spain (4.1%) and France (2.8%).

For anyone wishing to enjoy a **mystical Christmas**, Machu Picchu is the most famous location in which to experience the Inca culture. The Nazca Lines from pre-Inca times highlight the spiritual origins of Peru.

The Amazon region is the perfect place to spend a **Christmas full of adventure**. It offers eco-tourism at its best with accommodation in the rainforest, Amazon river dolphins, piranhas, shamanic ceremonies and wild bird watching.

Or perhaps you'd prefer a **culinary Christmas**? Peru has more national dishes than any other country. The capital **Lima** is a leading location on the culinary map of South America, offering tourists the opportunity to savour traditional recipes such as **ceviche** or sample a wide range of wines. The country's national drink, however, is **Pisco**, which is distilled from 100 per cent grape juice. Along the famous '**Ruta del Pisco**' tourists can visit the country's centuries-old vineyards to see how this drink is produced.

Travellers should also follow the country's traditions for ensuring a happy and successful **New Year**.

Lighting candles in different colours to improve various aspects of life.

Burning dolls, old clothes and paper to bid farewell to the old year.

Wearing yellow underwear.

And if you run around the block carrying a suitcase, it means you'll do a lot of travelling in the coming year.

International campaign: 'Recordarás Perú' (Peru, an unforgettable experience)

An advertising campaign has been launched to promote tourism and strengthen Peru's positive image as a modern nation undergoing rapid growth. At its centre is the TV commercial '[Recordarás Perú](#)' directed by Leandro Raposo, Executive Creative Director of McCann, and produced by Peruvian film producer Claudia Llosa.

Further information: Tel. +34-917871891. María Sanz (msanz@tinkle.es) Nuria Salas (nsalas@tinkle.es) Susana Fernández (sfernandez@tinkle.es)